

2013 Strategic Plan Task Tracker

ID	Priority Area	Action Step(s)	Lead	Timeline	Lead Department	Status
AC-1-000	Art & Culture	Assess the current arts and cultural landscape.				
AC-1-001	Art & Culture	Assess the current arts and cultural landscape.	City staff in concert with Americans for the Arts (or similar organization)	1 Year	EDD	Completed by External Partner
AC-1-002	Art & Culture	Conduct economic impact study.	City staff in concert with Americans for the Arts (or similar organization)	1 Year	EDD	Completed by External Partner
AC-2-000	Art & Culture	Explore the viability of creating and designating a Palm Desert arts and cultural district, whether it be geographic or economic.				
AC-2-001	Art & Culture	Present evidence of how arts and cultural districts affect cities.	City staff	1-2 Years	EDD	Not Started – Recommended to Delete
AC-2-002	Art & Culture	Create an arts and culture map.	City staff	2 Years	EDD	Completed
AC-2-003	Art & Culture	Define what kind of district it will be, i.e. funding, marketing, etc.	City staff	2.5 Years	EDD	Not Started – Recommended to Delete
AC-2-004	Art & Culture	Publicize that an evaluation is being done.	City Marketing Department & Public Art Department	2.5 Years	EDD	Not Started – Recommended to Delete
AC-3-000	Art & Culture	Develop and secure a sustainable source of funding for arts and culture				
AC-3-001	Art & Culture	Determine what type of district it would be, i.e., an assessment district, a geographic district, or some other mechanism.	City staff and City Attorney	2.5 years	EDD	Not Started – Recommended to Delete
AC-3-002	Art & Culture	Create oversight committee to oversee distribution of funding and marketing	City Council	3-4 years	EDD	Not Started – Recommended to Delete
AC-3-003	Art & Culture	If an assessment district, there would be an oversight board comprised of those who are assessed.	Members of Assessment District	3-4 years	EDD	Not Started – Recommended to Delete
AC-3-004	Art & Culture	Implement a law, election, or some kind of mechanism to put funding source in place	City staff and City Council	Within 5 years	EDD	Not Started – Recommended to Delete
ED-1-000	Economic Development	Expand job and business creation opportunities.				
ED-1-001	Economic Development	Inventory existing jobs to find what current categories exist, what gaps to fill and the best categories for high-paying jobs.	Economic Development Department Staff	Within first year and periodically when PD Economic Strategic Plan is revised	EDD	Completed – No Longer Ongoing
ED-1-002	Economic Development	Develop a plan to encourage businesses to relocate to Palm Desert to bridge the gap between June and September with year-round residents and jobs.	Economic Development Department Staff	2 Years	EDD	In Progress / Ongoing
ED-1-003	Economic Development	Attract businesses that generate additional revenue for city programs (TOT and retail sales tax).	Economic Development Department Staff	Ongoing	EDD	In Progress / Ongoing
ED-1-004	Economic Development	Revitalize Hwy 111; Look at the possibility of creating a City Center atmosphere.	Development Community	5-10 Years	EDD/DS	Completed
ED-2-000	Economic Development	Expand quality education so that people are prepared for the workplace of the future.				
ED-2-001	Economic Development	Develop incubators for medical and agriculture industries.	CVEP	2 Years	EDD	Not Started – Recommended to Keep
ED-2-002	Economic Development	Partner with two-year schools and workforce development groups - focus on key industries like energy, medical, and interior desing/décor	College of the Desert	5 Years	EDD	Not Started – Recommended to Keep
ED-2-003	Economic Development	Partner with four-year schools to focus on key industries like business, medical, and research specifically related to agriculture.	Universities	Ongoing	EDD	Not Started – Recommended to Keep
ED-2-004	Economic Development	Develop a plan to increase college enrollment, completion rates, and opportunities that will keep our local students here after graduation.	CVEP/workforce development	Ongoing	EDD	Not Started – Recommended to Delete
ED-3-000	Economic Development	Create and attract entertainments and events to enhance and expand the Palm Desert economy and lifestyle.				
