



2024-2026 Action Plan

Together we rise.

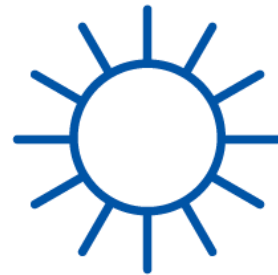
LIFT TO **RISE**

Our North Star



A future where all Coachella Valley families are healthy, stable, and thriving.

Our Shared Goal



Reduce rent burden in the Coachella Valley by 30% through the production of 10,000 affordable housing units by 2028.



Our Shared Wins

1,200 units

under construction in
2024, up from 38
units/year pre-2018

\$26 million

in loans obligated since 2021 to
11 community prioritized projects
sparking 891 units

1,787 residents

activated over the past
two years

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We have the plan

The Action Plan is a roadmap co-created by members of our Housing Collaborative Action Network, including staff members from Palm Desert, outlining collective contributions over the next two years to achieve our SHARED GOAL of reducing rent burden by 30% through the production of 10,000 affordable housing units.



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Our two-year goal is...

By July 1, 2026, have at least 7,500 new units of affordable housing completed, under construction, or set to be under construction within six months with an emphasis on units connected to early childhood education (ECE) and improved health equity.



We have the plan.



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Key Strategies

During strategic planning sessions, we identified six key strategies of focus for the next two years.

1. Pipeline
2. Funding
3. Infrastructure
4. Policy Advocacy
5. Movement Building
6. Rapid Response



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Pipeline

Identify 3,000 new units a year that meet the criteria for the affordable housing pipeline with an emphasis on those that include connections to health and ECE and move at least 50% of Pipeline projects to development.

- Lift to Rise – Affordable Housing Pipeline portal
- The city has over 900 affordable units currently in the pipeline.

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Funding

Address the funding bottleneck occurring due to scarcity of low-income housing tax credits through increasing the lending pool of We Lift: The Coachella Valley Housing Catalyst Fund, the creation of alternative revenue streams, changes to the current tax credit distribution process, and innovative financing approaches.

- Lift to Rise has provided funding for Palm Villas at Millenium from our We Lift: CV Catalyst Fund and technical assistance for other properties to help keep these developments moving
- Palm Desert contributed a support letter for Lift to Rise's successful application to SCAG's REAP 2.0 program to secure funding for the Catalyst Fund.
- The City has contributed millions of dollars to affordable housing developments throughout the city, and we are hopeful the city will consider future investment into the Fund to keep up the momentum in production.





Policy Advocacy

Move policy and regulation at the municipal, state, and federal level to enable more affordable housing development.

- Lift to Rise works with State and Federal legislative advocates to amplify Prohousing policies relevant to our region.
- A 1% increase in the TOT rate could generate \$2,008,994 annually

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Infrastructure

Work with utility companies to ensure affordable housing opportunities are not limited by electric, gas, and sewer constraints.

- We are happy to see how proactive the city has been in developing additional flood control and working with electrical service providers, for needed infrastructure. Lift to Rise is also working to get SCE, IID, and CVWD all at the table for these discussions.
- Lift to Rise has worked closely with the city on SCAG REAP 2.0 funding advocacy.





Movement Building

Through strategic communications and resident engagement, we will build greater public awareness and support for affordable housing in the region.

- Lift to Rise –Resident Engagement Team: Resident Leadership Table, Committees by Cities, Community Advisory Committee
- Lift to Rise – Strategic Communications Team

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Rapid Response

Advocate for a develop supports that can help residents with emergency or chronic housing needs.

- Lift to Rise – United Lift Rental Assistance Program distributed more than \$300 million keeping more than 120,000 renters in their home
- Palm Desert data: \$11,436,458 in assistance was disbursed to 1,574 households
- Keeping residents housed and address their immediate needs



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You have the power, Palm Desert!

- We see and appreciate the city's effort to radically increase the supply of affordable housing and are grateful for the partnership!
- Congrats on having a certified housing element! We are excited to see the development of an ADU program that incentivizes developers to dedicate them affordable.
- Increase city councilmembers participation in our efforts to address the housing affordability crisis throughout the region, not just in Palm Desert.
- Think about subsidies to affordable housing at the local level and streamline the affordable projects underway in the City.
- We are asking that you all endorse our plan and join us in reaching our goal.



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You all have the
power to ensure a
healthy, stable, and
thriving community
for all!



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A desert landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the background, there are dark, silhouetted mountains. The foreground is filled with various desert plants, including tall yellow wildflowers on the left and purple wildflowers in the middle ground. The ground is sandy and dotted with small shrubs and grasses.

THANK YOU!

Connect with us!

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