

Palm Desert City Council Goal Setting Session

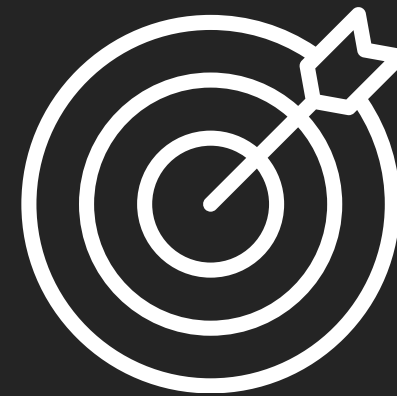
February 7, 2024



WHY ARE WE HERE?



Review progress on
2023 Goals



Receive input & direction
for 2024 Goals

RECAP 2023: CSU 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.

ACCOMPLISHMENTS



Secured \$79 million in State funding dedicated to new building improvements at the Palm Desert campus.



Priority One Coachella Valley (PICV) and City staff remained in contact with leadership at CSUSB-PDC to determine timing for improvements and construction of the new Student Services Building.



Two Councilmembers, City Manager, and Economic Development Director were appointed to participate in the "Palm Desert Student Services Building Community Advisory Committee," which is charged with guiding the efforts on new building improvements at the campus.

NEXT STEPS



The new Student Services building was approved by the CSU Board of Trustees in September 2023, and the preparation of construction drawings is underway. Construction plans must be reviewed and approved by the Division of the State Architect prior to commencing construction



Student Services Advisory Committee is exploring fundraising and sponsorships for other site improvements including a new clock tower.



Construction of the Student Services Building is anticipated from summer 2025 through the end of 2027 with building occupancy in 2028.

RECAP 2023: Desert Willow Strategy

Develop a strategy for the disposition and development of the remaining Desert Willow properties.

ACCOMPLISHMENTS



On June 23, 2023, the City Council adopted a series of resolutions declaring the remaining vacant parcels at Desert Willow (Parcels C, D, and E) as surplus and to be disposed of through the SLA process.



Final design of the new parking lot, with future expansion for parks/open space, on Parcel A of Desert Willow. This parking lot was substantially completed and open for us in December 2023.



A market study for the remaining vacant parcels was completed and included with the Notice of Availability for Desert Willow Parcels C, D, and E, with the intent of encouraging proposals to meet the market demand study.

NEXT STEPS



The City is working through the SLA process with a developer for acquisition of Parcels C, D, and E and anticipates completing the SLA process in Q1 2024 pending approval by the Department of Housing and Community Development.

RECAP 2023: Business Recruitment

Develop a plan to identify and recruit retail, entertainment, and other businesses that will contribute to Palm Desert's existing unique shopping and entertainment offerings.

ACCOMPLISHMENTS



Staff attended the International Council of Shopping Centers Conference in May 2023 to meet with three retail recruitment strategy firms and have received scope of services from each of the firms.



Awarded contract to "The Retail Coach" on November 16, 2023, for business recruitment services. The contract term is through 2024 with an option for the City to extend it one additional year.



Initial kick-off meeting held with "The Retail Coach" in December 2023 with direction given to develop a "gap analysis," trade-area psychographics profile and competing community analysis. Direction was also given to identify potential regional and fly-market operators that are in expansion mode and which may be viable businesses in Palm Desert.

NEXT STEPS



Development of the plans identified is expected to take 9-12 months and will include outreach to the local business community, councilmembers, staff, and residents. The plan is expected to be in front of the City Council prior to September 2024.



Receipt and review of gap analysis and potential national and regional business recruitment strategy Q2 2024.



Staff and TRC are strategizing on a plan that includes meeting with potential operators at the upcoming ICSC Conferences in Monterey, CA (March 2024) and Las Vegas, NV (May 2024).

RECAP 2023: North Sphere Planning

Analyze the recommendations of the CBRE study for potential changes in land use patterns in the North Sphere.

ACCOMPLISHMENTS



Awarded contract for Objective Design Standards for residential and mixed-use development. Based on input from community engagement meetings, and Study Sessions with the Planning Commission, Architectural Review Commission, and City Council, published a comprehensive set of design standards which implements CBRE housing goals. The adoption of these standard will occur in early 2024.



Initiated zoning ordinance amendment to modify land use table, including a change to make personal storage facilities discretionary land uses as recommended by the CBRE and 2023 broker's report.