ED-3-001	Economic Development	Create a task force/committee to bridge the summer gap and market to families and youth by identifying other attractions in addition to golf, exploring nighttime and youth-oriented activities, creating a monthly signature event during the spring and summer seasons, and assisting hotels in attracting conventions and tourist groups (possibly through installing a water park).	Economic Development Dept.	5 Years	EDD	Not Started – Recommended to Keep
ED-3-002	Economic Development	Explore the possibility of creating a venue. Determine whether underground parking will be needed for events.	Economic Development Dept.	1 Year	EDD	Not Started – Recommended to Delete
ED-3-003	Economic Development	Make event permit fees competitive with other cities.	Planning Department Staff	6 Months	EDD/DS	Completed
ED-4-000	Economic Development	Expand and raise awareness of business-friendly services in order to retain and attract business.				
ED-4-001	Economic Development	Develop a five-point creed focused on supporting business and economic vitality that all departments in City Hall embrace.	City Council, City Manager, and Staff	1 Year	EDD	Not Started – Recommended to Keep
ED-4-002	Economic Development	Streamline permit process. Palm Desert's Building & Safety Department will review the city's permit processing for comparisons with other California cities.	Planning Department, Building & Safety, and Public Works Staff	1 Year	EDD/DS/PW	Completed
ED-4-003	Economic Development	Prepare resource information and make it accessible to local businesses and to attract new businesses. Market that resource and the City's business-friendly atmosphere to the community.	Economic Development Dept.	2 Years	EDD	In Progress / Ongoing

2013 Strategic Plan Task Tracker

ED-4-004	Economic Development	Develop a small business expo for new and expanding businesses. Include existing businesses.	Economic Development Dept.	3 Years	EDD	Not Started – Recommended to Delete
ED-4-005	Economic Development	Develop additional Business Area Network Systems (BANS).	Sheriff's Department	3 Years	CMO	
EDU-1-000	Education	Create and support a community-based Education Coalition in which all necessary community organizations come together to communicate and focus their efforts on improving measures of student success such as graduation rates.				
EDU-1-001	Education	Convene the parties to kick off the program.	City Staff	Within 1 Year	EDD	Pending Council Direction
EDU-1-002	Education	Create the organization as a 501(c)3 with a board of directors.	City Staff	Within 18 Months	EDD	Pending Council Direction
EDU-1-003	Education	Inventory what's available right now in the community; Who are the partners?	City Staff	Ongoing	EDD	Pending Council Direction
EDU-1-004	Education	Host an education summit/symposium to bring regional and national speakers to the Coachella Valley. This will spread recognition of what Palm Desert has to offer and bring new innovative ideas to our community.	City Staff	Ongoing	EDD	Pending Council Direction
EDU-1-005	Education	Encourage advanced cooperation and coordination of information on all levels of educational entities.	City Staff	Ongoing	EDD	Pending Council Direction
EDU-1-006	Education	Provide public access to technological resources in libraries, civic buildings, public spaces, schools, community centers, etc.	City Staff	Ongoing	EDD	Pending Council Direction
EDU-2-000	Education	Become an "education destination" which is successful in attracting and retaining students of all ages by providing outstanding academic and cultural programs and demonstrating high levels of career readiness.				
EDU-2-001	Education	Host a periodic education summit with regional/national speakers. Develop an iconic event that draws educators from outside the region.	City Staff	Within 1-2 Years	EDD	Pending Council Direction
EDU-2-002	Education	Support existing signature education programs such as arts & culture (including programs in dance, theater, etc.), medical (including pathways for physicians, nurses, and medical technologists), energy (i.e. wind, geothermal, solar) and including two-year technical and vocational programs. Explore the development of new programs.	City (including Community Development/Affordable Housing), school districts, post-secondary schools, pre-school provider, conference center/hotels, private and public institutions of higher learning.	Ongoing - Subject to Regular Review	EDD	Pending Council Direction
EDU-2-003	Education	Encourage development of incubators for research and development in agriculture, medicine, and alternative energy.	CVEP, COD, UCR	Within 18 months	EDD	In Progress / Ongoing
EDU-2-004	Education	Support collegiate sports programs and facilities (i.e. CSUSB-PD could field a golf team, a tennis team, etc.)	CSUSB-PD, COD	Within 6-24 months for initiation at CSUSB-PD	EDD	In Progress / Ongoing
EDU-2-005	Education	Encourage developers through city land use decisions to ensure that there is adequate and affordable housing available for students and faculty.	Planning Commission, CSUSB, COD, city, private operators	Ongoing, especially within the next 24 months as development	DS	In Progress / Ongoing
EDU-2-006	Education	Encourage the community to create endowments for targeted professions such as medicine, energy, and agriculture (to fill needs as determined through annual economic forecasts) by providing scholarships to those who commit to stay and work in the valley.	CVEP's Pathways to Success in cooperation with local educational institutions and local industry (such as hospitals, energy companies, etc)	Ongoing - with annual review	EDD	Pending Council Direction
EDU-3-000	Education	Create community awareness of, and support for, the building blocks of student success, including academic, vocational, and career success.				
