City of Palm Desert
2025 City Council Goals

	Goals	Description	Lead Team
01	**CSU Palm Desert Campus/ AI, Business Innovation, and Entrepreneurship Hub**	Continue advocacy and strategic planning for a Cal State University Palm Desert Campus, fostering opportunities in AI, business innovation, and entrepreneurship to drive workforce development and regional growth.	Economic Development
02	**North Sphere Development, Infrastructure Planning, and Electrification**	Ensure the North Sphere has the infrastructure needed to support its growth, including essential services, public amenities, and enhanced public spaces. Address energy transmission challenges to remove barriers to development and support long-term housing and economic expansion.	Development Services City Manager's Office
03	**Mall Redevelopment/ Experienced Based and Family Friendly Activities**	Support the redevelopment of the mall properties into a vibrant destination that enhances economic vitality and community engagement. Encourage a mix of experience-driven and family-friendly uses.	Economic Development City Manager's Office
04	**Update to the Development Code/ Fire Prevention by Design**	Ensure a comprehensive update of the Development Code that enhances clarity, efficiency, and flexibility for residents and businesses. Modernize regulations to support economic growth, streamline permitting, and improve public safety while integrating best practices in fire prevention design.	Development Services
05	**Crime Prevention Technology**	Expand the use of technology-driven public safety solutions to enhance crime prevention and law enforcement effectiveness. Implement tools such as real-time data analysis, automated license plate recognition, and security cameras.	City Manager's Office
06	**Assessment of City Medians and Rights of Way**	Conduct a comprehensive review of City medians and rights-of-way to improve maintenance efficiency, aesthetics, and functionality. Focus on enhancing landscaping, addressing aging infrastructure, and ensuring cost-effective, long-term upkeep.	Public Works