



# CITY OF CATHEDRAL CITY FIVE-YEAR STRATEGIC PLAN

City Council Update & Goal Setting  
Workshop  
January 25, 2025



Cathedral City

# AGENDA

- Introductions
- Department Accomplishments & Initiatives
  - City Manager's Office
    - Human Resources
    - City Clerk
    - Communications
    - IT
  - Financial Services
  - Police
  - Fire
  - Community and Economic Development
  - Public Works
- Financial Overview
- City Council Comments and Discussion
- Public Comments
- Adjourn

# GOALS AND OBJECTIVES



## GOAL A

### SERVE THE COMMUNITY WITH PRIDE AND DEDICATION

**Objective:** Through diversity, equity, and inclusion driven employee programs and experiences, Cathedral City is the employer of choice with a workforce that is engaged, motivated, and respected public stewards.



## GOAL B

### COMMUNITY INVESTMENT

**Objective:** Cathedral City roads, gateways, public spaces, and other infrastructure are well planned, designed, constructed and maintained.



## GOAL C

### FISCAL STABILITY AND SUSTAINABILITY

**Objective:** Cathedral City has economically prospered by facilitating the investment of private dollars in high quality development which benefits the community. We remain financially solvent by instituting prudent fiscal policies and transparent financial practices.



## GOAL D

### INNOVATION

**Objective:** Cathedral City continually focusses on improving service delivery and customer experiences by successfully leveraging technology and creative initiatives to improve public services, public safety, and stimulate economic growth.



## GOAL E

### SAFETY

**Objective:** Cathedral City is safe for all who live, work, visit, and play in our community.



## GOAL F

### EMBRACING, INCLUSIVE COMMUNITY

**Objective:** Cathedral City is valued and respected as a community that welcomes and embraces diversity, has an abundance of high quality and affordable housing options and vibrant businesses. Our neighborhoods are attractive, well-maintained, and issues surrounding homelessness have been compassionately addressed with thoughtful, coordinated, and collaborative programs.



# CITY MANAGER'S OFFICE

# ACCOMPLISHMENTS

- Passage of Measure W
- FEMA Recovery Efforts
- Implementation of Online Services – EnerGov for permitting, licensing, plan review, inspection requests

# KEY INITIATIVES FOR 2025

- Implement Goals of Measure W
  - Annex into the Desert Recreation District
  - Increase investment into repairing neighborhood streets
  - Adding 4th ambulance
  - Conduct a feasibility study for the location of a future recreation center.

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# HUMAN RESOURCES

# ACCOMPLISHMENTS

Employees  
200

Recruitments  
36

New Hires  
47

Separations  
35

Retirees  
161

## Recruitment

- Developed and implemented comprehensive recruitment strategies to attract qualified candidates across multiple departments
- Represented Cathedral City at regional job fairs

## Benefits Administration

- Conducted thorough analysis of city benefit plans to ensure optimal coverage and cost-effectiveness
- Streamlined leave management procedures to ensure compliance and improve tracking efficiency
- Modernized benefits communication by digitizing annual required notices, and improving accessibility

## Professional Development

- Participated in MMASC Leadership training to enhance management capabilities and strategic planning skills
- Actively engaged in LCW Consortium training programs to maintain employment law expertise while promoting Public Sector Employment Relations Certification Program pathway

## Employee Relations & Administrative Excellence

- Facilitated focus group meetings to gather employee feedback
- Created and maintained employee recognition programs, including birthday celebrations and new hire announcements

## Labor Relations

- Provided guidance on interpretation and implementation of Memoranda of Understanding (MOUs)
- Managed grievance processes and facilitated resolution meetings between management and labor representatives
- Ensured compliance with collective bargaining agreements and labor laws



# KEY INITIATIVES FOR 2025

## **Recruitment & Talent Pipeline Development**

- Launch a comprehensive recruiting campaign, including social media presence and updated recruitment materials

## **Benefits & Wellness**

- Create an interactive benefits portal for employees to access information and make selections
- Develop quarterly benefits education workshops

## **Professional Development**

- Continue developing a leadership program for emerging leaders

## **Employee Relations**

- Implement an employee recognition platform
- Enhance new hire onboarding program with structured plans

## **Labor Relations & Compliance**

- Develop a labor relations dashboard for tracking grievances and resolutions
- Negotiations

## **Technology & Process Improvement**

- Digitize remaining paper-based HR processes
- Implement electronic personnel file system
- Develop automated workflow for common HR processes



CITY CLERK

# ACCOMPLISHMENTS

683 Public  
Records Requests  
Completed

Published Agendas  
and Packets for 49  
City Council &  
Commission  
Meetings

56 Certificates  
and Proclamations

11 Commission  
Recruitments

## **November 5, 2024 Election**

- Conducted a successful election for two Council seats, District 1 and District 2, and Measure W.