NEXT STEPS



Awarded contract to update the University Neighborhood Specific Plan (UNSP) modifying land use intensities/densities for residential uses, including affordable housing, a town center with commercial uses, updated streetscape, circulation and access, and a regional park. The UNSP update will coincide with the planning efforts for the North Sphere Regional Park to ensure a seamless and coordinated planning effort.



Conduct a market study for the area north of Frank Sinatra to determine the types of retail users that could be supported in the area.

RECAP 2023: Mall Redevelopment

Conduct market and land use planning studies to evaluate options for adaptive reuse of the mall, resulting in a Mall Master Plan.

ACCOMPLISHMENTS



City acquired a 7.4-acres parcel inclusive of the former Sear's building and parking areas.



Met with Pacific Retail Capital Partners (PRCP) to discuss their possible acquisition of the mall and to ensure the City's and PRCP vision for use and redevelopment of the site are aligned.



City staff remains engaged with CBRE to maintain tenant relationships, identify additional tenants, and assist through any redevelopment discussions.

NEXT STEPS



City staff are looking at short-term specialty leasing options (leasing of City-owned parking areas) to recoup monies spend on CAM charges.



City staff is engaged with PRCP to better understand their timelines for operating the property. PRCP is establishing management protocols to work with existing businesses and working on new leases. A new General Manager is in place and full ownership and operations are now under PRCP.



Anticipate more robust discussions with PRCP about redevelopment in Q2/Q3 2024. Once a redevelopment strategy is agreed to, in principle, entitlements for a Specific Plan and Environmental documents will be submitted for City Council and public consideration. The anticipated timeline for this is Q4 2024/Q1 2025.

RECAP 2023: Broadband Master Plan

Develop a Broadband Master Plan that assesses whether and how the City can enhance connectivity for businesses and residents, while working with, and factoring in the work accomplished by federal, state, and regional resources.

ACCOMPLISHMENTS



Executed an agreement with HR Green to develop a broadband study.



In December 2023, City staff conducted an interview with Arcadis to determine the feasibility of a partnership for build-out and operations of a broadband network. Arcadas stated that they are interested but they will need time to do their own market research into the area once the City's master plan is adopted.



Held a second City Council Study Session with HR Green regarding the Broadband Master Plan on January 11, 2024.

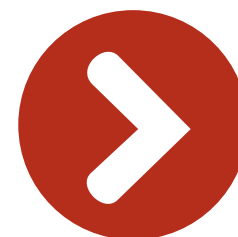
NEXT STEPS



Anticipated City Council adoption of the Broadband Master Plan is March 2024.



Release new RFP to identify partners, and negotiate terms, for implementation of the Broadband Master Plan.



Research grant opportunities and apply as appropriate.

RECAP 2023: Environmental Initiatives

Implementation of the 5-year plan of Environmental Initiatives including the following: environmentally friendly landscaping, green building materials, solar, alternative fuel vehicles for the City fleet, water and energy conservation, and recycling. Work with the Resources Preservation and Enhancement Committee to implement initiatives.

ACCOMPLISHMENTS



Implemented Environmental Initiatives Plan and began submitting quarterly reports to City Council.

NEXT STEPS



Work with staff from various departments and the Resource Preservation and Enhancement Committee to evaluate and implement initiatives.



Continue quarterly reporting on Environmental Initiatives Plan to the City Council.



Hire a consultant to conduct GHG inventory and prepare a formal Climate Action Plan.

RECAP 2023: North Sphere Park

Gather community input, design, and build a community and regional park in north Palm Desert.

ACCOMPLISHMENTS



Community Open House meetings were held on December 3, 2022, January 14, and August 5, 2023.



Conceptual design developed and presented to the Parks & Recreation Committee, Planning Commission, Architectural Review Commission, Resource Preservation and Enhancement Committee, Cultural Arts Committee, HOAs in the North Sphere and the City Council. Initial feedback incorporated into design.



Final conceptual design and cost estimating/budget was presented and approved by the City Council in December 2023.

NEXT STEPS



Final construction plans for the north Palm Desert Community Park are to be completed in Q4 2024.



Planning consultant to work with Interwest on regional park location (Portola & Frank Sinatra).

RECAP 2023: Public Safety Improvements

Explore new technology, review budgets, and gain efficiency for improved public safety services. Conduct a review of current law enforcement and fire services contracts.

ACCOMPLISHMENTS



The City Council approved an agreement for the 4th fire station construction management and independent estimator. FS 102 is on track to being brought online in fall 2025.



Phase 2 of the ALPR system (102 cameras) was fully installed and a new three-year agreement for law enforcements services with Riverside County Sheriff's Department was approved by the City Council.



