

**City of Palm Desert
2024 City Council Goals**

Goals		Description	Lead Team	Committees/ Subcommittees
1	Cal State University Palm Desert Campus	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.	Economic Development City Manager's Office	CV Priority One
Economic Development Projects				
2	Desert Willow Strategy	Develop a strategy for the disposition and development of the remaining undeveloped Desert Willow properties.	Economic Development Development Services	Economic Development Subcommittee
	Business Recruitment	Develop a plan to identify and recruit retail, entertainment, and other business that will contribute to Palm Deserts existing unique shopping and entertainment offerings.	Economic Development	
	North Sphere Planning	Analyze market conditions, address infrastructure deficiencies, and identify a strategy for potential changes in land use patterns in the North Sphere.	Economic Development Development Services	
3	Mall Redevelopment	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.	Economic Development City Manager's Office	Economic Development Subcommittee
4	Sales Tax Initiative	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.	Finance City Manager's Office	
5	Environmental Initiatives	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.	Economic Development Public Works	Resource Preservation & Enhancement Committee (RPEC)
6	North Sphere Parks	Gather community input, design, and build a community and regional park in North Palm Desert	Public Works	Parks & Recreation Committee
7	Public Safety Improvements	Explore new technology, review budgets, and gain efficiencies for improved public safety services.	City Manager's Office Development Services	Public Safety Committee
8	Active Transportation Projects (ATP)	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.	Capital Projects	ATP Subcommittee