## **Implementation of New Agenda Management Platform**

- The implementation of One-Meeting, a new agenda management platform.

## **Implementation of a Committee Manager Platform**

- Committee Manager is part of the Granicus Suite. This platform automates the management of the commissions and committee members and the application process.

# KEY INITIATIVE FOR 2025

## **City-wide Records Management Project**

- Staff has identified Laserfiche as the trusted repository for all paper files that need to be converted to digital files. With the upgrade to an enterprise license with Laserfiche, it is now possible to start moving forward with a city-wide Records Management Program.
- A city-wide Records Management Program will allow better access to records, save on storage space and offer a trusted electronic searchable format.
- Staff has been in contact with a vendor who will be providing a free analysis of the costs associated with digitizing records for each department, which in turn will give staff the necessary information to establish a realistic time frame for the complete implementation of a city-wide Records Management Program.



# COMMUNICATIONS AND SPECIAL EVENTS

# ACCOMPLISHMENTS

- Achieved record attendance for the Cathedral City International Hot Air Balloon Festival (35,000 attendees), which featured LeAnn Rimes as the first headline concert performance to take place inside the Community Amphitheater on Nov. 23, 2024.
- In total, thousands came out to enjoy the City's inaugural eight-week Tastes & Sounds of Cathedral City event series inside Community Amphitheater during Spring 2024. Each week featured a local artist performing while a local restaurant or food truck provided dinner.
- Working alongside IT and Finance, Communications & Events has successfully updated the rental rates/fees for Downtown venue bookings to better recover/protect internal staffing costs and transitioned the Special Use Permit (SUP) application process to be completely online through EnerGov.
- Communication & Events has implemented both a marketing strategic plan for the Community Amphitheater and social media strategic plan developed during a two-week workshop with CiviSocial.
  - The marketing plan for the amphitheater will be utilized to showcase the venue to prospective agencies and event companies in the Coachella Valley (and beyond) to attract more third-party events.
  - The social media strategy incorporates a content calendar based on methodology for engagement and ROI, the launch of the City's TikTok channel, new video editing tools/software, and has created a Social Media Ambassadors group that meets each week to discuss storytelling opportunities and ways we can better promote city services.

# KEY INITIATIVES FOR 2025

- The Communications & Events Manager will continue to work with FlashVote to develop and send out scientific surveys throughout 2025 so we can gather feedback from our residents. The next survey will be a collaboration with Economic Development to get some data as to what types of businesses the community wishes to see in Cathedral City.
- Staff is also working with Economic Development on improved and updated wayfinding signage (a Strategic Plan Goal) and visual enhancements to Downtown Cathedral City, with Phase I of the work on wayfinding signage projected to begin in Summer 2025.
- Working alongside IT, the Communications & Events Division will help implement a new cathedralcity.gov website in 2025 that enhances the user experience and offers residents a more modern interface.
- With the addition of the Events & Recreation Coordinator, the Communications & Events Manager plans to implement the following related to marketing/showcasing the Community Amphitheater venue:
  - Continue expanding digital marketing presence
  - Develop additional community partnerships
  - Enhance visitor amenities and services
  - Explore additional revenue streams through corporate events
  - Build on success of multi-week event series
  - Focus on securing early commitments for 2025 events (have already achieved this)

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# INFORMATION TECHNOLOGY



# ACCOMPLISHMENTS

- Completed IT Master Plan and City-wide technology assessment.
- Completed EnerGov re-implementation.
- Online services for permitting, planning, and licensing.
- Implementation of OneMeeting Agenda Management/Voting system.
- Implemented GIS Open Data for mapping information.
- In testing phase of implementation of GIS based Bike Registry/Golf cart registry for the Police Department.
- Improve desktop management and endpoint security.
- Received California Emerging Technology Fund (CETF) broadband grant.
- Upgraded Ocotillo Park and Soccer Park network connectivity for cameras.
- Upgraded backup system to have cloud backups/disaster recovery solution.
- Training:
  - MISAC conference
  - ESRI conference
  - Cybersecurity

# KEY INITIATIVES FOR 2025

- Implement IT Master Plan initiatives (hardware/software/operations) – as budget allows.
- Complete redesign of Cathedralcity.gov website.
- Complete One Meeting web streaming integration.
- GIS public portal for CIP and Planning projects.
- Upgrade of Council Chambers Audio/Video system.
- Continue improving Enterprise Resource Planning and Enterprise Permit/Licensing systems.
- Work with CVAG on broadband initiatives.
- Finish migrating shared folders to SharePoint system.
- Implement Technology Steering Committee.
- Improve Cybersecurity:
  - Firewall Upgrade.
  - Managed Detect and Response and Vulnerability scanning.
  - Upgrade security of Microsoft 365 (email system, online storage/OneDrive/Sharepoint and identity management).
  - Replace UPS (emergency power in Server Room)

