City of Temecula

QUALITY OF LIFE MASTER PLAN

Lighting the Path to 2040

The QLMP Team

A Special Thank You and Acknowledgment to the Members of the QLMP Team.

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Kathy Sizemore	Community Services Commission
Ross Jackson	Old Town Local Review Board

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Jacob Mejia	Pechanga Band of Luiseño Indians
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Karen Valdes	TVUSD
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Sandy Rosenstein	Interfaith Council
Chad Pelekai	Camp Pendleton
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Teri Biancardi	Sierra Club

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Citizens' Community Opinion Survey

True North Research tn-research.com

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DEFINITIONS

Vision
A statement describing Temecula's approach to sustaining a high quality of life enjoyed by its residents.

Core Value
A statement of the values that comprise Temecula's vision of its desired quality of life.

Goals
Outcomes the community desires to achieve in order to attain its desired quality of life. The City has overall goals, or aspirations, and also specific goals and objectives within each Core Value area.

Performance Indicators
Data points used to measure progress towards achieving Core Value goals.

Strategic Priorities
Projects to help implement the goals within each Core Value.

The Quality of Life Master Plan
A framework of goals and performance measures that the City uses in its planning and budgeting process. Each City Department sets annual service goals in the budgeting process and is measured against those goals during the following year's budget process. In addition, each project included in the Capital Improvement Program is aligned with the QLMP Core Values and must be justified in terms of how it helps to achieve the Core Value objectives.

CITY OF TEMECULA
QLMP4

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Our Vision

lighting the path to 2040

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"

Executive Summary

COLLECTING THE DATA FOR QLMP 2040

The Temecula Quality of Life Master Plan (QLMP) 2040 is a visionary and living document created to express the aspirations, ideals, and strategic priorities of the City and community. This second edition continues the successful path established by our predecessors in 2009, when the City marked its 20-year incorporation anniversary.

A LOOK AT THE PAST

During Temecula's first twenty years, City leaders and residents engaged in proactive community building that resulted in many significant accomplishments and a cherished, high quality of life. With vision, focus, planning, and follow-through, Temecula forged itself into a dynamic City and regional economic center for Southwest Riverside County. Throughout this transition Temecula retained its small town feel and character even in the midst of strong population and economic growth.

Throughout the past ten years, the QLMP has been a very successful tool for City goal setting and project implementation. All City Departments maintain performance indicators based on the QLMP Core Values and all Capital Improvement Projects are evaluated in terms of their adherence to the QLMP values. The original QLMP was intended as a 20 year plan, but many of the goals and project priorities have already been accomplished. City leaders, anticipating the larger general plan update, determined that this was an important opportunity to update the QLMP to help set the stage for that comprehensive planning process.

The first and second editions of the QLMP are framed between a series of major economic and social disruptions. In 2009, the Great Recession resulted in one of the worst economic declines in United States history. In 2020, as the City embarked on the QLMP update, the COVID-19 pandemic, in conjunction with a national social justice movement, culminated in historical socio-economic impacts that challenged basic health, cultural, and societal norms. Never one to shy away from a leadership role, the City and community engaged in difficult conversations and strategic actions to ensure a high quality of life for those who choose to live, work, visit, and play in Temecula. The City's commitment to strong fiscal stewardship and inclusiveness regardless of race, ethnicity, or ability, has helped the community navigate through the pandemic and emerge even stronger. With a renewed strength and resolve to maintain our local control and high quality of life, Temecula is dedicated to building a resilient capital and social infrastructure and community support network.

COMMUNITY INPUT

COMMUNITY SURVEY The City of Temecula regularly engages a third party to conduct community surveys of citizen satisfaction, priorities, and concerns on a variety of services that the City provides. Survey methodology combines mail and telephone recruiting strategies with online data collection to ensure accessibility and statistically reliable samples. The most recent survey was conducted in Spring 2021. The results of the survey for topics relevant to the QLMP are provided throughout this document.

PUBLIC OUTREACH

This update to the QLMP was developed through an extensive public outreach process and shaped by a Blue Ribbon Committee (BRC) appointed by the City Council. Similar to the first QLMP adopted in 2010, the Blue Ribbon Committee appointees represent diverse geographic, demographic, and economic interests of the City. The BRC held several meetings to review each Core Value, consider new data on population and economic trends, and to discuss evolving issues and conditions in Temecula that should be addressed in the updated QLMP. The QLMP process was supported by the consulting team of Applied Development Economics and Moore Iacofano Goltsman, both California firms with extensive experience in long term strategic planning processes and community engagement.

The project team conducted an online survey of residents which supplemented the True North Survey and provided community input specifically on the QLMP Core Values and related issues. Other community outreach during the process included:

- **POP-UP EVENTS** in which the team set up booths at community events and solicited input from event participants.
- **A DEDICATED PROJECT WEB PAGE** where members of the public could learn more about the QLMP 2040, watch video recordings of each BRC meeting and stay engaged in the process.
- **PUBLIC WORKSHOPS** to engage the community, conducted both in person and online.

Citizens' 20-Year Priorities TIMELINE

OUR 7 CORE VALUES

Each Core Value contributes to our overall ***Quality of Life.*** The diagram below is the compass by which we measure the strength of our goals as we develop the Citizens' 20-Year Priorities Timeline to the right.

EQUITY
Equity values help remove barriers to ensure opportunities for all to prosper through data-driven decisions personalized to residents of the City.

SAFE & PREPARED COMMUNITY
Public safety is the foundation of Temecula and the most basic service for which the City is responsible.

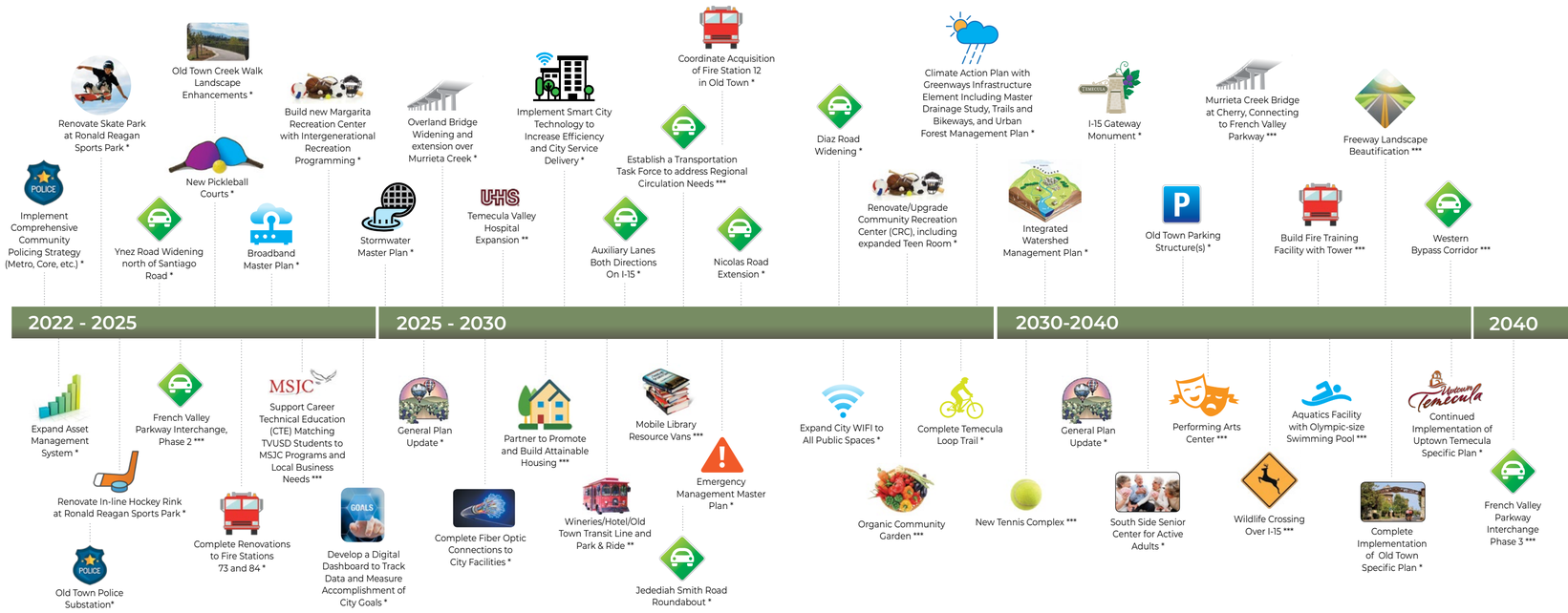
TRANSPORTATION MOBILITY & CONNECTIVITY
Transportation mobility, street maintenance and sanitation are basic but essential functions deemed highly important by residents.

HEALTHY & LIVABLE CITY
Opportunities for parks, recreation, cultural arts, programs and events for civic engagement help to define the great quality of life in Temecula.

ECONOMIC PROSPERITY
A business-friendly local economy providing diverse opportunities to live, work and play in Temecula.

