

Strategic Plan 2021-2026



NOVEMBER 2021

RANCHO MURIETA ASSOCIATION

Authored by: *2021-2026 Strategic Planning
Committee*

FORWARD

The Strategic Planning Committee was formed to provide the RMA Board with information to ensure the needs of the residents are met in the upcoming years. By gathering information from multiple sources, the Committee has developed a plan to address current community needs to update and improve the community as a whole.

The plan is displayed as a timeline with bullet points to identify specific goals to be met. The Committee often identified areas in the community where improvements could have multiple benefits, such as improving the visual beauty and saving on essential water resources.

By meeting with developers, the Committee heard of their plans for the community. John Sullivan, Rancho North Properties, Inc., presented the Committee with plans for a community center and aquatic center to be located at the Country Club. Katherine Bardis, Reynen & Bardis, expressed an interest in a pool area with a snack bar to be located in South Rancho Murieta. She noted it was important for RMA to plan for future growth and not just current needs.

We also met with Nancy Bui-Thompson, Board President of Sacramento Municipal Utilities District (SMUD), and will schedule additional future meetings for long-term strategic planning of the community.

The Committee held two town hall meetings and one Zoom meeting to hear directly from the residents. Overwhelmingly, we heard of the need for a community center and aquatic center. The RMA staff have also noted that our current meeting rooms available at the RMA building are lacking for the recreational needs of the residents.

Another concern of residents was the absence of medical services in the area and the need for a pharmacy, laboratory, urgent care, and assisted living.

And as we begin to look forward, it is important to understand the history of the community. The editors of RM.com provided detailed information beginning with the approved preliminary plans, formation of the Rancho Murieta Country Club, Rancho Murieta Association and Community Services District, and the adoption of the Parks Development Agreement and Mutual Benefit Agreement. This vital information is incorporated into our plan.

The next step in the process is to allow a 30-day review by the community and the board. Once comments have been received and updates to the plan are complete, the Strategic Plan will be placed on the Board agenda for adoption.

Once adopted, we encourage the board to share our organization's Strategic Plan with CSD, the Country Club, interested developers in the area, the Sacramento County Planning Department, and local elected representatives. We also encourage the board to review the plan every year during the budget process and use it to measure achievements and provide important updates to the community.

The plan is never final. It is a living document and should be reviewed annually by the Committee to make updates.

We would like to thank all who met individually with the Committee for their time and forthrightness. We would also like to thank all the residents who attended one of the town hall meetings, joined the zoom meeting, or provided feedback. And lastly, we thank the RMA Board for allowing this Committee to go forward on this important project for the community.

Sincerely,

Mike Martel, Chair

2021 – 2026 Strategic Planning Committee

2021-2026 STRATEGIC PLANNING

COMMITTEE MEMBERS

Mike Martel, Chair

RMA Director Rob Brown

RMA Director Joanne Brandt

CSD Director Randy Jenco

Jon Snyder

Scott Robertson

RMA Maintenance Manager Rod Hart

RMA General Manager Kevin Hubred

MISSION STATEMENT

The Mission of the Rancho Murieta Homeowner's Association is to promote a sense of inclusiveness and community, enhance the livability, safety, welfare, and interests of its members. To preserve and enhance property values and the quality of life through the prudent use of resources for the benefit of all who live, visit, or work in our community.

Strategic planning is more than ensuring our association will remain financially sound and be able to maintain its reserves — it is projecting where our association expects to be in two, five or ten years by identifying achievable improvements and goals. It becomes part of our annual budget process to determine if goals are being met and where funds should be expended.

Strategic planning is the cornerstone of every common-interest community. Without strategic planning, our community will never know where it is going or what is possible to achieve. Without a common goal for the future, many opportunities are lost for community improvement, which are important for maintaining the desirability of our community as a place to live.

Strategic planning works best when the goals are embraced by the community, other important stakeholders, and all government entities who have a working relationship with RMA. With a Strategic Plan, all aspects of community development can act in a synchronized manner. The physical, financial, and administrative management agendas are aligned.