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# FINANCIAL SERVICES

# ACCOMPLISHMENTS (FINANCE)

- Risk Management
  - Claims
  - Insurance
  - Training
  - Safety & Risk Committee
- Grants Management
  - Processes
  - Identify Opportunities
  - Applications
  - Financial Tracking – Grants Master/Manager
- Purchasing/Procurement
  - Request for Proposal/Quote (Non-Engineering)
  - Contract Tracker/New & Renewals
- Policy and Procedures Document (2009 to 2024)
- Timely and Accurate
  - Financial Reporting, including establishing new funds, e.g., DIF, ENV Grants
  - Vendor Payments
  - Payroll, including 457 plan consolidation and 401 plan updates
  - Enterprise Asset Management (EAM), including EKOS Fuel Software Interface

# KEY INITIATIVES FOR 2025 (FINANCE)

- Biennial Budgeting
- Fee Study Update (2021 to 2026)
- Continued Process Refinement and Growth
  - Risk Management
  - Grants Management
  - Purchasing/Procurement
- Timely and Accurate
  - Financial Reporting, including new Measure W funding/budgeting
  - Vendor Payments
  - Payroll
- Continued Succession Planning

# ACCOMPLISHMENTS (FACILITIES)

- Fountain of Life rehabilitation
- Facilities Master Plan recommendations
- Heating & Air Conditioning
- Kitchens
  - Cabinets
  - Flooring
- Painting
  - Town Square Benches & Pergolas
  - Light Poles
  - Bell Tower

# KEY INITIATIVES FOR 2025 (FACILITIES)

- Facilities Master Plan recommendations
- Heating & Air Conditioning
- Water Stations
- Kitchens
  - Cabinets
  - Flooring
- Painting Contracts

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POLICE



# ACCOMPLISHMENTS

- **GOAL E Safety and GOAL D Innovation**

- The police department added 4 additional ALPR Flock cameras, bringing the total to 25 throughout the city. (This technology has been instrumental in helping solve violent crimes).

- **GOAL E Safety and GOAL F Embracing, Inclusive Community**

- The acquisition of a Riverside University Health System CBAT Clinical Therapist to assist our HLO team and officers with mental health related issues involving the unhoused population.

- **GOAL E Safety**

- The City of Cathedral City Police Department has continued to reduce violent crime and for the first time in 10 years, our city did not experience a gun related or violent crime related homicide in 2024.

# KEY INITIATIVES FOR 2025

- **GOAL D Innovation and GOAL E Safety**

- Begin the application process with the State of California to upgrade our public safety dispatch center to a cloud-based call center with Call Processing Equipment (CPE). This dispatch center upgrade will be fully funded by the state.
- Join and participate in the Coachella Valley Regional Real-Time Crime Center with Palm Springs Police Department.

- **GOAL E Safety**

- Recruit and hire 2 additional Public Safety Dispatchers, bringing the staffing total to 12. This staffing increase will allow for the implementation of Emergency Medical Dispatching (EMD) when the 4th ambulance goes into service.



# COMMUNITY AND ECONOMIC DEVELOPMENT

# ACCOMPLISHMENTS (ECONOMIC DEVELOPMENT)

- Revamped the Economic Development Department
- Held a Small Business Educational Workshop
- Provided an affordable housing update to City Council
- Launched Development Dashboard
- Created an economic development monthly report
- Met with Site Selector regarding logistics, manufacturing, warehousing development
- Attended ICSC Western
- Attended MMASC Annual Conference
- Attended Bisnow Inland Empire and Desert Markets Real Estate Summit

# KEY INITIATIVES FOR 2025 (ECONOMIC DEVELOPMENT)

- Business Attraction, Retention, and Expansion
  - Develop business information package
  - Create educational media content
  - Survey small businesses to obtain feedback on assistance needed
  - Explore a Shop Local program to support local businesses
  - Explore the creation of a comprehensive economic development strategy
- Workforce Development
  - Host workshops to support development and new businesses
  - Leverage relationships with organizations such as CVEP, CET, SBDC, SBA, and others
  - Develop a scope of services for CVEP agreement
- Entrepreneurship Support
  - Generate new marketing material supporting economic development efforts.
  - Analyze existing GCVCC contract to maximize ROI for small business support efforts
  - Explore façade improvement and other types of supportive grants for small businesses
- Housing & Quality of Life
  - Compile survey feedback from both the residents and business community
  - Explore ways to support housing of various affordability levels
- Tourism and Regional Collaboration
  - Maintain relationships with Visit Greater Palm Springs to promote tourism efforts
  - Explore ways to leverage Sister City relationship with Tequila, Jalisco, MX.