SUSTAINABLE & RESILIENT CITY
Sustainable City values help plan for the future by meeting present needs without compromising the resources needed for future generations.

ACCOUNTABLE & RESPONSIVE CITY GOVERNMENT
Meeting requisite health and public safety needs while proactively seeking to enhance service delivery to the community and maintaining fiscal transparency and prudent stewardship of local resources.



* City Development
** Private Development
*** Public-Private Development or Multi-Public Agency Development
NOTE: Timeline will change due to budget considerations and community priorities. Project placement on the timeline indicates approximate initiation/completion within a 5 to 10 year period, not the exact year it will take place.

Building Greatness *Maintaining* Excellence

Where We Have Been

Temecula grew from a small bedroom community to a regional center in its first 20 years, all the while maintaining a highly valued quality of life for its nearly 110,000 residents. Over the twelve years since the first QLMP was adopted, a number of systems have been put in place to protect and enhance the investments that were made during the City's early years. The QLMP has been incorporated into the City's Capital Improvement Program (CIP) budget and its Annual Operating Budget (AOB). Increasingly, the focus is to ensure that the City is able to maintain the highest quality of services for its residents and that it is building its resiliency against all types of potential future disruptions, including economic, health, and natural disasters.

Where We Are Going

LOOKING TO THE FUTURE

As the City grows, Temecula can expect to experience continued demographic change, as well as continued innovations in communications, transportation technologies, and in the ways work, life, and even shopping are conducted. The next section highlights some of the "Drivers of Change" the City has identified in its planning. The City anticipates private development will add more than 4,000 housing units by 2028, which will increase the population by more than 12,000 residents. Many of these units will be pedestrian oriented multi-family housing in locations close to amenities such as the Jefferson Avenue Corridor, Old Town, and the Promenade Mall.

Well-planned developments help to meet a variety of resident needs while ensuring safety, providing smooth circulation, and offering access to the services, shopping and other amenities that are the foundation of Temecula's high quality of life.

DRIVERS OF CHANGE OVER THE NEXT 20 YEARS

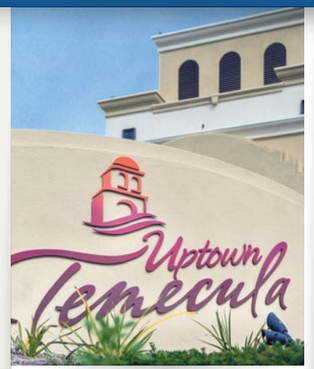
- Shifting demographics, with people over 65 the fastest growing population segment
- Greater emphasis on health care delivery and mental health services
- Increasingly diverse population in Temecula, with a wide range of needs for housing, employment, and services
- Evolving family structure, with more multi-generational households as well as single parent and single senior households
- Greater emphasis on active transportation (biking and walking) and a wider variety of transportation options, particularly electric and micro-mobility technologies
- Variable work patterns
- Evolving technology and increased internet access changing transportation systems and service delivery
- Additional communication platforms and greater reliance on broadband infrastructure
- Housing price pressure continuing to make it difficult for younger families and many local workers to stay in Temecula, increasing the need for smaller, less expensive (attainable) housing near amenities and services
- Increasing effects of climate change, including extreme heat, wildfire risk and drought

Setting the Stage

CITY OF TEMECULA
QLMP 4.0

PARKS, RECREATION & OPEN SPACE

- 41 fully-equipped parks – 320 acres of developed parkland
- 99% of residents within 3 miles of open space, 54% within walking distance
- 7,000+ acres of open space, 29% in the City
- Eagle Soar Playground and Splash Pad. Safe and welcoming for children of all abilities
- Annexed 4,200 acres of Santa Margarita Ecological Reserve (SMER)
- Updated Community Services Master Plan
- Created an Urban Forest Master Plan
- 4 Pump Tracks creating an action sports destination



DIVERSE ECONOMY

- 5,600 businesses and 62,000 jobs
- Regional retail sector with over 4.5 million sq. ft.
- Top 13% in California retail sales generation
- Wine tourism drawing 3.1 million visitors annually and an economic engine in excess of $1.1 billion
- Over 2,900 hotel rooms in the Temecula area
- Pechanga Resort Casino
- Vibrant and Historic Old Town destination

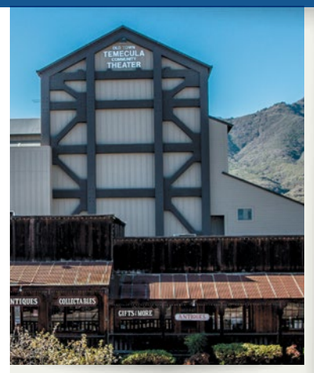
STATE OF THE ART CIVIC CENTER

- LEED Certified
- Convention space for community functions and meetings
- Renewably-powered facility utilizing electricity from a solar project located in the Santa Margarita Ecological Reserve
- Emergency Operations Center

EDUCATION

- School District test scores rank in Top 20% in CA
- 23 elementary schools recognized as "Gold Ribbon Schools" since 1995
- Mt. San Jacinto College campus
- CSU San Marcos at Temecula
- University of Redlands campus
- Accredited vocational, technical, and trade schools

Our Accomplishments



ARTS & CULTURE

- Old Town Theater with 354 seats and The Merc with 48 seats
- Award-winning Professor Pennypickle's Children's Museum
- Two public libraries with state of the art technology
- Temecula Valley History Museum

TRANSPORTATION

- $619.8 million in circulation improvements planned between 2022-2026
- Future 17-mile loop trail
- Old Town rated "Very Walkable" by Walk Score
- 48 miles of trails and 74 miles of bike lanes, with a Bikeways and Trail Master Plan to add another 60 miles

HEALTH & SAFETY

- Temecula Valley Hospital opened in 2013
- Rated 16th in Public Safety nationwide
- Response times at 5 minutes or less
- Police Officer ratio more than 1 per 1,000 residents

GOVERNMENT SERVICES

- Excellence in Capital Improvement Program and Annual Operating Budget Awards annually since incorporation in 1989
- 20% budget reserve and 5% secondary reserve
- FY22-27 Capital Improvement Budget: $793.7M
- FY22-23 Annual Operating Budget/ General Fund: $103.4M
- 178 Full-time employees
- Recreation and Community Service programs serving more than 18,000 annual participants
- 1 Senior Center and 3 Community Centers with intergenerational programs

HONORING OUR HISTORIC PAST WHILE ENHANCING OUR COMMUNITY WITH THE VISION OF A VIBRANT, MODERN CITY WITH A SMALL TOWN ATMOSPHERE

Our Aspirations for 2040

- Continue to be one of the Safest Cities in the USA
- Facilitating a comprehensive human services delivery system that meets diverse needs across all age groups
- Recognized as a major "Destination" by the tourist and travel industry
- Supporting the fair and equitable treatment of all human beings in a just society
- Renowned for its entrepreneurial and creative economy, providing more quality jobs close to home for residents
- A City surrounded by unscarred natural terrain and bounded by the Escarpment and Wine Country, with pristine air quality
- Home to an expanding hospital offering state of the art medical and mental health care services
- Supportive of higher education, integrated with the Career Technical Education (CTE) programs offered at the high school level
- A family-oriented community with both a small town feel and urban amenities
- A City that continues to maintain pristine landscaping at parks, along roadways and at public facilities
- Protection of Wine Country from urban encroachment
- A City where local history is cherished, celebrated, and protected
- A City offering a healthy and active lifestyle for all, including seniors, veterans, and those with special needs
- A center of art, culture, heritage, and lifelong learning opportunities
- Building a resilient community by minimizing impact to life, property, and the environment from natural or man-made hazards and emergency situations by maintaining a high level of emergency management planning, facilities and technology, including coordination with regional partners
- Creating a safer community to include Murrieta Creek flood control improvements that also include trails on both banks and a major sports complex within the detention basin
- Aging commercial corridors revitalized into vibrant mixed use centers with a variety of housing types, access to transit, and urban amenities
- An outdoor recreational environmental haven, with Temecula's trails fully integrated with trails in Wine Country, the City of Murrieta, and surrounding region

ALWAYS PURSUING THE HIGHEST QUALITY OF LIFE, SOMETHING WE CALL "THE TEMECULA WAY"

- A model for fiscal stewardship of the City's assets, with opportunities for civic engagement and volunteerism
- A regional retail center offering higher-end shopping opportunities at the Promenade Mall and Old Town
- A great location for housing choices for all ages, incomes and needs, including housing for families, singles, seniors, and those with special needs
- A gold level bicycle-friendly community as recognized by the League of American Bicyclists
- Recognized as a major recreation center, offering competitive and training sites in Southern California for aquatics, tennis, pickleball, and other sports facilities
- A leader in sustainability and resilience, including renewable energy, innovative storm water management, urban forest and green waste management, and fire safe hardening of the built environment
- A City with upgraded infrastructure, including enhanced connections from housing in the east to jobs in the west of Temecula, as well as improvements to I-15 and additional interchanges
- A vibrant, safe Old Town Temecula that preserves its charming historic appeal

CITY OF TEMECULA
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A Safe & Prepared Community

CORE VALUE 1

SUSTAINING A SAFE COMMUNITY IS THE CITY'S MOST IMPORTANT OBLIGATION. THE COMMUNITY'S PERCEPTION OF SAFETY AND SECURITY IS CRITICAL TO ITS QUALITY OF LIFE

IT IS IMPORTANT TO ADDRESS AND PREVENT BOTH THE REALITY AND PERCEPTION OF DISORDER WITHIN THE COMMUNITY. A safe community is one that has low crime rates; responsive police, fire and emergency services; safe routes of travel for pedestrians, and those on bikes; well-publicized emergency evacuation routes; well-maintained properties and spaces; and a strong sense of community that enhances the perception and experience of safety and well-being.