EDU-3-001	Education	Facilitate partnerships with COD, CSUSB, and K-12 to provide innovative tutoring programs.		ASAP - within one year	EDD	Not Started – Recommended to Keep
EDU-3-002	Education	Expand the Guided Pathways High School Academies by providing more access and new fields of concentration.	CVEP, local industries, K-12	Continue to expand as funding becomes available	EDD	Discontinued – No Longer Relevant
EDU-3-003	Education	Encourage the development and implementation of parent education programs.	Parent teacher associations, foundations, local K-12 schools, YMCA, service organizations, faith-based organizations, Joslyn Center	Reinforce and review within 12 months	EDD	Pending Council Direction
EDU-3-004	Education	Encourage organized tours of local institutions for primary and middle school students. Get them excited about college and local schools.	COD/CSUSB/UCR/DSUSD, other valley school districts, private schools, CVEP Academies, McCallum Theatre	Assess Annually	EDD	Pending Council Direction
ES-1-000	Energy & Sustainability	Reduce per capita consumption of energy and water.				
ES-1-001	Energy & Sustainability	Enact education programs encouraging schools to teach water and energy conservation.	City, County, Schools, Utilities	Launch by Fall 2015	PW	Not Started – Recommended to Keep
ES-1-002	Energy & Sustainability	Increase awareness and expand incentives for energy and water conservation for all.	City, County, Schools, Utilities	6 months after plan adoption	PW	In Progress / Ongoing
ES-2-000	Energy & Sustainability	Promote greater usage of more sustainable materials.				
ES-2-001	Energy & Sustainability	Encourage use of building and paving materials that are sustainable and rapidly renewable.	City, Builders	Ongoing	PW	Not Started – Recommended to Keep

2013 Strategic Plan Task Tracker

ES-2-002	Energy & Sustainability	Develop early youth education outreach programs.	City Schools, YMCA, Media	Ongoing	EDD	Not Started – Recommended to Delete
ES-2-003	Energy & Sustainability	Explore community renewable generation of electricity.	City Schools, YMCA, Media	Ongoing	PW	
ES-2-004	Energy & Sustainability	Pursue feed-in tariff adoption by the California Public Utilities Commission (CPUC)	CPUC, City Staff	Ongoing	PW	
ES-3-000	Energy & Sustainability	Encourage all new construction to be net zero energy in design and exceed the current Coachella Valley Water District (CVWD) efficiency standards.				
ES-3-001	Energy & Sustainability	Require the use of renewable energy sources in operation of new properties.	City, Builders, private sector, county state law and regulations	Within 5 years of adoption of strategic plan	DS	Completed
ES-3-002	Energy & Sustainability	Require water efficient fixtures, appliances, and landscaping.	City, Water District	2015	DS	Completed
ES-3-003	Energy & Sustainability	Require all golf course and public areas to use reclaimed water as it becomes available.	Hotels, building industry, homeowners associations	2014	DS	Completed
ES-3-004	Energy & Sustainability	Require new hotel rooms and new timeshare units to have occupancy sensors (motion sensors that control lights and HVAC).	CVWD, City, private sector	2014	DS	Completed
ES-3-005	Energy & Sustainability	Work with CVWD to develop more rigorous efficiency standards.	City, CVWD	Ongoing	DS	Completed
ES-4-000	Energy & Sustainability	Encourage owners of all existing properties to voluntarily retrofit them to obtain reductions in water and energy usage.				
