

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: February 15, 2024

PREPARED BY: Anthony J. Mejia, City Clerk

REQUEST: ADOPT A RESOLUTION ESTABLISHING THE 2024 CITY COUNCIL GOALS AND PRIORITIES

RECOMMENDATION:

Adopt a Resolution entitled, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, ESTABLISHING THE CITY COUNCIL GOALS AND PRIORITIES FOR THE 2024 CALENDAR YEAR.”

BACKGROUND/ANALYSIS:

On February 7, 2024, the City Council held a Goal Setting Study Session to discuss candidate goals for the calendar year 2024. At this meeting, City staff summarized the status of the existing goals and next steps, followed by each Councilmember presenting their candidate goals for 2023. Following discussion, the City Council recognized that the existing goals are multi-year endeavors and should be continued as goals for another year, except for “Broadband Master Plan,” noting that the plan is nearing completion and adoption.

Below is a summary of the 2024 City Council Goals:

1	Cal State University Palm Desert Campus	Continuation
	Advocate for the creation of a Cal State University Palm Desert Campus or other education related uses on the land donated by the City for this purpose.	
2	Economic Development Projects	
	- Desert Willow Strategy	Continuation
	Develop a strategy for the disposition and development of the remaining undeveloped Desert Willow properties.	
	- Business Recruitment	Continuation
	Develop a plan to identify and recruit retail, entertainment, and other business that will contribute to Palm Deserts existing unique shopping and entertainment offerings.	
	- North Sphere Planning	Continuation
Analyze market conditions, address infrastructure deficiencies, and identify a strategy for potential changes in land use patterns in the North Sphere.		
3	Mall Redevelopment	Continuation
	Coordinate with the property owner(s) for an adaptive re-use of the Mall properties that ensures solid tax revenue to the City and builds upon Palm Desert’s vision.	

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4	Sales Tax Initiative	New
	Conduct public outreach and surveying information regarding the City’s budget and financial outlook as it relates to a potential sales tax initiative in November 2024.	
5	Environmental Initiatives	Continuation
	Implementation of the Environmental Initiatives Plan including the following: environmentally friendly landscaping, green building materials, solar, alternative fuel vehicles for City fleet, water and energy conservation, recycling, and other sustainability related projects. Work with the Resources Preservation and Enhancement Committee to implement initiatives.	
6	North Sphere Parks	Continuation
	Gather community input, design, and build a community and regional park in North Palm Desert.	
7	Public Safety Improvements	Continuation
	Explore new technology, review budgets, and gain efficiencies for improved public safety services.	
8	Active Transportation Projects	Continuation
	Continue to develop the Active Transportation Project plan that includes opportunities to enhance CV Link, PD Link/bike lanes, and incorporate these projects into the 5-year CIP budget.	

In addition, the City Council agreed to agendize the below topics for future Study Sessions:

- Farmers Markets
- Resident Emergency Response Management
- Streamline Communications

And finally, the City Manager advised that going forward staff will produce an end-of-year report regarding the use of consultants.

Legal Review:

This report has been reviewed by the City Attorney’s office.

FINANCIAL IMPACT:

There is no fiscal impact associated with adopting the proposed resolution, however, the fiscal impact of implementing these goals and priorities will be incorporated into the Fiscal Year 2024-25 Budget.

ATTACHMENTS:

1. Resolution
2. Exhibit A to Resolution
3. 02/07/2024 Goal Setting Presentation