The City's approach to police protection continues to evolve to meet the ever-changing needs of its residents and businesses. The City has implemented Community Policing which provides for continuity in police personnel so they can build relationships with the neighborhoods they patrol. The City has established the Old Town Metro Team, which is comprised of dedicated deputies who provide added engagement with business owners, employees, visitors, and residents of the Old Town area. The deployment of the team helps improve enforcement efforts and enhance relationships with the community and visitors on a daily basis.

COMMUNITY SURVEY

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY (>85%)	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Police Protection			
Resident importance to maintain low crime rate	93.9%		
Resident satisfaction with Temecula's crime rate		79.6%	
Resident importance to provide neighborhood police patrols		76.0%	
Resident satisfaction with neighborhood police patrols			69.5%
Resident satisfaction with enforcement of traffic laws		74.7%	
Fire Services			
Resident importance to provide fire protection and prevention services	92.0%		
Resident satisfaction with fire protection and prevention services	96.5%		
Resident importance to provide emergency paramedic services	95.6%		
Resident satisfaction with emergency paramedic services	94.6%		

Safe & Prepared Community

The Old Town Metro Team is supported by Code Enforcement, Building and Safety, and Fire Inspection personnel, so health and safety issues can be addressed proactively.

The City also participates in the Community Behavioral Health Assessment Team (CBAT) that includes social workers and mental health professionals. A very effective Homeless Outreach Team (HOT) was created with the mission to connect homeless individuals with services as well as to enforce the law.

Communities and residents also need to be well prepared for natural and other disasters, as wildfires in the region have shown, with effective emergency communications and response systems. The City has hired an Emergency Manager and plans to undertake the creation of a comprehensive Emergency Management Master Plan. Important elements of this planning process include upgrading the Emergency Operations center (EOC), establishing secondary/alternate EOCs, upgrading the technology used by the public safety communications system and establishing citywide Shelter in Place and Mass Evacuation Plans. In addition, training citizens to increase resiliency in case of emergency is an extremely effective strategy, and remains an ongoing priority for the Fire Department and the Office of Emergency Management.

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Police Protection (Source: City Data)			
Number of Police Officers: Goal is 1 officer per 1,000 residents "Progressing" is 0.90-0.99 per 1,000 residents, and "Needs Improvement" is less than .90 officers per 1,000 residents	More than 1 officer per 1,000 residents		
Average response time for police for Priority I Crimes: Goal: 5 minutes or less "Progressing" is 5-6 minutes response, and "Needs Improvement" is more than 6 minutes*	4.96 minutes average response time (2021)		
Violent and Property Crime (Source: City and FBI Data)			
FBI rating for Safest Cities in America: Goal: Be in the top ten; "Progressing" is 11-25 safest cities; "Needs Improvement" is 25+ safest cities		Ranked 16th safest city in America	
Number of violent crimes per 100,000 residents: Goal: decreasing crimes more than 2.5%; "Progressing" is no increase in crimes (0-2.5%); "Needs Improvement" is increase in crimes more than 2.5%			166 crimes per 100,000 population, up from 153 in 2010 (3.5% increase)
Number of property crimes per 100,000 residents: Goal: decreasing crimes more than 2.5%; "Progressing" is no increase in crimes (0-2.5%); "Needs Improvement" is increase in crimes more than 2.5%	2,626 crimes per 100,000, down from 2,834 in 2010 (7.3% decrease)		

* Priority I calls are those which require immediate response, and there is no reason to believe that an immediate threat to life exists.

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Fire Protection and Emergency Services (Source: City Data)			
Effective response time for fire protection: Goals: 5 minutes or less, 90%+ of the time; "Progressing " is 80-89% of the time; "Needs Improvement" is less than 80% of the time	90% of response times (2021)		
Effective response time for ambulance, emergency services: Goals: 10 minutes or less; "Progressing " is 10-12 minutes; "Needs Improvement" is > 12 minutes	Less than 10 minutes		
ISO Fire Insurance Rating: Goal: <3 ISO rating; "Progressing" is 3-3.5 ISO rating; "Needs Improvement" is 4+ ISO rating		3.5 Rating	
Emergency Preparedness (Source: City Data)			
Number of citizens trained in CPR, First Aid and healthcare provider CPR and Stop the Bleed program: Goal 850 per year; "Progressing" is 500-850 per year; "Needs Improvement" is <500 per year		633	
Number of citizens trained in Community Emergency Response Team Training (CERT): Goal 175 per year; "Progressing " is 100-175 per year; "Needs Improvement" is <100 per year		139	
Number of new enrollees per year in the mass notification system: Goal: 7,000 (20%) households per year; "Progressing" is 3,500-7,000 (10-20%); "Needs Improvement" is <3,500 (10%)			3,000 registrants
Number of partnerships developed with key community stakeholders – public and private partners, non-profits, tribal government, community groups, faith-based organizations, and schools – to enhance emergency preparedness, response and recovery within the City of Temecula. Goal=7-10, "Progressing" is 4-6; "Needs Improvement" is <4	7		
Traffic Safety (Source: CA Office of Traffic Safety)			
Overall traffic safety for driving, cycling, walking: CA Office of Traffic Safety rating for cities with 100,000-250,000 populations: Goal: to rank in the top 10 cities; "Progressing" is in the top 11-20 cities; "Needs Improvement" is 20+ cities ranking			Ranks #21
Graffiti Abatement (City Data)			
Remove graffiti within 24 hours: Goal: 90% of the time; "Progressing" is 80-89% of the time; "Needs Improvement" is 79% or less of the time	95%		

Safe & Prepared Community

Our Accomplishments

- Implemented community policing which provides for continuity in police personnel so they can build relationships with the neighborhoods they patrol
- Established the Metro Team, which includes Sheriff's Deputies supported by Code Enforcement, Building and Safety, and Fire Inspection personnel so that crime prevention can be addressed in a proactive and holistic approach
- Participation in the Community Behavioral Health Assessment Team (CBAT) that includes social workers and mental health professionals
- Very effective Homeless Outreach Team (HOT) with the mission to connect homeless individuals with services as well as to gain compliance with the law
- Purchased a new ladder truck in 2021
- Installed personal thermal imaging cameras for every seat on each of Temecula's fire engines and truck companies
- Filled the Emergency Manager position to run the Office of Emergency Management
- Expansion of Old Town Police Station

Our Strategic Objectives

- Renovations to Fire Station 84 located on Pauba Road. This renovation will include a new state of the art training facility to ensure our community is prepared
- Over the next two years, complete an addition to Fire Station 73 to add two additional bays to store the Urban Search and Rescue (USAR) and medical squad/swift water rescue vehicle. This addition will also include adding a gym to the facility
- Introduce new pre-planning programs and training tools for the Fire Department. The City of Temecula strives to be on the cutting edge on ways to respond to emergency incidents
- Acquire Fire Station 12 from the State and update it to be a state of the art fire station that will continue to serve the Old Town area
- A new fire training facility
- Monitor need for a second ladder truck as highrise development intensifies
- Continuous updates to Emergency Preparedness and Response Plans, and upgrades to technologies at the City's existing Emergency Operation Centers (EOCs) located at City Hall and the Library
- Implement Emergency Preparedness Programs to train citizens to be prepared in case of an emergency
- Wildfire Mitigation Fuel Management Program
- Neighborhood and City Facility Fire Hardening Program

Prevention strategies are a more effective and a more cost-efficient means of sustaining a safe and secure community. This includes creating an attractive, stimulating, and safe environment for teens and young adults. Residents also expressed their desire to travel safely throughout the City on various modes of travel, including bike, pedestrian, equestrian trails and on complete streets.