TENETS

On the following pages, timelines and specific goals are documented under four tenets:

Tenet 1

Update and modernize community esthetics

Tenet 2

Maintain and modernize community infrastructure

Tenet 3

Establish and maintain a collaborative culture for a safe and secure community where residents, employees, and visitors can thrive and succeed

Tenet 4

Actively promote and support community culture through inclusive activities, recreation, branding, and communication

TENET 1

Update and modernize community esthetics

2021 - 2023

- Obtain professional landscape design for Laguna Joaquin common area and Murieta Parkway center strip to achieve water use reduction and install modern, water-saving landscapes
- Develop a comprehensive plan to help solve midge flies and other nuisances caused by the Laguna Joaquin drainage basin to nearby resident homes
- Add additional flowers to existing common area landscapes
- Identify areas within the community for additional flower beds
- Identify funding sources for landscape update project
- Upgrade from paint to thermoplastic striping on community roads
- Complete common area oak tree survey to ensure County mandate

2024 - 2026

- Commit to funding for landscaping projects
- Employ staff members dedicated to the design and care of flower beds in common areas

2030

- 50% reduction in water usage around Laguna Joaquin and Murieta Parkway center strip achieved

TENET 2

Maintain and modernize community infrastructure

2021 - 2023

- Identify location of domestic water sources for drip irrigation on the Murieta Parkway center strip
- Identify location of water source for Laguna Joaquin common area irrigation
- Establish working relationships with county planning staff to ensure RMA architectural rules and processes are documented and readily available for county staff to review
- Support, encourage, and provide appropriate aid and development in assisted living housing in Rancho Murieta
- Include solar technology on all new building designs
- Research cost of replacing Maintenance equipment to battery operated and vehicles to electric as technology becomes available
- Identify funding sources to replace gas-powered vehicles with electric vehicles
- Prioritize the preservation of our open spaces and wildlife habitats

2024 - 2026

- Research use of solar as an energy source for street and park lighting
- Begin migration of fleet from gas-powered vehicles to electric vehicles

2030

- Replace current infrastructure with solar when cost-effective and appropriate
- Install charging stations and parking spaces with solar-carports
- Replace fleet with electric vehicles to comply with implementation regulations by governmental agencies

TENET 3

Establish and maintain a collaborative culture for a safe and secure community where residents, employees, and visitors can thrive and succeed.

2021 - 2023

- Provide emergency preparedness public information workshops
- Develop working relationships with local, State, and County safety personal to ensure resident safety needs are met in an emergency
- Strive to ensure all rules and covenants are applied equally and consistently across the community
- Continue to review, revise and update rules and covenants to meet the need of the community
- Update compliance effectiveness by ensuring all residents' golf carts display an RMA sticker and barcode
- Begin project to ensure landscape licenses are updated

2024 - 2026

- Address traffic safety concerns with technology and other improvements
- Continue enhanced fire safety measures to reduce fuels in RMA common areas
- Evaluate staffing needs as the community grows
- Complete landscape license project

2030

- Provide opportunities to hear changing safety concerns

TENET 4

Actively promote and support community culture through inclusive activities, recreation, branding, and communication

2021 - 2023

- Actively pursue the funding, building, and operation of a community center
- Encourage participation in RMA's website by providing relevant and important community information, including a monthly newsletter and online, high-quality recordings of board meetings
- Encourage participation in RMA's website so residents can connect with other residents with similar interests through our "Group" information section

2024 – 2026

- Complete construction and open a new community center
- Establish programs and activities for teens and seniors
- Evaluate staff needs for expanded recreational activities
- Identify a location for an additional satellite facility

2030

- Continue to provide opportunities for residents to give information through surveys and town hall meetings
- Build an additional satellite facility

HISTORY OF RANCHO MURIETA

In the late 1960s, Sacramento County approved preliminary plans for what the Sacramento Bee called "a vast residential community which will take advantage of the natural beauty of rolling, tree-studded ranch land along the Cosumnes River." It was our community, Rancho Murieta.

The 3,500-acre parcel, built from a handful of properties, was owned by the Pension Trust of Operating Engineers Local 3, a union of heavy equipment operators. The property would serve as a training ground for the union members.

Because some of the ranches had water rights, in 1971, the State granted the development 6,368 acre-feet of water annually from the Cosumnes. The first residential development, Murieta Mobile Home Village, opened later in the year. An airstrip, lakes, and reservoirs were already complete. The first homes were built next to Laguna Joaquin in 1973. The El Dorado Irrigation District annexed the Rancho Murieta development to provide water and sewage services to the community. The equestrian complex was in operation.

As the decade drew to a close, the first two development units were sold out, there was 24-hour security at the front gate, and Rancho Murieta was on its way.

Rancho Murieta Country Club

The North Course opened to the public in 1971 to develop and market Rancho Murieta. Membership was initially tied to property ownership to spur lot sales. The club became a California mutual benefit nonprofit corporation in 1973. The Pension Trust Fund and the Country Club signed a lease running through October 2028 for the existing golf course and a new, yet-to-be-built course.