City staff and the Emergency Services Coordinator responded to tropical storm Hilary in a proactive and effective manner. Currently, staff is working on the FEMA reimbursement following the Presidents declaration of a federal disaster.

NEXT STEPS



Update the City Council on metrics of the ALPR system and Palm Desert Sheriff staffing model. The City's transparency portal is published monthly and included in the Weekly Administrative Report.



Update the City Council on the City's enhanced emergency services program scheduled for Spring 2024.



Review calls for service, response times, and police staffing level additions through the Fiscal Year 2024/25 budget process.

RECAP 2023: Active Transportation Projects

Analyze relevant studies to develop a 5-year 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.

ACCOMPLISHMENTS



Completed conceptual plans for Walk and Roll Phase II



Commissioned the redesign of various aspects of PD Link Phase II.



Held Community meetings to receive input on the Haystack Traffic Calming project



Began the conceptual plans of Walk & Roll (Phase III).

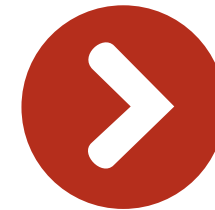
NEXT STEPS



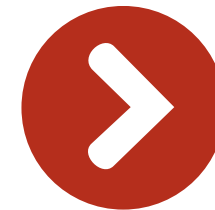
Commence the construction of Monterey & Fred Waring and Haystack & Hwy 74 Intersection Modifications projects.



Finalize design and commence with the construction of the Haystack Road Traffic Calming Improvements Phase II project, which includes considering alternate bike lane designs and pedestrian crosswalks.



Finalize the progressive design/build specifications for Walk & Roll (Phase II) and issue the project RFP.



Finalize the design of the PD Link Phase II project for construction.

2024 Candidate Goals Summary

Member	Priority 1	Priority 2	Priority 3	Priority 4
Kelly	Synergize existing goals			
Nestande	CSU Palm Desert	Annexation North of I-10	Mall Redevelopment	
Trubee	Traffic Enforcement	Farmers Market	NEW Assessment of Spending on Consultants	NEW Feasibility of STR Development
Harnik	Economic Development	Health & Environment	Parks	NEW Sales Tax Initiative
Quintanilla	CSU Palm Desert	NEW Resident Emergency Response Management	NEW Streamline Communication	

2024 Candidate Goals - Councilmember Kelly

Priority	Title	Description
01	Synergize Existing Goals (Continuation)	While this has been done to some extent, the time is ripe to make it a dominant focus.
Justification:	The redevelopment of the Mall and re-examination of downtown zoning are highly consequential to the City's future and we MUST accomplish them with full attention to existing goals: 1) Education: Can anything be sited at the Mall? 2) Sustainability: Microgrid at the Mall? Transportation hub? 3) Economic Diversity: How can these two projects stimulate UNIQUE local business offerings (possibly working with iHub start-ups? 4) Housing: Mixed use at the Mall, aiding retail and taking some pressure off less-well-suited locations.	

2024 Candidate Goals - Councilmember Nestande

Priority	Title	Description
01	CSU Palm Desert Campus (Continuation)	Continued efforts for the creation of a Cal State University Palm Desert campus or other education-related uses on the 170-acres the City provided for this purpose.
Justification:	Education is the foundation for future growth and stability in Palm Desert and our region.	
02	Annexation North of I-10 (Continuation)	Work with stakeholders to explore annexation of the areas north of the I-10 freeway.
Justification:	This area is in our sphere of influence and our City needs to control development. I have had this as a priority for some years. With the Arena now built under Riverside County jurisdiction, it could have been part of Palm Desert. Time is of the essence.	
03	Mall Redevelopment (Continuation)	Continue to evaluate options for adaptive reuse of the Mall.
Justification:	It is the center of our region and key to economic stability and growth.	

2024 Candidate Goals - Councilmember Trubee

Priority	Title	Description
01	Traffic Enforcement (Continuation)	Finalize implementation of increased traffic enforcement within our City.
Justification:	Complaints from residents as well as first hand observations.	
02	Farmers Market (Continuation)	Double the number of vendors and foot traffic at our Farmers Market. May require reducing the number of markets from two to one as well as move of venue.
Justification:	Farmers Markets provide a valuable sense of community as well as an alternative from corporate manufactured produce and food. They promote good health and supporting Farmers Markets is a stated goal of our General Plan.	