ES-4-001	Energy & Sustainability	Develop education and outreach programs within the building industry.	Residents, property owners, City, utilities, private sector, school districts, chamber of commerce, Property Assessed, Clean Energy Administrator (PACE)	Launch by Fall 2015	PW	
ES-4-002	Energy & Sustainability	Find funding for retrofits and energy audits.	City Staff, Utilities	Ongoing	PW	In Progress / Ongoing
ES-4-003	Energy & Sustainability	Develop funding sources for continuing and expanding existing city programs for sustainability.	City Staff, Utilities	Ongoing	PW/Finance	
ES-4-004	Energy & Sustainability	Encourage schools to develop energy education programs.	City, School District	Ongoing	PW	
ES-4-005	Energy & Sustainability	Require existing hotels to have occupancy sensors.	City, Greater Palm Springs Convention and Visitors Bureau		EDD/DS	Completed
LUH-1-000	Land Use, Housing & Open Space	Enhance Palm Desert as a first- class destination for premier shopping and national retail business				
LUH-1-001	Land Use, Housing & Open Space	Develop a specific plan for the Highway 111 corridor that includes residential and retail uses in greater intensities with separate planning areas on the north and south sides of the road, connected by pedestrian bridges and public transportation.	General Plan Advisory Committee, staff, private developers, planning consultants	2 Years to Develop Specific Plan	DS	In Progress / Ongoing
LUH-1-002	Land Use, Housing & Open Space	Implement a comprehensive incentive program including business retention programs, cooperative marketing programs, flexible design standards, coordinated sign programs, and retailer education resources.	Property management, Economic Development Staff, developers, commercial brokers, business owners	1-3 years	EDD	In Progress / Ongoing
LUH-2-000	Land Use, Housing & Open Space	Facilitate development of high-quality housing for people of all income levels.				
LUH-2-001	Land Use, Housing & Open Space	Review development fees to identify opportunities for incentivizing 'small' development.	City Staff & City Council	6 months	DS	Completed
LUH-2-002	Land Use, Housing & Open Space	Review design and approval processes to identify ways to expedite developments through entitlements.	City Staff & Development Community	6 months - 1 Year	DS	Completed
LUH-2-003	Land Use, Housing & Open Space	Review and revise zoning to encourage inclusive residential housing products.	City Staff	1-2 Years	DS	Completed
LUH-2-004	Land Use, Housing & Open Space	Rehabilitate aging and substandard existing housing.	Private Developers	Ongoing	DS	In Progress / Ongoing
LUH-3-000	Land Use, Housing & Open Space	Facilitate development of multiple universities and colleges with full campuses including student housing				
LUH-3-001	Land Use, Housing & Open Space	Encourage and facilitate the expansion of the college campuses and promote campus life through the University Planning Committee (UPC).	UPC	Ongoing	EDD	In Progress / Ongoing
LUH-3-002	Land Use, Housing & Open Space	The City will allow flexible development standards in the university area to encourage a campus community.	Private Developers	Ongoing	DS	Completed
LUH-3-003	Land Use, Housing & Open Space	Encourage development of on-campus dormitories through the UPC.	UPC	Ongoing	DS	Superseded by New Direction
LUH-4-000	Land Use, Housing & Open Space	Create a mixed-use city core integrating shopping, lodging, dining, and housing.				
LUH-4-001	Land Use, Housing & Open Space	Form a City Core Commission to begin the planning process.	City Council	2-3 months to form the Commission	DS	Superseded by New Direction
LUH-4-002	Land Use, Housing & Open Space	Define the vision, including the core's location, elements and pedestrian and vehicular circulation.	City Core Commission	9-10 months for Commission to define vision	DS	Superseded by New Direction
LUH-4-003	Land Use, Housing & Open Space	Implement the plan.	Private Developers	5-10 Years to make meaningful progress on construction.	DS	Superseded by New Direction
LUH-5-000	Land Use, Housing & Open Space	Utilize progressive land-use policies and standards to support ongoing and future needs.				

2013 Strategic Plan Task Tracker

LUH-5-001	Land Use, Housing & Open Space	Update the General Plan	City Staff	2 Years	DS	Completed
LUH-5-002	Land Use, Housing & Open Space	Preserve hillsides and open space view corridors and recreation areas.	City Staff	Ongoing	DS	In Progress / Ongoing
LUH-5-003	Land Use, Housing & Open Space	Hotel development that includes family, boutique, and resort hotels.	Private Developers	5-10 Years	DS	Superseded by New Direction
LUH-5-004	Land Use, Housing & Open Space	Repurpose existing development including golf courses.	Private Developers	5-20 Years	DS	Completed
PR-1-000	Parks & Recreation	Prepare for the financial requirements of maintaining existing parks to the highest level of service. Planning efforts shall also address future costs of replacement and growth of the parks capital improvement fund.				