The Rancho Murieta Community Services District supplies the club with the community's recycled water to irrigate the golf courses. The CSD does not charge the club for the treated water.

The South Course opened in 1979.

RMA

The development plan for Rancho Murieta called for the streets and facilities to be managed by a homeowners association. Developers recorded the articles of incorporation and bylaws to form Rancho Murieta Association in the early 1970s.

RMA enforces homeowner rules and regulations, owns and maintains streets, common areas, and parks within the gated community. The RMA-owned cable system provides TV and broadband services under an outside contractor.

CSD

By the 1980s, residents replaced developer representatives on the Boards of Rancho Murieta Association and Murieta Townhouses Inc. and exerted more control over the community's direction.

Concerns about having a large, out-of-county entity like El Dorado Irrigation District manage Rancho Murieta's water and sewer systems led RMA to contact the Sacramento County Local Agency Formation Commission (LAFCO). RMA funded a feasibility study that determined Rancho Murieta could support a community services district to manage its municipal services.

In June 1982, voters approved the formation of Rancho Murieta Community Services District, elected five directors to its board, and approved a range of services the district could provide as the community grew.

The Rancho Murieta Community Services District began providing water, sewer, and drainage services in 1983.

In 1984, the CSD became the service provider for Security after the developer refused to pay RMA's charges for Security.

In 1986, CSD obtained the community's water rights.

In 1988, CSD worked with Sacramento County to develop a master plan for parks and establish the Parks Committee.

In 1998, after a California constitutional amendment required CSD to change the way it received revenue for drainage and security services, voters approved special taxes for these services.

In 2005, CSD contracted with California Waste Recovery Systems to provide residential garbage, recycling, and green waste services.

<https://www.ranchomurieta.com/files/8b4b38998/2017+CSD+BACKGROUND.pdf>

Park Development Agreements

As the development of Murieta South was about to get underway, the CSD commissioned a master plan for parks and worked with Sacramento County to meet the community's open space needs. The county continues to use this document in land use applications for Rancho Murieta.

After the plan was adopted, agreements were negotiated with landowners between 1990 and 1991 to develop, fund, and construct the parks. The agreements established a committee of two developer representatives, two Rancho Murieta Association representatives, and one CSD representative to carry out parks' projects. Landowners agreed to convey park sites to RMA at no cost, and "to develop, and upon completion, grant to RMA at no cost to RMA, a system of pedestrian and bike trails. ... The trail system may include a river crossing..."

This provision came into play when Sacramento County enforced a condition for South development requiring a river crossing. The county supported RMA's plan for a bridge and denied the South developer's request for relief from the condition. The Parks Committee carried out the project, and the bridge opened in 2007.

Parks funding relies on developer contributions, and smaller, matching RMA contributions that are triggered by development.

The parks matrix – our future parks plans – includes a community center and aquatic complex as projects.

<https://www.ranchomurieta.com/localnews/parkagreementaddendum2004.pdf>

Mutual Benefit Agreement

The MBA was an agreement between RMA and PTF that finally settled the suits and counter-suits that arose from the financial collapse of a developer who bought the undeveloped parts of the community in 1985 and defaulted them back to the PTF 12 years later.

The MBA was negotiated by developers representing the PTF and signed in 2003. It runs with the land, which was sold by the PTF in 2013 to a group of investors.

The MBA gave RMA title to community parks, provided \$1.4 million for the new North Gate, and required new developments to be part of a central homeowners association with CC&Rs that mirror RMA's to pay full RMA dues and contribute to parks funding.

Two projects, the Retreats and the Residences of Murieta Hills East and West, with a total of 282 homes, came out of that process and won county approval for development in 2007.

The MBA limited the number of homes that could be built in each subdivision and reduced the overall density of the development. The MBA provides for RMA ownership of land along the river designated as a resource protection area.

(The MBA does not apply to development on the South. Property for the South development was sold to a developer in 1988, and building began in the early '90s, after the development received County approval. Over the years, developers have requested and received time extensions from the County to build subdivisions that were initially approved but not yet built.)

<http://www.ranchomurieta.com/localnews/letteragreement123002.html>

<https://www.ranchomurieta.com/localnews/mbadoc0503.pdf>

<http://www.ranchomurieta.com/stories/treasure-hunt-yields-development-documents>

<http://www.ranchomurieta.com/node/5663>

– From the editors of *RanchoMurieta.com*