INVESTMENT IN PUBLIC SAFETY IS THE HIGHEST PRIORITY FOR THE RESIDENTS OF TEMECULA

Our Goals for 2040

- Continue to be one of the safest cities in California and the nation
- Ensure that funding for public safety remains the highest priority
- Maintain a ratio of one police officer per 1,000 population
- Support community oriented policing and maximize community leadership in public safety
- Achieve a City ISO rating of 1.0 (i.e. most exemplary level)
- Maintain a five minute or less response time for fire protection
- Minimize impact to life, property and the environment from natural hazards and emergency situations by maintaining a high level of emergency management planning, facilities and technology, including coordination with regional partners
- Provide recreational and other activities for youth that promote socially productive behavior
- Provide effective enforcement of City zoning, building, fire and grading codes, and graffiti abatement
- Continue to provide a high-level of public information and training for the community surrounding emergency management and public safety

CITY OF TEMECULA
QLMP

CORE VALUE 2

Transportation Mobility & Connectivity

TRANSPORTATION MOBILITY MEANS MOVING PEOPLE AND GOODS EFFICIENTLY, SAFELY AND COST EFFECTIVELY THROUGHOUT THE COMMUNITY AND REGION WITH WELL-PLANNED NETWORKS

TRANSPORTATION MOBILITY & CONNECTIVITY means providing all residents with access to good jobs, housing choices and neighborhoods, quality schools and medical facilities, shopping, restaurants, recreation and the goods and services that make a city desirable and livable.

Western Riverside County and the City of Temecula have grown rapidly over the past twenty years with high levels of population growth projected to continue. While local and regional policies emphasize development of more quality jobs within the City and region for Temecula's residents, many must commute to jobs elsewhere, including San Diego County. These factors lead to long commutes, traffic congestion, air pollution, and strains on work/life balance. Congestion and travel delay add up to significant costs in lost productivity for businesses and increased costs for both households and employers. Temecula is located at a major regional crossroads in Southern California, and much of the traffic through the City is not locally generated. The City must collaborate with regional partners, including both Riverside County and San Diego County to address regional traffic patterns and mitigations.

COMMUNITY SURVEY

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Local Streets and Roads Maintenance			
Resident importance to maintain local streets and roads	94.1%		
Resident satisfaction with maintenance of local streets and roads		70.7%	
Traffic Congestion			
Resident satisfaction with efforts to improve traffic circulation by improving roads, intersections, signal timing and other measures			60.1%
Resident importance of coordinating traffic signals		80.7%	
Resident satisfaction with coordinating traffic signals		71.4%	
Resident satisfaction with emergency paramedic services	94.6%		

Transportation Mobility&Connectivity

IN THE TRUE NORTH SURVEY, residents expressed a strong desire to reduce traffic. In the upcoming General Plan Update, the City will adopt a new Circulation Element, which will provide an opportunity to identify ways to better manage traffic throughout the City. In 2022, the City engaged in the development of a Local Road Safety Plan (LRSP) which is identifying high accident locations for both auto travel and bicycles/pedestrians. The City is studying further ways to integrate technology into the local transportation system to improve traffic flow and provide a foundation for the potential transition to autonomous vehicles and other new forms of mobility.

COMMUNITY SURVEY CONTINUED

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Bike Trails, Pathways, Walkability			
Resident importance to maintain local streets and roads	94.1%		
Resident satisfaction with maintenance of local streets and roads		70.7%	
Transit			
Resident importance of providing local public transportation and shuttle services			45.8%
Resident satisfaction with local public transportation and shuttle services		73.2%	
Rating of Resident Spending Priorities (medium and high priorities)			
Make infrastructure improvements to improve traffic circulation	93.2%		
Advocate to State, Federal Depts of Transportation to improve traffic circulation on I-15	91.7%		
Expand and improve the network of bicycling, pedestrian, recreational trails			62.9%
Build additional park-n-ride lots for carpoolers			34.3%

Encouragement of micro mobility options, e-bikes, and scooters, in addition to further implementation of the Bikeways and Trails Master Plan, will help reduce vehicle trips in some areas of town. As stated by members of the Blue Ribbon Committee, "Let's move people, not cars." Options to improve transit connections as well as creating new options such as light rail travel may be explored.

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Local Streets and Roads Maintenance (Source: City Data)			
Goal: Ensure that 75% of City's lane miles meet or exceed PCI (Pavement Condition Index) of 70		70% meet standards	
Transportation Congestion/Circulation (Source: City Data)			
Goal: Ensure 85% of intersections along the roadway network defined by the Circulation Element of the General Plan operate at Level of Service "D" or better	√		
Goal: Ensure 90% of the road segments along the roadway network defined by the Circulation Element of the General Plan operate at Level of Service "D" or better	√		
Bike Trails, Pathways & Walkability (Source: Temecula Bikeways and Trails Master Plan; City Public Works)			
Goal: Complete 80 miles of Bike Lanes		74 miles or 92.5% completed	
Goal: Complete 60 miles of Multipurpose trails		48 miles or 80% completed	
Goal: Maintain a "Very Walkable" rating for Old Town; 70-89 is a rating of "Very Walkable" based on Walk Score	Rating: 78		
Goal: Maintain a "Walkable" rating for Citywide average; 50-69 is a rating of "Walkable" based on Walk Score; less than 50 is very car dependent			Rating: 29
Goal: A Gold Level Bicycle-Friendly Community; "Needs Improvement" is bronze; "Progressing" is silver; "Meets/Exceed Goals" is gold			Bronze
Goal: Higher People for Bikes City Rating; "Needs Improvement" is 0-30; "Progressing" is 31-60; "Meets/Exceeds Goals" is 61-80			28
Transit (Source: Riverside Transit Agency)			
Goal: Increase transit ridership by 5%	11.4% increase		
Goal: Increase inter-regional transit ridership by 5%		3.6% increase	

Transportation Mobility&Connectivity

Our Accomplishments

- Temecula Parkway Interchange
- French Valley Parkway Improvements, Phase 1
- Established Asset Management Fund for a variety of capital expenditures
- Adopted Local Road Safety Plan
- Updated the Multi-use Trails and Bikeways Master Plan
- Completed a Sidewalk Gap Study

Our Strategic Objectives

- Freeway Landscape Beautification & I-15 Gateway Monuments
- Auxiliary lanes both directions on I-15
- French Valley Parkway Phases 2 and 3 Improvements to I-15: 2 add'l NB and SB lanes and overpass at Date Street
- Initiate regional transportation discussions with Riverside and San Diego Counties for all transportation improvement options
- Tourism Transit Line linking Old Town, Wine Country and Pechanga, plus Park & Rides
- Additional Parking Structures in Old Town
- Improve Shade Structures at Bus Stops
- Increase park and ride facilities
- Median Enhancement and Street Revitalization
- Overland Bridge extension over Murrieta Creek
- Ynez Road widening north of Santiago Road
- Nicolas Road extension from Calle Girasol to Butterfield Stage Road
- Roundabout at Jedediah Smith & De Portola Road
- Implement Neighborhood Electric Vehicle (NEV) System
- Support walkable and transit-oriented neighborhoods with accessible commercial services

THE CITY AND REGIONAL AGENCIES ARE MAKING CONTINUAL INVESTMENT IN TRANSPORTATION INFRASTRUCTURE. MANY OF THE PROJECTS TAKE MULTIPLE YEARS TO COME TO FRUITION, AND COMPETITION FOR SCARCE FINANCIAL RESOURCES WILL BE A CHALLENGE

THE CITY'S TRANSPORTATION MOBILITY & CONNECTIVITY GOALS FOR 2040 ADDRESS INFRASTRUCTURE, TRANSPORTATION SYSTEM BUILDING, SERVICE LEVELS AND JOB CREATION IN TEMECULA AND THE SURROUNDING AREA

Our Goals for 2040

- Maintain and improve our roadway network so that the flow of traffic is efficient
- Promote job growth in Temecula and nearby areas to reduce commuting
- Market the opportunities to work and shop locally to residents
- Expand and enhance the transportation network by completing missing links with appropriately sized streets
- Establish a connected pedestrian, bicycle and equestrian transportation system consistent with the Multi-use Trails and Bikeways Master Plan
- Coordinate land use and transportation to create a balanced, modern and integrated transportation system
- Increase transportation and mobility options
- Develop a Complete Streets Policy document
- Additional public Electric Vehicle (EV) charging stations

CITY OF TEMECULA QLMP 40

CITY OF TEMECULA
QLMP 4

CORE VALUE 3

Healthy & Livable City

A HEALTHY AND LIVABLE CITY ENCOMPASSES ELEMENTS THAT REPRESENT A HIGH QUALITY OF LIFE: BUILT AND NATURAL ENVIRONMENT, ECONOMIC AND EDUCATIONAL OPPORTUNITIES, ACCESS TO CULTURAL, RELIGIOUS, RECREATIONAL, SHOPPING, AND ENTERTAINMENT RESOURCES, AND THE ABILITY TO HAVE A HEALTHY AND SAFE LIFESTYLE

HEALTHY & LIVABLE CITIES are characterized by high levels of civic pride, community engagement and a strong sense of place. Increasingly, livability and community health also are synonymous with sustainability. Maintaining health means not only having access to high quality health care, but also the facilities and services needed to maintain an active and healthy lifestyle, such as parks and trails.

The completion of the Temecula Valley Hospital was a major goal of the QLMP 2010, and was accomplished early in the decade. A network of health services has developed and the hospital now has plans to expand, including a new Behavioral Health facility. The hospital is working to attract new doctors to serve the growing population and to provide an expanding range of services. A barrier that many employers experience is high housing costs in Temecula. Through its 6th cycle Housing Element and other programs, the City is striving to create more "Attainable Housing" in the community. This is housing that is affordable to working people so that workers can live close to their jobs in Temecula.