2024 Candidate Goals - Councilmember Trubee

Priority	Title	Description
03	NEW Assessment of our Spending on Consultants	Provide an assessment of spending on consultants measured both in total dollars as well as a percentage of our budget for a 5-10 year period.
Justification:	Concern voiced by some residents. In addition, I would like to put it into perspective for my own edification. I want to ensure that we are getting maximum value for our dollars.	
04	NEW Feasibility of Creating STR-only Development	To capture TOT revenue for the City and compete with our neighboring cities who have more lax STR policies.
Justification:	None provided.	


2024 Candidate Goals - Mayor Pro Tem Harnik

Priority	Title	Description
01	Economic Development (Continuation)	Explore and develop approaches to foster relationships and clear communication with land owners and brokers to work towards common goals aligned with PD vision. Research possible motivators/incentives for land-owners and brokers that will achieve PD's goals.
Justification:	Palm Desert's main source of revenue is sales tax. The commercial offerings must be unique and high quality while lifting the image of the community and motivating visitors and residents to shop and stay in Palm Desert.	
02	Health & Environment (Continuation)	Continue work to create an environmentally healthy community that also support personal health.
Justification:	Our community members are a great asset and their health is of great importance. Additionally, a healthy environment is attractive to new home owners and visitors.	


2024 Candidate Goals - Mayor Pro Tem Harnik

Priority	Title	Description
03	Park Initiatives (Continuation)	Keep working on the park initiatives.
Justification:	Quality parks and open space are foundational to high quality of life and character of our community.	
04	NEW Sales Tax Initiative	Public education and information about the City's budget and a sales tax initiative in November 2024.
Justification:	None.	

2024 Candidate Goals - Mayor Quintanilla

Priority	Title	Description
01	CSU Palm Desert Campus (Continuation)	Continue to lobby CSU Chancellor Mildred Garcia, who started in October 2023. To my understanding, previous lobbying efforts did not have students as part of any delegation. Student stories are much more compelling, especially to other first-generation students, as Dr. Garcia.
Justification:	Ongoing priority.	
02	 Resident Emergency Response Management	Increase opportunities for members of the community, residents and business owners alike, to have access to CERT training. This training should be offered in different areas of the City and at different hours of the day.
Justification:	Watching residents evacuated on rafts and with heavy machinery highlighted that when emergencies arise, we may not be able to get to communities easily. CERT has been made available in the past, and we have the opportunity to get more people signed up now that they have seen the potential for damage and the types of emergencies we could face. We have the opportunity to expand on our current emergency response plan. Grant funding is available and due on March 4, 2024. We must apply and bring the resources to Palm Desert. We can explore partnerships with DSUSD to use the high school gym and train large groups, or smaller groups at HOAs.	

2024 Candidate Goals - Mayor Quintanilla

Priority	Title	Description
03	 Streamline Information	Make effective use of all means of communication between Palm Desert and the community by streamlining information.
Justification:	<p>When we say the information is on our website, we need to do more to ensure that information is available, accurate, and accessible without digging around for it.</p> <ol style="list-style-type: none">1) Our website is not mobile friendly nor ADA compliant.2) Discover Palm Desert is not maintained to reflect events taking place in Palm Desert, in favor of highlighting performances and shows in other parts of the region.3) The Palm Desert app is great for residents to communicate with the City, and not very good for residents to receive information. The events page redirects to Discover Palm Desert, and the calendar feature only shows Sunday through Thursday as a default, and need to scroll over, making it look like we don't have meetings or events on those days.4) The Brightside needs a new format that gives ample space for upcoming events and substantive information. It should be a newsletter, and it is 4 pages bulletin board, and only 3.5 pages of a true newsletter.	

At A Glance - City Council Goals

1. CSU Palm Desert Campus	Nestande/Quintanilla
2. Economic Development Projects a) Desert Willow Strategy b) Business Recruitment c) North Sphere Planning	Harnik Farmers Market (Trubee)
3. Mall Redevelopment	Nestande
4. Broadband Master Plan	
5. Environmental Initiatives	Health & Environment (Harnik)
6. North Sphere Park	Park Initiatives (Harnik)
7. Public Safety Improvements	Traffic Enforcement (Trubee)
8. Active Transportation Projects	

NEW A. Annexation North of I-10	Nestande
NEW B. Assessment of Spending on Consultants	Trubee
NEW C. Feasibility of STR-Only Development	Trubee
NEW D. Sales Tax Initiative	Harnik
NEW D. Resident Emergency Response Management	Quintanilla
NEW E. Streamline Communication	Quintanilla

* Councilmember Kelly - Synergize Existing Goals