

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: June 12, 2025

PREPARED BY: Chris Gerry, Senior Project Manager

SUBJECT: ADOPTION OF THE PALM DESERT VISION ZERO STRATEGY

RECOMMENDATION:

Adopt a resolution entitled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM DESERT, CALIFORNIA, ESTABLISHING A VISION ZERO STRATEGY TO ELIMINATE TRAFFIC DEATHS AND SERIOUS INJURIES IN PALM DESERT BY 2040."

BACKGROUND/ANALYSIS:

On April 24, 2025, the City Council held a study session during which staff provided background of the program and an overview of the Strategy and its key components. The final draft versions incorporate City Council and staff comments into the final version of the Strategy. Updates include:

- Updating the bicycle and golf cart circulation elements in the Safe Routes to School (SRTS) and Safe Routes for Older Adults (SRFOA) plans to reflect existing roadway conditions and planned improvements.
- Increased roadways on the high-injury network to allow for greater flexibility when pursuing future state and federal grant opportunities.
- Exploring the feasibility of incentivizing a school walking safety program in the SRTS Plan.
- Establishing a pedestrian crossing program in the SRTS and SRFOA plans that uses handheld items at crosswalks to enhance visibility and safety.
- Exploring the feasibility of lane narrowing on arterial roadways through a demonstration project prior to potential full implementation.
- Adding the Investment Strategy to the appendix of the SRTS and SRFOA plans.

Strategy Materials:

The Strategy reflects a comprehensive set of materials prepared for adoption and is formalized through the accompanying resolution (Attachment 1). The resolution adopts the final SRTS Plan (Attachment 2), the SRFOA Plan (Attachment 3), both of which include the Investment Strategy in their appendices. It also includes acceptance of the public engagement and activation efforts, along with the data dashboard (Attachment 4). Adoption of the resolution satisfies eligibility requirements for future federal grant opportunities related to implementation of the Strategy.

Implementation Grant:

Approval of the Strategy positions the City to pursue an Implementation Grant to support construction and programmatic initiatives outlined in the Strategy. The application deadline is June 26, 2025, and

the Planning grant deliverables must be approved by City Council prior to submission. For this upcoming cycle, \$580 million in federal funding is available, with an estimated 40 to 70 awards expected, ranging from \$2.5 million to \$25 million.

Staff is working with consultant Alta Planning + Design on a grant application estimated at \$3.7 million. Approximately \$3.4 million would fund capital improvements at 24 locations, including sidewalk and ADA ramp upgrades, high-visibility crosswalk striping, pedestrian-scale lighting, and driver feedback signs. The remaining \$300,000 would support a programmatic component that expands the City's VIP campaign while also advancing the development, marketing, and long-term sustainability of targeted community safety programs.

The proposed grant scope (Attachment 5), which includes a project map and list, was reviewed by the Active Transportation Program Subcommittee on June 2, 2025. The project list includes the following:

Project List for Implementation Grant Application

#	Priority Area (Cluster)	Street	From	To	Recommended Improvement
1	Abraham Lincoln & Palm Desert Charter	Desert Star Boulevard	Myrsine Avenue	Portola Avenue	Construct sidewalk
2	Abraham Lincoln & Palm Desert Charter	Magnesia Falls Drive	Portola Avenue	Rutledge Way	Install pedestrian scale lighting
3	Abraham Lincoln & Palm Desert Charter	Myrsine Avenue	Desert Star Boulevard	N/A	Stripe high visibility crosswalk
4	Abraham Lincoln & Palm Desert Charter	Myrsine Avenue	Desert Star Boulevard	N/A	Construct ADA curb ramps
5	Abraham Lincoln & Palm Desert Charter	Portola Avenue	Desert Star Boulevard	N/A	Construct curb extension
6	Abraham Lincoln & Palm Desert Charter	Rutledge Way	Magnesia Falls Drive	Portola Avenue	Install pedestrian scale lighting
7	Abraham Lincoln & Palm Desert Charter	Rutledge Way	Myrsine Avenue	N/A	Construct ADA curb ramps
8	Abraham Lincoln & Palm Desert Charter	Rutledge Way	Santolina Drive	N/A	Construct ADA curb ramps
9	Abraham Lincoln & Palm Desert Charter	Portola Avenue	Desert Star Boulevard	N/A	Construct ADA curb ramps
10	Fred Waring Drive / Town Center Way	Fred Waring Dr	Acacia	N/A	Install speed feedback signs
11	Fred Waring Drive / Town Center Way	Fred Waring Drive	72650 Fred Waring Drive	N/A	Stripe high visibility crosswalk
12	Fred Waring Drive / Town Center Way	Fred Waring Drive	72650 Fred Waring Drive	N/A	Construct ADA curb ramps & widen sidewalk
13	George Washington Charter	Portola Avenue	Fairway Drive	Chicory Street	Install pedestrian scale lighting
14	George Washington Charter	Portola Avenue	Fairway Drive	Chicory Street	Construct sidewalk
15	George Washington Charter	Portola Avenue	Larrea Street	N/A	Stripe high visibility crosswalk
16	James Earl Carter	Hovley Lane	Jasmine Court	N/A	Construct ADA curb ramps
17	James Earl Carter	Hovley Lane	Portola Avenue	Jasmine Court	Install pedestrian scale lighting
18	James Earl Carter	Hovley Lane	Jasmine Court	N/A	Stripe high visibility crosswalk
19	Palm Desert High School	Cook Street	Aztec Road	N/A	Construct ADA curb ramps
20	Palm Desert High School	Cook Street	Fred Waring Drive	Aztec Road	Construct sidewalk
21	Palm Desert High School	Cook Street	San Simeon Drive	N/A	Stripe high visibility crosswalk

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22	Palm Desert High School	Cook Street	San Simeon Drive	N/A	Construct ADA curb ramps
23	Palm Desert High School	Cook Street	Fred Smith Way / Santa Fe Trail	N/A	Stripe high visibility crosswalk
24	Palm Desert High School	Cook Street	Fred Smith Way / Santa Fe Trail	N/A	Construct ADA curb ramps

Legal Review:

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

FINANCIAL IMPACT:

There is no financial impact resulting from adoption of the resolution and plans.

ATTACHMENTS:

1. Resolution
2. Safe Routes to School Plan
3. Safe Routes for Older Adults Plan
4. Data Dashboard
5. Scope of Grant Application (Project Map and List)
6. Vision Zero Strategy Presentation