PR-1-001	Parks & Recreation	Make conversation of aging park facilities part of the annual budget process.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	PW	In Progress / Ongoing
PR-1-002	Parks & Recreation	Explore the creation of a foundation for fundraising and promotion.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	PW	Not Started – Recommended to Delete
PR-1-003	Parks & Recreation	Identify new partners including private and corporate partnerships.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	PW	In Progress / Ongoing
PR-1-004	Parks & Recreation	Explore events at parks: food festivals, vintage car festivals, etc.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	EDD	In Progress / Ongoing
PR-1-005	Parks & Recreation	Include revenue generators in parks.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	PW	Insufficient Records – Needs Policy Review
PR-1-006	Parks & Recreation	Explore the appropriateness and amount of use fees.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	PW	Completed
PR-1-007	Parks & Recreation	Make staffing resources part of annual budget process.	City Staff, Parks and Recreation Committee, City Council, and community input	Annually	PW	In Progress / Ongoing
PR-2-000	Parks & Recreation	Ensure a continuing flow of innovative ideas by seeking creative partnerships, ensuring adequate staffing, and encouraging resident input.				
PR-2-001	Parks & Recreation	Create a culture of openness to new ideas.	City Staff, Partner Agencies	Ongoing	PW	In Progress / Ongoing
PR-2-002	Parks & Recreation	Ensure that staff continues to participate in parks and recreation professional organizations.	City Staff, Partner Agencies	Annually	PW	In Progress / Ongoing
PR-2-003	Parks & Recreation	Keep parks and recreation in a prominent leadership position, focused on community, and providing top notch customer service.	City Manager, City Council	Ongoing	PW	In Progress / Ongoing
PR-3-000	Parks & Recreation	Make recreational and exercise opportunities pervasive in all public spaces.				
PR-3-001	Parks & Recreation	Integrate cultural and environmental awareness into parks.	City Staff, Commissions, Partner Agencies	Ongoing	EDD/PW	In Progress / Ongoing
PR-3-002	Parks & Recreation	Integrate recreation opportunities into areas such as public spaces, residential subdivisions, or additional areas where feasible and sensible.	City Staff, Planning Department, Commissions, City Council	Ongoing	DS	Completed
PR-3-003	Parks & Recreation	Promote recreational awareness through the community.	Marketing and Tourism, Partner Agencies, School Districts	Ongoing	PW	In Progress / Ongoing
PR-3-004	Parks & Recreation	Encourage recreational opportunities in the El Paseo corridor.	El Paseo Merchants	Evaluate in January 2016	PW	Completed
PR-4-000	Parks & Recreation	Develop the North Sphere Regional Park, which will be bordered by Portola Drive to the west, Dinah Shore Drive to the south, and I-10 to the North.				
PR-4-001	Parks & Recreation	Identify revenue generators for the North Sphere Regional Park.	City Staff, Partners, Commissions, City Council	During the development phase	PW/Finance	In Progress / Ongoing
PR-4-002	Parks & Recreation	Identify recreational needs and wants, by engaging the community.	City Staff, Parks and Recreation Committee, Survey Conference Attendees	During the development phase	PW	Completed
PR-4-003	Parks & Recreation	Identify environmental constraints.	City Staff, Parks and Recreation Committee, Survey Conference Attendees	During the development phase	PW	Completed
PR-4-004	Parks & Recreation	Explore integration of housing, publicly owned garden space and recreational facilities.	City Staff, Parks and Recreation Committee, Survey Conference Attendees, Land Use Staff	During the development phase	PW	In Progress / Ongoing
PR-4-005	Parks & Recreation	Break ground on park.	City Staff, Commissions, City Council	When growth in the north justifies the need for the facility	PW	Not Started – Recommended to Keep
PR-5-000	Parks & Recreation	Examine the need for expansion of the Palm Desert Aquatics Center.				