COMMUNITY SURVEY

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Overall Quality of Life			
Resident satisfaction with Overall Quality of Life	87.6%		
Resident importance of providing senior services		71.2%	
Resident satisfaction with senior services		81.7%	
Resident importance of providing teen services			62.8%
Resident satisfaction with growth management and planning: commercial/ residential		79.7% (Commercial)	51.7% (Residential)

Healthy & Livable City

THE BLUE RIBBON COMMITTEE is especially cognizant of the importance of addressing mental health, and this QLMP includes a measure of mental health in Temecula from the Strategic Health Alliance Pursuing Equity or "SHAPE" Riverside County health surveys. The experience of the COVID pandemic certainly reinforced the critical importance of avenues for social interaction and entertainment, but it is evident in normal everyday life that the ability of a place to nurture its residents spirits as well as their material needs is an essential aspect of livability. The City's open spaces, libraries, museums, cultural and performance venues, places of worship, and entertainment spots provide a rich contribution to community life that is highly valued by its residents.

COMMUNITY SURVEY CONTINUED

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Parks and Recreation			
Resident satisfaction with the variety of parks and recreation facilities	90.8%		
Education, Civic and Cultural Amenities			
Resident importance of providing cultural arts, public art, theater and museum services			62.1%
Resident satisfaction with library services	90.5%		
Resident satisfaction with the quality of education of Temecula Valley Unified School District	85.4%		
Rating of Resident Spending Priorities			
For improved appearance of public infrastructure and landscapes			68.2%
Expand Teen services and programs			68.4%
Develop high quality arts, culture, history, and sporting events and facilities			67.9%
Increase recreational programs			67.4%

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Health Indicators (Source: Strategic Health Alliance Pursuing Equity (SHAPE) Riverside County)			
Asthma (Goal: <8.4%; "Progressing" 8.4-9.5%; "Needs Improvement" >9.5%)		8.5%	
Adults with Diabetes (Goal: 10%; "Progressing" 10-13%; "Needs Improvement" 13%+)	7.5%		
Adults Who are Sedentary (Goal: 21.2%; "Progressing" 21.2-29.6%; "Needs Improvement" >29.6)	19.3%		
Poor Mental Health (Goal:<13.2%;"Progressing" 13.2 - 16.1%; "Needs Improvement">16.1%)		13.3%	
Parks & Recreation (Source: Community Services Master Plan; City Bike-Ped Counts)			
Developed parklands: Goal: 5 acres per 1,000 residents; "Progressing" is 3.0-4.9 acres per 1,000 residents; "Need Improvement" is <3.0 acres per 1,000 residents)			2.8 acres
Accessible Parks: Percent of population within 15 minute walk of a neighborhood park: Goal: 85%; "Progressing" is 70-84%; "Needs Improvement" is <70%			54%
Pedestrian Use of Trails: Goal: Increase; "Progressing" is steady level; "Needs Improvement" is a decrease	Increasing		
Bicyclist Use of Trails Increase: Goal: Increase; "Progressing" is steady level; "Needs Improvement" is a decrease	Increasing		
Arts, Culture & Lifelong Learning (Source: TCSD facility participation counts)			
Library Use: Goal: Circulation greater than 700,000; "Progressing" is Circulation between 500,000 and 699,000; "Needs Improvement" is Circulation of 499,000 or less		559,230 Circulation	
Visit to City Museums: Goal: Increase; "Progressing" is steady level; "Needs Improvement" is a decrease	Increasing		
Old Town Community Theater Ticket Sales: Goal: Increase; "Progressing" is steady level; "Needs Improvement" is a decrease	Increasing		

Healthy & Livable City

Our Accomplishments

- Temecula Valley Hospital
- Community Services Master Plan
- Western Escarpment acquisition completed
- State of the art technology for Temecula Library
- Eagles Soar inclusive needs play structure and splash pad
- Friendship Park with inclusive play structures for children of all abilities
- Replacement of multiple play structures with newly themed and enhanced playgrounds citywide
- Built four pump tracks at various City parks

Our Strategic Objectives

- Expansion of Temecula Valley Hospital, including Behavioral Health facility
- Ensure a variety of housing choices for different stages of life
- Phase Old Town into a mixed-use residential and culturally rich downtown
- Integrate and expand Teen facilities and services at the Community Recreation Center
- Explore mobile library resource vans to extend service more evenly throughout the City
- Create Uptown Temecula Regional Sports Park
- Murrieta Creek Trail, Phase III
- Lake Skinner Trail via Metropolitan Water District easement
- Rehab existing tennis facilities
- New gym
- Additional pickle ball courts
- Become Gold Level Bicycle Friendly Community
- Open trails at the Roripaugh Preserve

AT ITS CORE, RESIDENTS DESIRE THAT TEMECULA BE A PLACE WHERE THEY CAN LIVE THROUGH THE ARC OF THEIR ENTIRE LIVES, WITH HOUSING AND SERVICES FOR ALL AGES, INCOMES, AND ABILITIES; A CITY THAT ALLOWS EACH RESIDENT TO LIVE LIFE TO THEIR FULLEST AND MOST SATISFYING POTENTIAL

CORE VALUE 3

Our Goals for 2040

- Support healthy and active lifestyles by promoting recreation programs, parks, trails and competitive facilities for swimming, tennis, soccer, baseball, basketball, and other sports, including action sports
- Be a sustainable community that embraces residents' quality of life through protecting the natural environment, maintaining the City's fiscal stability, and supporting the community's health and equity
- Be a diverse community that values and supports people of all ages, backgrounds, cultures, disabilities and religious beliefs
- Provide accessible sports, recreational, cultural, health/therapeutic and community engagement facilities, programs and resources for all Temecula residents, including seniors, youth, families and those with special needs
- Enhance Temecula's position as a regional medical center of excellence, offering advanced medical specialties and research facilities, and a sufficient ratio of physicians to residents
- Value the growth of non-profit organizations, churches, temples, mosques, and other places of worship
- Continue to be a community where local history is remembered and respected, and local culture and artistic creativity is supported

CITY OF TEMECULA
QLMP

CORE VALUE 4

Economic Prosperity

A THRIVING, RESILIENT AND ADAPTABLE LOCAL ECONOMY IS THE FOUNDATION FOR TEMECULA'S LONG-TERM PROSPERITY AND CONTRIBUTES DIRECTLY TO THE HIGH QUALITY OF LIFE ENJOYED BY RESIDENTS

IN TODAY'S ECONOMY, highly skilled workers can perform their jobs almost anywhere, and these workers are seeking communities that provide a high quality of life. Desirable communities, such as Temecula, possess a wide range of housing opportunities, quality schools, efficient transportation networks, parks and accessible open space, a variety of shopping and entertainment opportunities, cultural arts, accessibility to high speed telecommunications, excellent healthcare, and institutions of higher learning.

COMMUNITY SURVEY

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Employment and Shopping			
Resident satisfaction with City's promotion of job development		72.0%	
Resident satisfaction with City's efforts to satisfy residents' needs for shopping opportunities	88.1%		
Rating of Resident Spending Priorities (medium to high priority)			
Encourage the upkeep and rehabilitation of existing commercial centers		76.8%	
Provide incentives to attract new employers and jobs to the City		76.2%	
Attract or expand institutions of higher learning, such as a college or university			65.9%
Revitalize Jefferson Corridor and other outdated commercial areas of the City			64.6%
Encourage the development of affordable housing			51.3%

Economic Prosperity

TEMECULA'S RESIDENTS HAVE EXPRESSED A STRONG DESIRE TO BE ABLE TO LIVE AND WORK IN TEMECULA, and to have more diverse and well-paying jobs available. They also want their children to be able to find meaningful work and affordable housing so they too can live and work in Temecula as they become young adults. Echoing residents' concern for their children's future job opportunities, the Blue Ribbon Committee highlighted the need to foster the Career Technical Education (CTE) system in the community. Temecula was fortunate that Mt. San Jacinto College (MSJC) acquired the former Abbott office campus. The new MSJC Temecula campus has further expansion potential and opportunities to merge CTE curriculums at the high schools with MSJC programs to provide local students the opportunities to train for vocational jobs in Temecula. Further coordination with CSU San Marcos will also help to extend these workforce training and education opportunities to the four year degree level.

The City is especially interested in fostering entrepreneurial opportunities. The Temecula Valley Entrepreneur's Exchange (TVE2) is a business incubator and regional resource center managed by the City's Economic Development Division that fosters business growth and economic vitality for entrepreneurs and early stage companies by providing access to low cost commercial space, technology, high quality resources, and leveraging a strong network of community partners located at the TVE2, including the Small Business Development Center (SBDC), the Economic Development Coalition (EDC), and Riverside County Workforce Development. Residents closely associate the presence of independent, locally-owned businesses with the City's cherished small town atmosphere and the TVE2 is actively supporting new start-up small businesses to succeed in Temecula.

