

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: May 23, 2024

PREPARED BY: Ryland Penta, Community Relations Supervisor

REQUEST: APPROVE CIVIC ENGAGEMENT COMMITTEE 2024-2025 WORK PLAN

RECOMMENDATION:

Approve the Civic Engagement Committee's 2024/2025 Work Plan.

BACKGROUND/ANALYSIS:

The Civic Engagement Committee convenes quarterly to discuss and promote civic education and engagement to help residents better understand local government, foster a positive sense of community, and prepare the next generation of local government leaders.

At the January 18 meeting, staff presented a recommended work plan, identifying three projects for the committee's consideration. Members were invited to propose additional projects either during the item's discussion period or by email prior to the April 18 meeting.

No further proposals were submitted by committee members during discussion or subsequently by email. At the April 18 meeting, the committee unanimously approved the 2024/2025 work plan.

Project	Description	Cost	Time/Process
Identify a comprehensive method for reviewing Civic Academy applications.	Determine a fair and comprehensive method for selecting Civic Academy participants in the event we have more applicants than places available (25 spaces).	No cost other than staff time to review applications.	Completed at the January 18, 2024, committee meeting. The Civic Engagement Committee recommended that priority be given to residents and students attending Palm Desert institutions, followed by business owners and then non-residents who are interested in participating in the program.
Evaluate a Palm Desert speaker series program that features organizations in our community	Create a six-part lecture series to demonstrate the City's vast partnerships with other public agencies and their scope of work compared to the City's.	No cost other than staff time to create programs and coordinate with interested parties.	The Civic Engagement Committee discussed this topic at the April 18 meeting and proposed several organizations and general themes staff can follow. This program is looking to launch in late 2024.

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Identify Palm Desert and regional organizations to enhance outreach and engagement.	In an effort to expand outreach efforts, the committee looks to identify Palm Desert and regional organizations that staff can partner with to enhance civic engagement opportunities.	No cost other than staff time to create programs and coordinate with interested parties.	This will be an ongoing effort by the committee. However, there will be particular consideration on this topic at the July 18, 2024, meeting so that staff can best plan new community engagement programs during high season, October 2024-April 2025.
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Legal Review:

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

FINANCIAL IMPACT:

There is no cost associated with adopting the work plan.