2013 Strategic Plan Task Tracker

PR-5-001	Parks & Recreation	Chart and analyze usage data and track user groups that cannot be accommodated.	City Staff, Partner Agencies	Assess Annually	PW	In Progress / Ongoing
PR-5-002	Parks & Recreation	Examine whether other Coachella Valley cities or private developers plan to develop aquatic centers to determine demand.	City Staff	Assess Periodically	PW	In Progress / Ongoing
PR-5-003	Parks & Recreation	Learn from other similar facilities.	Consultants, City Staff	Assess Annually	PW	In Progress / Ongoing
PR-5-004	Parks & Recreation	Develop a business/operations plan including special events.	Consultants, City Staff, commissions, Community Input	Assess Annually	PW/EDD	In Progress / Ongoing
PSES-1-000	Public Safety & Emergency Services	Enhance the delivery of public safety services.				
PSES-1-001	Public Safety & Emergency Services	Work with the Fire and Police Departments, during the annual budget process, to identify any new public safety needs to account for population growth. Consider these needs: new equipment, facilities, training, technology, among others.	City Staff	As Needed (Annual Review)	CMO/FINANCE	In Progress / Ongoing
PSES-2-000	Public Safety & Emergency Services	Increase methods of preventing crime, especially through expanded community participation.				
PSES-2-001	Public Safety & Emergency Services	Increase participation in community-based programs, such as Neighborhood Watch & Crime Free Multi-Housing Program, also, take advantage of existing/developing technologies to enhance these programs.	Police Department/ City Staff	18 months - 2 Years	CMO	Completed
PSES-2-002	Public Safety & Emergency Services	Expand Citizens on Patrol Program (COPS).	City Staff	1 Year	CMO	In Progress / Ongoing
PSES-2-003	Public Safety & Emergency Services	Increase participation in the Business Alert Networks (BANS) or similar programs.	Businesses/Chamber of Commerce and Police Department	1-2 Years	CMO	In Progress / Ongoing
PSES-2-004	Public Safety & Emergency Services	Evaluate and make a recommendation to the City Council on a Security Camera Incentive Program for businesses.	City Staff, Public Safety Committee	2-3 Years	CMO	In Progress / Ongoing
PSES-3-000	Public Safety & Emergency Services	Help the community become more prepared for disasters and public safety emergencies.				
PSES-3-001	Public Safety & Emergency Services	Ensure a viable Community Emergency Response Team (CERTS) Program by hosting a minimum of four CERT classes per year and examine program needs annually based on population & community interest.	City Staff	6 months once funding is secured in the budget.	CMO	In Progress / Ongoing
PSES-3-002	Public Safety & Emergency Services	Expand cardiopulmonary resuscitation/ automated external defibrillator (CPR/AED) and fire safety training available for residents and businesses as needed.	Fire Department, Risk Manager	6 months once funding is secured in the budget.	CMO	In Progress / Ongoing
TM-1-000	Tourism & Marketing	Improve access to Palm Desert and its attractions to enhance the ease of lifestyle.				
TM-1-001	Tourism & Marketing	Investigate the use of clean transportation options to support ease of access to critical tourist areas (e.g. golf carts, Vespas, bicycles, etc.)	City of Palm Desert	Implement within 5 years	PA	In Progress / Ongoing
TM-1-002	Tourism & Marketing	Further develop El Paseo and core commercial areas as tourist clusters; providing an array of businesses that allow for hotel visitors to easily access amenities and activities while reducing the use of personal vehicles.	City of Palm Desert	Implement within 5 years	EDD	In Progress / Ongoing
TM-1-003	Tourism & Marketing	Initiate and support efforts to increase ease of access to Palm Desert from areas inside and outside the Coachella Valley. This could include air access, passenger rail, directional and image signage.	City of Palm Desert	Ongoing	PA	Not Started – Recommended to Delete
TM-2-000	Tourism & Marketing	Grow existing events and develop new events to enhance desirability as a year-round destination.				
TM-2-001	Tourism & Marketing	Hire an events consultant to help identify appropriate signature events for Palm Desert.	Consultant, City of Palm Desert, and a new committee	By Late 2015	PA	Partially Completed

2013 Strategic Plan Task Tracker

TM-2-002	Tourism & Marketing	Identify & better utilize existing venues/areas for potential events.	Consultant, City of Palm Desert, and a new committee	List of potential venues prepared by end of 2015	PA	Partially Completed
TM-2-003	Tourism & Marketing	Develop one signature event each month from May to October.	Consultant, City of Palm Desert, and a new committee	Add one event every 2 years	PA	Not Started – Recommended to Delete
TM-2-004	Tourism & Marketing	Identify current home for Fashion Week that allows for future growth.	Consultant, City of Palm Desert, and a new committee	Mid 2014	PA	Completed
TM-2-005	Tourism & Marketing	Dedicate staff to support the concepts developed above.	Consultant, City of Palm Desert, and a new committee	Mid 2014	PA	Pending Council Direction
TM-3-000	Tourism & Marketing	Attract new and developing travel/tourism markets.				
