



City of Palm Springs, CA 2023/25 Strategic Plan

The following Strategic Plan will guide high-priority work for the next two years. While these priorities are comprehensive, they are not exhaustive. Priorities are captured at a high conceptual level. More detailed work plans will be created to help turn high-level priorities into operational-level plans.

Mission:

Palm Springs is an inclusive, world class city dedicated to providing excellent and responsive public services to enhance the quality of life for current and future generations

Major Themes/ Principles:

Optimize basic services and facilities
Focus on issues that most impact quality of life
Narrow priorities to focus on the most critical problems first
Priorities should be integrated, when possible, to maximize the impact
Social equity, environmental stewardship, forward-thinking governance, and sustainability underpin all priorities, programs, and projects

Overarching Principles

Sustainability

Social Equity

1 – Quality of Life

1A - Improve Homelessness

- Complete navigation center
- Integrative Services
- Partner with homelessness providers for enhanced services

1B – Crime Reduction

- Focus on crime
- Drugs and mental health

1C – Affordable Housing

- Action for affordable housing development
- Examples to explore land banking, acquire new land, and financing programs

1D - Economic Development

- Continue advocacy for West Valley College of the Desert Campus
- Evaluate existing cannabis program
- Strategic Planning for Economic Development
- Business development initiatives
- Study development opportunities RE land north of I-10

2 – Community Infrastructure

2A - Improve City Facilities

- Master Plan for Parks and Recreation
- Contract for the two parks
- Prioritize deferred maintenance

2B – 5-Year Capital Improvement Plan

- Expand walking/ biking infrastructure
- 5-year CIP with specific actions
- Identify high-priority facilities
- Mid-year CIP update

2C - Community Design

- Complete General Plan update
- Update zoning code
- Streamline City customer services