

C I T Y O F P E R R I S
STRATEGIC PLANNING RETREAT
21 January 2010 * Ritchie Brothers Auction House

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MISSION STATEMENT

**The City of Perris provides superior public services that enhance
the quality of life for our community.**

FIVE-YEAR VISION STATEMENT

**The City of Perris, by 2015, will be Southern California's premier destination
for recreation and recognized for historic preservation and cultural diversity.**

CORE VALUES

not in priority order

The City of Perris values . . .

- ♦ *Honesty and Integrity*
 - ♦ *Transparency*
 - ♦ *Being fiscally sound*
- ♦ *Innovation and Creativity*
 - ♦ *Teamwork*
 - ♦ *Professionalism*
- ♦ *Quality customer service*

THREE-YEAR GOALS

2009 – 2012 * not in priority order

- **Improve the city's infrastructure**
- **Maintain financial stability including reserves**
- **Enhance economic development**
- **Improve public awareness and perception of the city**
- **Increase community recreation and entertainment**

S.W.O.T. ANALYSIS

Strengths – Weaknesses - Opportunities - Threats

ACCOMPLISHMENTS OF THE CITY OF PERRIS SINCE THE JULY 17, 09 STRATEGIC PLANNING RETREAT

Brainstormed List of Perceptions

- Orange Ave. crossing
- Transit station opened two weeks ago
- Implemented the “Shop Local” program
- Implemented a new city volunteer policy
- Completed sewer and water upgrades at D and San Jacinto
- Completed six commercial facades downtown
- Completed right-of-way acquisition for Indian Ave.
- Started our Energy Efficient Program
- Implemented a recycling program in city parks
- Toro Water Conservation project completed
- Released 200 homes out of the Foreclosure Registration Program that are now resold and occupied
- Completed a storm drain catch basin cleaning
- Completed a right-of-way acquisition for Perris Blvd.
- Successfully implemented a Graffiti Tracking Program
- Rolled out the document imaging system to Finance and HR
- Implemented a Performing Arts Program
- Completed pedestrian sidewalk safety improvements citywide
- Conducted November elections as well as operated a Ballot Collection Center
- Increased fees and amenities at Park and Recreation facilities and programs
- The Recreation Dept. has at least 10 programs in place annually for the benefit of Perris residents
- Installed traffic signals for safety on Case Road
- Funded code enforcement positions through CDBG
- Median landscaping on Ramona Blvd.
- Recovered over \$90,000 in claims for the city
- Completed a feasibility study for an aquatics center
- Had a very successful Clean-Up Day
- Restructured our investment strategy to increase revenues from interest
- Successful negotiations with the union to address budget deficits
- Received a grant from the Community Foundation to give free swim lessons for 500 kids
- Produced two city newsletters, 75 press releases for the city’s website, 20 videos for the website
- We’re advertising our city web page via the community center
- Completed two Specific Plans: Downtown, North Perris
- Purchased the Perris Theatre
- Reduced crime in the city by 9.6%
- Purchased a new alternative fuel service vehicle
- Collaborated with CR&R for illegal dumping mitigation
- Formed an Urban Forestry Board
- Obtained CDBG financing for a Teen Drop-In Program
- Sponsored and supported the largest female skydiving event in the history of the universe at the Perris Valley Airport, raising \$800,000 for breast cancer
- Renovated the bank building
- Started our Downtown Gateway Project
- Held a March of Dimes fundraiser in the city, raising \$18,500

- Rehabbed foreclosed homes and sold them to none low-income families
- Created a Facebook page
- Had our annual Christmas Parade
- Completed the Line Q system storm drain
- Made budget cuts to maintain financial stability
- Started a Youth Employment Program that hired 25 youth in the summer of 2009
- Approved a senior housing project for the downtown
- Successfully formed a partnership with the Riverside Kennel Club for our dog show that has continued since its inception before World War II
- Completed a \$2 million slurry seal program for street pavement rehab
- Established a Housing Division through employee reassignment
- Provided mortgage assistance to 92 families
- Coordinated a major sporting event to be held on March 27, 2010: a soccer game featuring former professionals from Mexico
- Acquired control of Highway 74 in our downtown area
- Commenced seismic retrofitting of downtown buildings
- Provided 12 homebuyer education workshops
- Completed a recycling program for the city
- Secured funding for the Fourth St./Highway 215 interchange
- Maintained a stable workforce
- Recognized and presented service awards to employees
- Helped 50 families beautify their homes
- Awarded our 4th consecutive national award for excellence in financial reporting
- Helped 45 seniors with home safety and repairs
- Completed safe crosswalks at all city schools
- Received CDBG funding to renovate the senior center
- Led a successful public awareness for initiative Measures C, D and E
- Awarded a construction contract for Perris Blvd. landscaping
- Launched a real estate marketing guide
- Spearheaded the application process to bring the space shuttle to March AFB
- We did all this on a four-day work week!

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A POSITIVE IMPACT ON THE CITY OF PERRIS IN THE COMING YEAR

Brainstormed List of Perceptions

- Federal monies
- Getting through the next election
- Increased job market
- Increased retail sales
- Affordable housing
- Partnerships and donations
- Grants
- Stabilization of the commercial lending market
- Census results
- Stabilization of the housing market
- Facebook
- Construction of the 74/215 interchange
- Additional property tax dollars resulting from our strategies in dealing with foreclosures
- Possible receipt of grant funds for traffic education programs
- Collaboration with the County Sheriff's Office and the school district in graffiti abatement
- Industrial and commercial opportunities through redevelopment

STRATEGIC PLANNING ELEMENTS

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"SWOT" ANALYSIS

Assess the organization's:

- Internal Strengths - Internal Weaknesses
- External Opportunities - External Threats

MISSION/PURPOSE STATEMENT

States WHY the organization exists and WHOM it serves

VISION STATEMENT

A vivid, descriptive image of the future – what the organization will BECOME

CORE VALUES

What the organization values, recognizes and rewards – strongly held beliefs that are freely chosen, publicly affirmed, and acted upon with consistency and repetition

THREE YEAR GOALS

WHAT the organization needs to accomplish (consistent with the Mission and moving the organization towards its Vision) – usually limited to 4 or 5 key areas

KEY PERFORMANCE MEASURES

What success will look like upon achievement of the goal

SIX MONTH STRATEGIC OBJECTIVES

HOW the Goals will be addressed: By when, who is accountable to do what for each of the Goals

FOLLOW-UP PROCESS

Regular, timely monitoring of progress on the goals and objectives; includes setting new objectives every six months