Temecula features a number of strong business sectors that offer a wide range of job opportunities, as well as help to support City revenues and high quality services. The biomedical cluster employs thousands in healthcare and manufacturing of medical devices. The tourism industry attracts sales exceeding $1.1 billion annually, anchored by the Pechanga Resort Casino, Old Town Temecula, and Temecula Valley Wine Country with more than 45 wineries, marketed through Visit Temecula Valley. The retail sector is especially strong, ranking Temecula in the top 13% sales tax generators in the State. The City is committed to growing these and other economic opportunities to benefit its residents, workforce, and sales tax revenue funds that support enhanced infrastructure and public safety in Temecula.

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Employment (Source: American Community Survey: ACS)	95%+	93-95%	<93%
Annual Employment Rate: Goal: 95%+; "progressing" is 93-95%; "Needs Improvement" is <93%	96%		
Household Income (Source: ACS)	Increasing	Stable	Decreasing
Household Income: Goal: Annual Increase; "Progressing" is stable; "Needs Improvement" is annual decrease	1.5% increase		
Housing and Development (Source: CA Assn. of Realtors; ACS; SW Riv. Co. Assn of Realtors; City Bldg. permit data)			
Housing Affordability Index: Goal: More than 65% for Riverside County			33.0%
Housing Options: Goal: 65% single family; "Progressing" is 66-75%; "Needs Improvement" is >75%			78.5%
Residential Building Permits: Goal: Increase	332% increase		
Commercial Building Permits: Goal: Increase			21.5% decrease
Vacancy Rates: Commercial Buildings (SW Riverside Region): Goal: <10%; "Progressing" is 10-15%; "Needs Improvement" is >15%			15.7% (Office) 19.2% (Retail)
Vacancy Rates: Industrial Buildings (SW Riverside Region): Goal: 5-7%; "Progressing" is 8-10%; "Needs Improvement" is >10%)			18.4%
Sales Taxes (Source: CA Dept. of Tax & Fees)	Top 15%	Top 16-25%	Less than Top 25%
Per Capita Sales Tax Goal: Be in the top 15% among State agencies; "Progressing" is in top 16-25%; "Needs Improvement" is > 25% of agencies	Ranking is 13%		
Tourism (Source: City Data)			
Hotel Occupancy Rates: Goal: 70%; "Progressing" is 50-69%; "Needs Improvement" is <50%)		67.5%	
Transient Occupancy Tax Revenues: Goal: >5% annual increase; "Progressing" is 1-5% increase; "Needs Improvement" is annual decrease	24% increase		
Broadband Access for Business (City Staff Data)	100%	70-99%	<70%
Broadband access for business: Goal: 100%; "Progressing" is 70-99%; "Needs Improvement" is <70%		80.0%	

Economic Prosperity

Our Accomplishments

- Uptown Temecula Specific Plan
- Opening of Mt. San Jacinto College Temecula Campus (MSJC), Cal State University San Marcos at Temecula, and the University of Redlands satellite campus
- Selected as the US Small Business Administration's Community of Excellence recipient
- Created and implemented workforce programs, including the City's intern program and an extern program that matches students with Temecula businesses
- Launched and expanded TVE2 as the City's business resource center and business incubator for entrepreneurs and businesses to include the presence of the SBDC, EDC, and Riverside County Workforce providing tools and resources for a successful business
- Launched and continue to grow annual college and vocational fair hosted at Promenade Temecula, which also supports retail sales
- Produce new marketing materials and outreach campaigns each year to educate the community, promote existing Temecula businesses, and attract new companies to Temecula

THE CITY'S OVERALL ECONOMIC GOALS ARE TO CREATE A HIGH VALUE, HIGH GROWTH AND DIVERSIFIED ECONOMIC BASE, INCREASE ACCESS TO HIGHER EDUCATION, EXPAND CTE OPPORTUNITIES OFFERED THROUGH TEMECULA VALLEY UNIFIED SCHOOL DISTRICT AND LOCAL COLLEGES THAT ARE MATCHED TO THE NEEDS OF LOCAL BUSINESSES AND GENERATE REVENUES TO MAINTAIN IMPORTANT INFRASTRUCTURE AND SERVICES LIKE ROADS, PARKS AND LIBRARIES. THE CITY WILL ALSO NEED TO DEFINE AND ADVANCE ITS GOALS FOR ECONOMIC PROSPERITY WITHIN THE BROADER CONTEXT OF THE REGIONAL ECONOMY

Our Strategic Objectives

- Pursue long-term economic diversification for job creation
- Support the retail sector's adaptation to a changing marketplace
- Nurture small businesses and regionally unique commercial uses
- Encourage development and activities that attract visitors and conventioneers
- Cultivate an entrepreneurial and academic environment
- Promote and protect the City's brand as "Southern California's Wine Country"
- Continue implementation of Uptown Temecula for Jefferson Avenue area revitalization
- Attract luxury hotels and a convention center
- Support Old Town's revitalization as it evolves to protect its charm and historic appeal
- Continue support of the Pechanga Tribe and their ongoing development of upscale luxury resort(s) and entertainment
- Foster Career Technical Education in support of high school and MSJC curricula

CORE VALUE 4

Our Goals for 2040

- Provide an entrepreneurial culture that offers a growing number of diverse high-paying jobs in innovative and global companies, including those in the bio-medical cluster and other sectors
- Encourage the broadening of higher education opportunities both public and private
- Foster an integrated Career Technical Education (CTE) system that builds on curricula offered through Temecula Valley Unified School District, Mt. San Jacinto College and the CSU San Marcos campus at Temecula
- Continue to protect the City's special natural resources – air quality, open space and parklands, wine country, and clean water – that provide a special quality of place

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CORE VALUE 5

A Sustainable & Resilient City

Sustainability can be defined in many ways. The following definition captures Temecula's most commonly held concepts:

A SUSTAINABLE COMMUNITY USES ITS RESOURCES TO MEET CURRENT NEEDS WHILE ENSURING THAT ADEQUATE RESOURCES ARE AVAILABLE FOR FUTURE GENERATIONS. IT SEEKS IMPROVED PUBLIC HEALTH AND BETTER QUALITY OF LIFE FOR ALL ITS RESIDENTS BY LIMITING WASTE, PREVENTING POLLUTION, MAXIMIZING CONSERVATION AND PROMOTING EFFICIENCY, AND DEVELOPING RESOURCES TO REVITALIZE THE LOCAL ECONOMY

A SUSTAINABLE CITY is one that conducts its daily business and plans for the future dedicated to these principles and encourages and promotes residents and businesses to adopt sustainable practices. A sustainable city also focuses on the interconnectedness of three vital systems – a prosperous economy, a healthy environment, and an equitable community – "the three E's."

Facing the increasing effects of climate change, communities are also becoming focused on the concept of resiliency, which is to harden the built environment, and creating more redundant and efficient backup systems for energy, communications, banking, etc. when disasters occur. This concept is inherent in the City's efforts to prepare for emergencies as discussed in the Safe and Prepared Community Core Value, but it is also intrinsically connected to long term efforts to manage the incremental environmental effects of climate change.

Sustainable & Resilient City

THE CITY WILL CREATE a Climate Action Plan (CAP), as required by state law, when it updates its General Plan in 2023-2025. The CAP will create a scientific baseline for Temecula of Greenhouse Gas (GHG) emissions and climate change risks. It will create metrics and adaptation strategies the community can use to reduce its impact on the environment. It is important to recognize the need for a commitment to adaptive management and a science-based approach to developing future strategies for both sustainability and resiliency.

WHEN WE MEASURE OUR PROGRESS, we can see that the City has engaged in a number of actions to improve the efficiency of resource use and to protect environmental quality in the community. In addition, the City's municipal utility and service partners, including Southern California Edison, Rancho California Water District, Eastern Municipal Water District (EMWD), and CR&R Environmental Services (solid waste) have also implemented a number of sustainability and resiliency measures. The City can also coordinate with the many regional, state and federal agencies and organizations working on resiliency and environmental quality.

