



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

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Date: July 28, 2020

Subject: Dream Extreme 2040 Strategic Plan

Recommendation

Adopt the City's first Dream Extreme 2040 Strategic Plan.

Background

In March 2018, the City Council authorized an agreement with Gensler to initiate the City's efforts to develop its first long-term strategic plan called the Dream Extreme 2040 Plan. The purpose was to create a framework for the City in pursuit of achieving its vision to become the ultimate lake destination where all can live, work and play, build futures, and fulfill dreams.

The Dream Extreme 2040 Strategic Plan is a first for the City with an expectation that it will go above and beyond traditional planning documents and look at unique, innovative ideas and opportunities that will serve as a guide for the future development and build-out of the City.

As part of these efforts, the City conducted a Community Opinion Survey in 2016 and again in 2019 to gauge overall community satisfaction with City services and gather opinions, perceptions, and priorities about the City, its services, and future needs. The results from the survey provide the City critical information to assist in making sound, strategic decisions in a variety of areas, including prioritization, planning, performance measurement, policymaking, community engagement, and budgeting. The City plans to conduct regular surveys every few years to set measurable benchmarks, establish long-term strategic goals, and regularly assess progress toward accomplishing these goals.

As part of the development of the plan, the City conducted three full-day workshops with City staff, including a Stakeholder & Community Member Roundtable consisting of representatives from local businesses, developers and investors, partner agencies, non-profits, and youth from throughout our community.

During these workshops, the consultant looked at the City's history, its current vision for the future, current and future trends, our economic position including opportunities and barriers to success, and a thorough analysis of the lake and ways to overcome its challenges in the future.

In addition, community outreach was conducted during the City's Day Downtown and Winterfest events, and the consultant completed a tour of the City to see first-hand its many unique assets and opportunities.

Discussion

This plan has been years in the making with the intent of providing a living document that will change regularly and serve as the framework to guide all decision making over the next 20 years to fulfill our vision.

City staff will provide a brief presentation to the City Council regarding the completed Dream Extreme 2040 Plan including how the City will use this plan regularly throughout the organization and ways we can further integrate the plan into our culture including during our budget process, for goal setting and as part of the General Plan Update.

Key components of the plan include the following:

Our Standing Vision: Lake Elsinore will be the ultimate lake destination where all can live, work and play, build futures, and fulfill dreams.

Our Aspirations: We aspire over the next 20 years to...

- Be the destination for the action sports industry in Southern California.
- Grow a vibrant and active city where our residents thrive.
- Foster our natural resources - the lake and our surroundings are the heart of our healthy community.
- Dream Extreme in our City governance, seeking innovative, inclusive, and enduring solutions.

Our Anchors: The primary anchors align with what our community will be known for and why Lake Elsinore is unique and memorable - The Lake, Action & Adventure, and Downtown. These anchors will serve as constant reminders of our top priorities in everything the City does.

Also, the plan provides strategies, action items, timelines, and measures of success to guide key projects and programs for the next 20 years to achieve the City's vision. All these items will grow, change, and adapt to the City's needs and the state of the economy over time.

Upon adoption of the plan, City staff will transition to implementation within the organization. It will develop an outreach plan to share our vision with the community, including our residents, business, stakeholders, developers, and future investors.

Fiscal Impact

There is no fiscal impact.

Exhibits

A – Dream Extreme 2040 Plan