TM-3-001	Tourism & Marketing	Dedicate staff and resources as needed.	City of Palm Desert, Marketing Committee	18 Months	PA	Not Started – Recommended to Delete
TM-3-002	Tourism & Marketing	Prioritize the developing markets in order of importance.	City of Palm Desert, Marketing Committee	2 Years	PA	Not Started – Recommended to Delete
TM-3-003	Tourism & Marketing	Identify and establish partnerships with committees and organizations in order to implement identified priorities.	City of Palm Desert, Marketing Committee	3 Years	PA	Not Started – Recommended to Delete
TM-3-004	Tourism & Marketing	Develop and utilize supporting marketing materials.	City of Palm Desert, Marketing Committee	3 Years	PA	Not Started – Recommended to Delete
TM-3-005	Tourism & Marketing	Identify and attract education and medical symposia.	Consultant, City of Palm Desert, and a new committee	Within 5 Years	PA	Not Started – Recommended to Delete
TM-3-006	Tourism & Marketing	Engage travel writers and bloggers that can reach the prioritized new and developing markets.	City of Palm Desert, Marketing Committee	3 Years	PA	Not Started – Recommended to Delete
TM-4-000	Tourism & Marketing	Support the City's tourism industry through enhancement of its marketing efforts within allocation of additional City resources, the development of partnerships, and coordination of existing efforts.				
TM-4-001	Tourism & Marketing	Ensure appropriate staff resources to take advantage of the opportunities as outlined within this plan.	City of Palm Desert	Early 2015	PA	In Progress / Ongoing
TM-4-002	Tourism & Marketing	Budget additional resources to fund the goals as outlined.	City of Palm Desert	Fiscal Year 2015-2016 Budget	PA	In Progress / Ongoing
TM-4-003	Tourism & Marketing	Work with local agencies to develop marketing seminars to educate local businesses on community branding, cooperative marketing opportunities, etc.	City of Palm Desert	Ongoing	PA/EDD	Not Started – Recommended to Delete
TM-4-004	Tourism & Marketing	Strengthen relationships with the Greater Palm Springs Convention & Visitors Bureau (GPSCVB), state tourism, and other travel industry partners in order to develop complimentary marketing programs.	City of Palm Desert	Ongoing	PA	In Progress / Ongoing
TM-4-005	Tourism & Marketing	Utilize opportunities to partner with existing agencies to promote Palm Desert (e.g. state tourism, GPSCVB, national tourism agencies).	City of Palm Desert	Ongoing	PA	In Progress / Ongoing
TM-4-006	Tourism & Marketing	Develop additional cooperative marketing programs for local business industries.	City of Palm Desert	Ongoing	PA	Completed – No Longer Ongoing
TM-4-007	Tourism & Marketing	Implement an annual strategy which outlines the City's participation in local tourist driven events and at regional and national level travel industry shows.	City of Palm Desert	Ongoing Annually	PA	Not Started – Recommended to Delete
TM-4-008	Tourism & Marketing	Better utilize existing volunteer resources to support marketing outreach efforts.	City of Palm Desert	Ongoing	PA	Completed – No Longer Ongoing
TM-4-009	Tourism & Marketing	Create a plan that leverages the success of the existing Palm Desert Visitor Center location and allows for innovative and flexible methods of information delivery to our visitors, including mobile outreach concepts.	City of Palm Desert	Implement transition within 5 years	PA	In Progress / Ongoing
TM-4-010	Tourism & Marketing	Develop programs that enhance public relations, social media, photo gallery, travel writer and blogger outreach efforts.	City of Palm Desert	Implement transition within 5 years	PA	In Progress / Ongoing
TM-4-011	Tourism & Marketing	Make an ongoing commitment to embracing and utilizing technological advancements to enhance the City's tourism website and other marketing resources.	City of Palm Desert	Implement transition within 5 years	PA	In Progress / Ongoing

2013 Strategic Plan Task Tracker

TR-1-000 Transportation		Create walkable neighborhoods and areas within Palm Desert that would include residential, retail, services and employment centers, and parks, recreation and open space to reduce the use of low occupancy vehicles.				