COMMUNITY SURVEY

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
Waste Reduction			
Resident importance to provide reliable garbage and recycling services	88.7%		
Resident satisfaction with City's efforts to provide reliable garbage and recycling services	91.5%		
Open Space			
Resident importance to acquire and protect open space		78.0%	
Resident satisfaction with City efforts to acquire and protect open space		70.4%	

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Air Quality (Source: South Coast AQMD)			
Ozone: Maximum 8 hr. concentration in ppm: Goal: .07 ppm; Progressing: <.085			0.091 (2020)
Energy Use and Clean Energy Generation (Source: So. Cal. Edison and City Data)			
City facilities energy usage baseline: Goal: Decreasing Trend		√	
Community-wide energy usage baseline: Goal: Reduction per capita			√
Kilowatts/megawatts of renewable energy generated: Goal: Increasing trend	√		
Open Space, Natural Habitat and Parks (Source: Community Services Master Plan)			
Preserved open space: Goal: 30% of City in parks and open space		29.0%	
Waste Reduction (Source: City Data)			
2010 State baseline of 7.5 lbs daily waste per person: Goal: Exceed State baseline	4.8 lbs per person		
Consistent with SB 1383, provide organics collection service to all residents and businesses		√	
Water Usage Reduction/Quality (Source: Rancho California Water District; City Data)			
Community usage of potable water (non-agricultural): Goal: Decrease in usage	Down 27%		
City facilities baseline usage of water: Goal: Decrease in usage		√	
Goal: Reduction of urban runoff - decrease	√		
Goal: Improved water quality in creeks		√	

Sustainable & Resilient City

Our Accomplishments

- Urban Forest Management Plan
- Bicycle and Trails Master Plan
- Green Streets Program
- Alternative Compliance Program for Stormwater Management
- Solar Facility at the Santa Margarita Ecological Reserve (SMER)
- Early implementation of SB 1383, Organics Recycling, and utilization of CR&Rs anaerobic digester

Our Strategic Objectives

- Storm Water Jurisdictional Runoff Management Plan
- Continued implementation of SB 1383 for green waste composting
- Incorporate the concept of Greenway Planning and "Green Infrastructure" into the General Plan
- Public education on energy efficiency, including solar, recycling, and water conservation
- Continued expansion of multi-use trails
- Continued expansion of reclaimed water use in City landscaped areas including parks and street medians
- Integrated Watershed Management Plan
- Increase available electric vehicle (EV) charging stations
- Expand multi-modal transit options
- Develop a City-wide Wildfire Protection Plan (CWPP)

MANY OF THE THINGS THAT RESIDENTS VALUE MOST ABOUT LIVING IN TEMECULA ARE DIRECTLY CONNECTED TO THE PRISTINE ENVIRONMENT; THE CITY'S PICTURESQUE VISTAS, OPEN SPACE, SURROUNDING MOUNTAINS, FRESH WATER, AND CLEAN AIR

CORE VALUE 5

Our Goals for 2040

- Be the most sustainable city in Southern California – one that uses local resources effectively and efficiently; protects the City's residents and environment; develops a more diverse, green and competitive economy, and improves the livability and quality of life for all its residents
- Ensure safe and sufficient water supplies for the 21st century, through continued conservation (reduced per capita use and recycling), infrastructure improvements, and protection of 100 year floodplains in their natural state
- Work to maintain the City's high level of air quality possible in Temecula
- Develop community resiliency in infrastructure, the economy, natural resources, and hazard mitigation
- Adopt a Climate Action Plan (CAP) as part of the General Plan update and Environmental Impact Report (EIR)

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QLMP 40

Accountable & Responsive City Government

CORE VALUE 6

TEMECULA'S STRENGTH IS ITS PEOPLE. THE CITY IS SUCCESSFUL TODAY BECAUSE OF HARD-WORKING, COMMUNITY-MINDED RESIDENTS WHO HAVE SHAPED THE CITY AND HAVE CHOSEN TEMECULA TO BE THEIR HOME. AS A RESULT, THE CITY OPERATES UNDER A THEME OF "BUILDING GREATNESS, MAINTAINING EXCELLENCE"

TEMECULA RESIDENTS ARE DEEPLY COMMITTED TO THEIR COMMUNITY and a reliable two-way communication effort from their City government that provides information on issues vital to this relationship. An accountable and responsive City government is one that sets a standard for excellence in the governance of the City. It embodies leadership that is accessible to residents, businesses and employees;

COMMUNITY SURVEY			
TOPIC	**EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY**	**PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)**	**NOT SATISFIED OR IS A LOWER PRIORITY (<70%)**
Quality of Life			
Resident satisfaction with Quality of Life	88%		
Resident satisfaction with municipal services		83%	
Resident satisfaction with community facilities and programs	85%		
Waste Reduction			
Resident satisfaction with the services the City is providing		84.7%	
Resident importance of providing online access to City services, information, and resources		75.0%	
Resident satisfaction with providing online access to City services, information, and resources	85.6%		
Community Involvement			
Resident satisfaction with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means			69.4%
Resident importance of providing special events, Fourth of July Parade, summer concerts			58.4%

Accountable & Responsive City Government

transparent in its decision making; committed to the effective and efficient delivery of services that the community most values; and is a steward of the City's human and fiscal resources.

An accountable and responsive City government demonstrates a culture of servant leadership that helps the community navigate through change. It also provides an opportunity for residents to be engaged and involved in their community.

In its 30+ years as a City, Temecula's City government, in partnership with residents, has set high standards for excellence and clear priorities that have made Temecula a great place to live, work and play. The City strives to balance these aspirations with the realities of resource constraints and competing demands, guided by deliberative processes that involve listening to the community, setting clear and achievable goals, making prudent investments, being adaptive to changing conditions, and assessing outcomes to improve future performance.

CITY DEPARTMENTS REPORT ON MORE THAN 160 PERFORMANCE MEASURES tied to the QLMP Core Values in the annual City Operating Budget. The QLMP is integral to how the City organizes its work and views its mission. The indicators dashboard on the following page highlights some key performance measures related to fiscal policy, funding for desired service levels and citizen communications and involvement, which is also a key element of the Equity Core Value in the next section.

THE CITY OPERATES UNDER A THEME OF "BUILDING GREATNESS, MAINTAINING EXCELLENCE." As the City builds out, the focus is increasingly on maintenance of facilities and service levels that meet the expectations of current residents. As shown in the 20 year project goals at the beginning of the QLMP, investments in technology and operating systems are critical to maintaining exceptional service standards while achieving high levels of governmental efficiency.

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Fiscal Operations (Source: City Annual Operating Budget)			
Cost per capita of City operating budget: Goal: Maintain or reduce annual net per capita cost		$938.46	
General Fund Reserve	25%		
Revenues (Source: City Annual Operating Budget)			
Sales tax per capita: Goal: Increase annually; "Needs Improvement" decrease annually charge	3.9%		
Transient Occupancy Tax: Goal: Increase annually	3.0%		
Citizen Communication and Involvement (Source: City Data)			
Registered voter turnout: Goal: 80%+ registered voters	86.7%		
Participation in Boards, Commissions, Leadership activities: Goal: Increasing	√		
Number of public outreach messages, advisories, press releases or posts (in print or electronically) shared with the community daily on various platforms or delivery methods containing City education/ information: Goal: 1,600; "Progressing" 1,200-1,600; "Needs Improvement" <1,200		1,460	
Communication (Source: City Data)			
Increase in followers on City social media accounts: Goal: Facebook: 10%; Instagram: 20%; Twitter: 5%	Instagram: 24%	Facebook: 5% Twitter: 3%	
Number of Citywide social media posts: Goal: 2,300+ "Progressing" is 2,200-2,999; "Needs Improvement" is <2,000		2,200	
Number of digital media communications, including Around and About Temecula, Park Adventure Scenes, Alumni Project, etc. Goal: 25; "Progressing" is 20-25; "needs Improvement" is <20		23	
Number of updates to Temecula Outreach Channel 3 and YouTube: Goal: 100; "Progressing" is 75-99; "Needs Improvement" is <75	147 (2019-2020)		

Accountable & Responsive City Government

Our Accomplishments

- Created a formal Asset Management Plan and dedicated accounts to maintain high quality amenities
- Created irrevocable trusts for pension obligations
- Implemented QLESS calendaring software which allows citizens to make appointments with City staff online
- Achieved and maintained a CIS Top 20 rating for excellent cybersecurity protection of City systems
- Created technology centers and extensive WIFI capability for the public at libraries, Old Town, parks and other City facilities, as well as locations in coordination with local schools
- Numerous state-recognized awards for programs, planning, and special events
- Developed a free City app to facilitate communication and input from residents
- Significant social media presence on Facebook, Instagram, and Twitter to inform the community of City business
- Significant long-term investments in digital capabilities, including permitting, remote work, and other related infrastructure that allows the City to be more flexible to workforce/business needs
- Received yearly professional association awards for Annual Operating Budget, Capital Improvement Program Budget, and Annual Comprehensive Financial Reports for the past 30 years

THE CITY'S OVERARCHING GOAL IS TO BUILD A FISCALLY SOUND ORGANIZATION WHICH RESPONDS TO THE EXPECTATIONS OF ITS CONSTITUENTS, MAINTAINS SERVICE STANDARDS, DELIVERS SERVICES IN AN EFFICIENT AND EFFECTIVE MANNER, LISTENS AND COMMUNICATES AND IS CONSTANTLY STRIVING TO BE BETTER AND MORE PRODUCTIVE

Our Strategic Objectives

- Prioritize funding and support for maintaining a safe community as top priority
- Sustain the asset management accounts to ensure the City has resources to replace capital assets as they reach the end of their useful lives
- Expand City use of paperless technology. Among other benefits, this will help facilitate electronic workflow management, greatly increasing efficiency
- Maintain an exceptional work environment for City employees to help attract and retain high quality staff
- Maintain staffing levels necessary to deliver desired service levels to residents
- Build out the City's fiber optic network, not only to provide public broadband access but to help manage City facilities and equipment
- Install Smart City technology to increase efficiency of service delivery
- Continue to evolve social media outreach as technology changes

