



NEWS RELEASE

CONTACT: Gina Gonzalez
Economic Development Director
PHONE: (951) 672-6777
EMAIL: ggonzalez@cityofmeniffee.us

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FOR IMMEDIATE RELEASE

December 21, 2021

Meniffee City Leadership Team Become “Gamechangers” as First City Executive Team to Become Smart City Certified

MENIFEE, CA— The City of Meniffee is setting the stage for innovation as the City’s Executive Team recently became the first city in Southwest Riverside County, and possibly California, to be certified in “Leading Smart Communities”, an integral piece in building a solid foundation for Meniffee’s Smart City Initiative. The leadership team was professionally certified December 2021 through Pepperdine University and Davenport Institute for Public Engagement and Civic Leadership’s Leading Smart Communities program.

The Meniffee City Council’s Strategic Visioning for the city is to become an official Smart City. Following the City Council’s vision, the City of Meniffee officially awarded the Request for Proposals (RFP) to Magellan Advisors in December 2021 to lead the first Broadband and Smart Cities Masterplan development. The “Smart Cities” initiative seeks to improve the delivery of city services with community-led solutions by tackling key challenges such as traffic mitigation, combating crime (including enhancing cyber security), and fostering economic growth. This place-based approach on local government focuses on the unique needs of each community, demanding not only the understanding of available and future tech tools, but headed by a leadership mindset that can encourage innovation in environments not known for experimentation.

Prior to the executive team receiving this milestone certification and the Meniffee’s Smart City Master Plan development, the City implemented numerous elements in the Smart City Initiative including hiring the first Chief Information Officer to oversee Geographic Information Systems (GIS), cybersecurity, public safety data, the communication systems, as well as future Smart City and Broadband programming, which are intertwined elements of a holistic approach to technological development in the city.

Meniffee City Manager Armando G. Villa shared his enthusiasm with his Executive Team’s momentous certifications, “We highly value innovation, and together we are focusing on cutting-edge technology to improve not only our residents’ quality of life, but the way we do business, as well as set the table for the jobs of tomorrow to locate in Meniffee. I want to thank the City’s Executive Team for their continued efforts in the development and evolution of Meniffee’s Smart City Initiative, which ultimately will continue to develop Meniffee into a safe, thriving, and premier place to be.”

The City of Meniffee is a dynamic and fast-growing organization, much like the community it serves. To learn more about Meniffee’s Smart Cities Initiatives and Master Plan development, please contact Ron Puccinelli, Chief Information Officer, at rpuccinelli@cityofmeniffee.us.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*