TR-1-001	Transportation	Modify Zoning & Land Use Maps, standards and guidelines to encourage mixed-use development immediately and on an ongoing basis.	City, development and business community, Chamber of Commerce, community at large.	Ongoing	DS	Completed
TR-1-002	Transportation	Change City development policies to encourage and facilitate mixed-use development, such as tax incentives, city participation, fee reduction.	City, development community, business owners	2 Years	DS	In Progress / Ongoing
TR-1-003	Transportation	Provide height and density bonuses to developments based on the services and amenities they provide to residents and the neighborhood.	City, development community	Ongoing	DS	In Progress / Ongoing
TR-1-004	Transportation	Educate the public about the advantages of mixed-use development.	City, development community, Chamber of Commerce	Ongoing	DS	In Progress / Ongoing
TR-1-005	Transportation	Facilitate establishment of a Hwy 111 business district as a self-funded and self-managed business promotion entity.	City, Chamber of Commerce, business community	Ongoing	PA	
TR-1-006	Transportation	TOD sites were identified and mapped through the 2025 Circulation Element.	Planning Department, Public Works Department	2 Years	DS	In Progress / Ongoing
TR-2-000 Transportation		Revitalize the Hwy 111 corridor through land use and travel corridor evolution and visual improvement.				
TR-2-001	Transportation	Evaluate Hwy 111 land use, ownership and roadway network pattern, and identify areas for redesignation for a mixed-use and/or TOD development.	Planning Department, Public Works Department, property and business owners, Chamber of Commerce	Ongoing	DS/PW	Completed
TR-2-002	Transportation	Aggregate or assemble properties along Hwy 111 to allow for the creation of mixed-use and TOD developments.	Property owners and developers	5 Years	DS	In Progress / Ongoing
TR-2-003	Transportation	Assist/incentivize developers willing to pursue mixed-use developments through sales tax rebates, vested entitlements that would lock-in long term rights and responsibilities to facilitate such developments.	Economic Development Dept.	Ongoing	EDD	In Progress / Ongoing
TR-2-004	Transportation	Provide better bus service along Hwy 111 corridor-Express Bus (Bus Rapid Transit - BRT between Palm Desert and neighboring communities).	SunLine Transit Agency, Public Works Department, Economic Development Department	Complete within 5 years	EDD/PW	In Progress / Ongoing
TR-2-005	Transportation	Explore creation of a merchants group on Hwy 111.	City of Palm Desert, Chamber of Commerce, property and business owners	Ongoing	EDD	Not Started – Recommended to Keep
TR-3-000 Transportation		De-emphasize single/low-occupancy vehicles and optimize multiple modes of travel (bus, carpool, golf cart, bicycle, and pedestrian).				
TR-3-001	Transportation	Assist and facilitate development of CV Link project.	Coachella Valley Association of Governments (CVAG), City of Palm Desert	Ongoing	PW	In Progress / Ongoing
TR-3-002	Transportation	Explore and assist in opportunities for expanded rail service in Palm Desert and neighboring communities.	Riverside County Transportation Commission (RCTC), City of Palm Desert	2 Years	EDD	In Progress / Ongoing
TR-3-003	Transportation	Conduct community education about the advantages of alternate transportation.	City of Palm Desert, CVAG, RCTC, SunLine Transit	Ongoing	PW	In Progress / Ongoing
TR-3-004	Transportation	Facilitate development planning that integrates synergistic land uses and reduces vehicle trips.	Planning Department, Public Works Department, SunLine Transit	1 Year	DS/PW	Completed
TR-3-005	Transportation	Consult and coordinate with SunLine Transit, GPSCVB, hotels, and others on the use of private and public para-transit services (smaller buses and shuttles) that connect residents and visitors to major shopping, entertainment, and recreational venues in the city.	City of Palm Desert, SunLine Transit, GPSCVB, Marriott Desert Springs, McCallum Theatre, Westfield, Living Desert, Gardens, etc.	1 Year	EDD	Not Started – Recommended to Delete