Our Goals for 2040

- Provide consistently professional services and information to customers and constituents
- Promote innovation and adopt technology that enhances access to information and data
- Maintain a flexible organization which responds to the changing needs and priorities of the community
- Provide the highest quality of service at the most cost-effective rate while being fiscally responsible
- Ensure transparency in all aspects of City government

CITY OF TEMECULA
QLMP

CORE VALUE 7

Equity

> **"THE CITY OF TEMECULA SUPPORTS THE FAIR AND EQUITABLE TREATMENT OF ALL HUMAN BEINGS IN A JUST SOCIETY. THE CITY RECOGNIZES THE ROLE IT PLAYS IN FOSTERING A HEALTHY AND PROSPEROUS ENVIRONMENT FOR ALL RESIDENTS AND COMMITS TO THE MEANINGFUL ADVANCEMENT OF EQUITY, DIVERSITY AND INCLUSION IN ITS COMMUNITY DIALOGUE, SERVICES, PROGRAMS AND POLICIES"**
>
> CITY COUNCIL RESOLUTION #20-56

AN EQUITABLE COMMUNITY IS ONE THAT LISTENS WITH EMPATHY, AND UNDERSTANDS WITH COMPASSION, that different barriers impact the lives of its residents in a variety of ways. To minimize these impacts and remove barriers, Temecula continues to build on our diverse and inclusive legacy with specifically tailored tools and resources that are provided to residents and businesses, thus ensuring that equitable opportunities (from housing and recreation to education and employment) are achievable for ALL members of the community. Social opportunity includes the ability to acknowledge and heal the struggles of

COMMUNITY SURVEY

TOPIC	EXCEEDS EXPECTATIONS OR IS A HIGH PRIORITY	PROGRESSING OR IS A MEDIUM PRIORITY (70-84%)	NOT SATISFIED OR IS A LOWER PRIORITY (<70%)
City Services			
Residents importance of providing programs and services to those with special needs		73.2%	
Residents satisfaction with programs and services to those with special needs	86.0%		
Community Involvement			
Provide for diversity, inclusion in events, services, programs, policies			59.3%
Residents satisfaction with City efforts to provide for diversity, inclusion in events, services, programs, policies		70.6%	
Rating of Residents Spending Priorities (medium and high priorities)			
Expand programs and services to those with special needs		70.7%	

Equity

individuals and families that have been historically or presently underrepresented in the community. Regardless of ethnicity, gender, ability or socio-economic status, Temecula continues to have heart.

SUPPORT IS PROVIDED THROUGH ACCESSIBLE EDUCATIONAL PATHWAYS AND NEED-BASED ASSESSMENTS created with the full and inclusive participation of the diverse community. Once identified, inequity gaps are closed through appropriate resource allocation, enhanced programs, and service delivery. Policies are regularly reviewed and updated to ensure community satisfaction and a high quality of life remain at the forefront. An equitable environment fosters a sense of belonging through various cultural experiences and diversity of thought, where all individuals feel welcome, engaged, and part of the community.

MEASURING OUR PROGRESS

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Fair and Equitable Treatment (Source: CA EPA; HUD; City Data)			
CalEnvironScreen Composite Score: Goal: 25 or lower; "Progressing" is 26-35; "Needs Improvement" is >35		30.05	
Number of HUD identified racially or ethnically concentrated areas of poverty (R/ECAPs) in the City: Goal: 0	0		
Racial/Ethnic Dissimilarity Index: Goal: 39 or less; "Progressing" is 40-54; "Needs Improvement" >54.	19-26 (2010)		
Number of Certificates/ Proclamations/ Presentations recognizing community contributions	168		
Healthy and Prosperous Environment (Source: City Data; Annual Housing Reports)			
Number of Students in Youth in Government: Goal: 21; “Progressing” is 15-20; “Need Improvement” is <15	21		
Collaborate with Riverside County Law Library to offer law related classes to the public: Goal: 6; “Progressing” is 4-6; “Needs Improvement” is <4		4	

Equity is measured through and by the people. Inclusion is the measurable goal. An equitable community reflects a high level of community engagement and participation. The key to accountability and the equitable delivery of programs and services lies in the specific and direct qualitative and quantitative data. An equitable community consistently collects and shares data with the residents it serves in a manner that is accessible and understandable.

MEASURING OUR PROGRESS**

INDICATOR	MEETS/EXCEEDS GOALS	PROGRESSING	NEEDS IMPROVEMENT
Healthy and Prosperous Environment (Continued)			
Number of nonprofit organizations funded through the Community Service funding and the City Council Grant Program: Goal: 25+; "Progressing": 15-24; "Needs Improvement" <15	25		
Number of affordable (Extremely Low - Low Income) housing units constructed : Goal: 64 per year; "Progressing" is 32-63; "Needs Improvement" is <32		192*	
Resource Allocation (Source: City Data; Point in Time Homeless Survey)			
No. of community-wide special needs specific programs presented through TCSD (12+; 8-11; <7)			5
Number of special needs participants provided with swim lessons and water safety programs: Goal: 90; “Progressing” is 50-90; “Needs Improvement” is <50		66	
Human Service programs for at-risk youth: Goal: 32; "Progressing" is 25-32; "Needs Improvement" is <28		29	
Computer classes provided in the technology homework center at the Temecula Public Library: Goal: 12; "Progressing" is 9-12; "Needs Improvement" is <8	12 (2021-2022)		
Continue to fund and track homeless outreach services and participate in the annual Point-in-Time Survey. Goal: Reduce homeless numbers (PIT count); "Progressing" is Stable; "Needs Improvement" is increasing	59 in 2019; Targets in 2020: 40; 2021: 35		

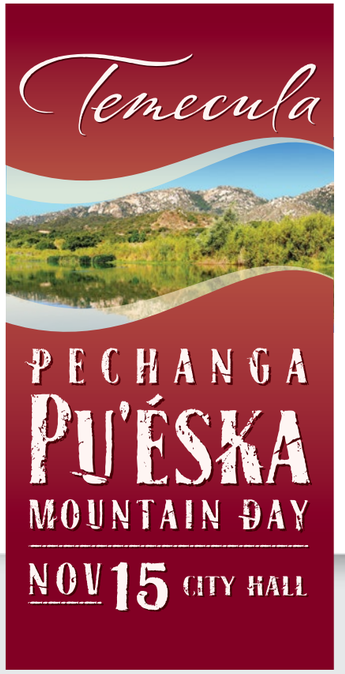
* The City has 192 units approved through Las Haciendas, Vine Creek and Rancho Las Bolsas. These projects are in various stages of financing and construction.

** The City is creating a web-based dashboard to measure and track progress of the indicators over time. New indicators will be incorporated into the web-based dashboard as better data sources become available.

Equity

Our Accomplishments

- Extensive community outreach from City Departments through multiple media channels
- Formation of the Race, Equity, Diversity and Inclusion (REDI) Commission
- Youth in Government and other Youth Intern/Extern, and vocational programs
- Homeless Outreach Team (HOT) with focus on intervention and street-level outreach
- Annual Pu'éska Mountain Day celebrating Pechanga
- Cultural Heritage Month and Culture Fest
- Established Wi-Fi Gardens for all
- Senior Center and shuttle services
- Created a Human Services Division
- Eagle Soar Park and Splash Pad with inclusion and special needs playground
- Reduction of chronically homeless based on county-wide point-in-time surveys
- Invested $1 million through COVID funds for behavioral health support
- Friendship Park with inclusion and accessible play equipment for children of all abilities



IN ALL THAT IT DOES, TEMECULA CONTINUOUSLY STRIVES TO BE AN EQUITABLE COMMUNITY FOR ALL

Our Strategic Objectives

- Implement all three phases of the Race, Equity, Diversity and Inclusion (REDI) Initiative:
  1) REDI Commission
  2) Diversity training
  3) Equity Core Value in QLMP
- Develop a web-based dashboard to help communicate with Temecula residents and track progress over time
- Consider incorporating transportation insecurity questions into City survey efforts
- Continued advocacy for under-represented groups
- Work with private sector to develop attainable housing

CORE VALUE 7

Our Goals for 2040

- Support the fair and equitable treatment of all human beings in a just society
- Foster a healthy environment and prosperous opportunities for all residents of Temecula and advance equity, diversity, engagement and inclusion in the City's services, programs, cultural experiences and community dialogue, including access to language
- Exhaust all methods of communication and outreach between the City and its residents when providing services and programs to ensure transparency and inclusion among all segments of society
- Monitor the City's budget and resource allocation to close inequity gaps to ensure that the City's programs, services, educational pathways and infrastructure meet the needs of diverse communities

CITY OF TEMECULA QLMP 40

Lighting
the Path to 2040

QLMP 4.0

Temecula
The Heart of Southern California
Wine Country

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