

**CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: February 27, 2025

PREPARED BY: Ryland Penta, Community Relations Supervisor

SUBJECT: APPROVE CIVIC ENGAGEMENT COMMITTEE 2025 WORK PLAN

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**RECOMMENDATION:**

Approve the Civic Engagement Committee's 2025 Work Plan.

**BACKGROUND/ANALYSIS:**

The Civic Engagement Committee meets quarterly to discuss how our municipality can advance civic education and engagement efforts. The committee's mission is to help residents gain a deeper understanding of local government, strengthen community connections, and inspire future civic leaders.

At the January 16, 2025, Civic Engagement Committee meeting, staff presented a proposed work plan outlining four key initiatives for the committee's consideration. These items are to be completed at Committee meetings during the 2025 calendar year. Members were encouraged to provide feedback, suggest modifications, or propose additional initiatives during the discussion. No further proposals were submitted, and the committee approved the work plan as presented.

<b>Project</b>	<b>Description</b>	<b>Cost</b>	<b>Time/Process</b>
Review and Approve the Palm Desert Resident Guide	The Palm Desert Resident Guide is a four-page pamphlet that provides essential information on our City government and how to get involved in our community programs.	No cost associated with achieving this work plan item. Printing and/or mailing resident guides will have a separate cost. Costs are based on the number of guides printed. All costs will be accommodated in the existing budget.	Completed at the January 16, 2025, committee meeting.
Provide Ongoing Feedback on Increasing Resident Participation	The committee will work with staff to explore and recommend strategies to boost resident participation at community events and through online platforms.	No cost associated with achieving this work plan item.	This will be an ongoing effort by the committee and will be discussed at each meeting.

<p>Consider and/or Implement a Marketing Strategy for Civic Engagement Programs</p>	<p>The committee will evaluate potential marketing strategies to enhance awareness of civic engagement programs.</p>	<p>No cost associated with achieving this work plan item. Printing marketing material will have a separate cost, which will be evaluated by staff, the Committee, and the Council as needed. Costs are anticipated to be minimal and accommodated in the existing budget.</p>	<p>At the January meeting, Members of the Committee agreed to pursue creating a sticker that encourages civic engagement. A design will be brought to the April meeting with associated printing costs identified.</p>
<p>Perform Annual Review of Engagement Programs</p>	<p>The committee will conduct a comprehensive review of existing civic engagement programs to assess their effectiveness, identify areas for improvement, and propose enhancements as needed.</p>	<p>No costs associated with achieving this work plan item.</p>	<p>This topic will be considered at the July meeting.</p>

**FINANCIAL IMPACT:**

There is no financial impact associated with this work plan.