# ACCOMPLISHMENTS (PLANNING)

- Under contract with Mintier Harnish for the Zoning Code Update
- Cathedral City pre-approved ADU program implemented
- EnerGov and CSS portal
  - Projects reviewed via Bluebeam
- Major projects approved or under review
  - Rio Vista Village/Verano Specific Plan Amendment
  - Rosemount Storage and Uptown Village Specific Plan Amendment
  - The Wren
  - Mountain View Estates
  - CV Commerce
- SB 9 zoning ordinance amendment adopted
- Received 74 new development applications
- Planning Commission acted on 27 projects
- Architectural Review Committee acted on 13 projects
- Joint Planning Commission and Architectural Review Committee field tour
- Planning Commission Rules and Procedures amended and re-adopted

# KEY INITIATIVES FOR 2025 (PLANNING)

- Make substantial progress on development of new development code and citywide objective design standards, culminating in the production of a public review draft in early 2026
- Apply for grants and seek funding sources for additional planning studies and code amendments beyond the new development code, such as the development of a sustainable, climate-appropriate landscape palette
- Revise development application forms and checklists and create material to support the development review process
- Develop standardized conditions of approval templates
- Identify code changes related to legislative updates
- Amend the zoning code to reflect legislative acts related to ADUs
- Continue to support the professional development and certification of staff

## ACCOMPLISHMENTS (CODE COMPLIANCE)

- Increased staff training and created new standard operating procedures (SOPs)
- Reduced open code cases from over 1,500 to under 900
- Provided regular updates to City Council
- Major reduction in illegal vending in City
- Introduced new shopping cart enforcement program
- Implemented new cannabis compliance SOPs
- Fielded new digital inspection forms from Dekard Technologies
- Rolled out the “Cracking the Code” educational video series.
- Signed agreement to utilize the SECURE Multi-County Electronic Recording Delivery System to electronically submit filings with the County of Riverside Assessors Office.

## ACCOMPLISHMENTS (BUILDING)

- Building is 100% digital through the CSS portal, including permitting, plan review, permit issuance, and inspections
- Issued 1,932 permits with a valuation of over \$80M, including 65 new homes, and performed 5,926 inspections
- Created Tyler account for Riverside County to enable them to obtain electronic permit data, reducing staff time processing requests
- Executed contract with HR Green for on-call inspection and plan review services



# KEY INITIATIVES FOR 2025 (CODE COMPLIANCE)

- Update the municipal code to improve enforcement capabilities
- Organize and host community clean-up events
- Create and implement a business license enforcement program
- Identify, seek funding for, and implement emerging code enforcement technologies, such as City Detect, drones, and mobile applications
- Develop a parking enforcement program
- Continue to develop and implement a volunteer/internship program
- Continue to support professional development and certification of code staff

# KEY INITIATIVES FOR 2025 (BUILDING)

- Sustain permitting and plan review performance
- Develop and adopt of 2025 California Building Standards Code (triennial code adoption cycle)
- Evaluate continued use of HR Green for building inspection services

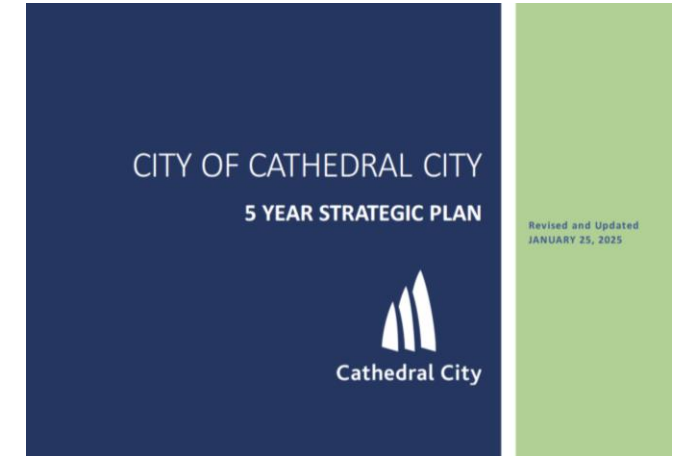
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FIRE

# ACCOMPLISHMENTS

## Goal A – Serving Our Community

- **Community Engagement Initiatives:**
- Implemented Fire Cadet Program. **Council goal A-3**
- CPSE Accreditation-**FD Goal**
- Expanded AO Bridge Program: **FD Goal**
  - 3 AO to Firefighter.
  - 1 Firefighter to Paramedic.
- Developed Career Development Plans for Captains.-**FD Goal**
- Achieved 20+ outreach events-**FD GOAL**
- Reduced call get out times by 40% (goal: 5%).**FD GOAL**



**STRATEGIC PLAN**  
2023 - 2026

## Goal B – Community Investment

### Infrastructure Improvements:

- Station 1: Swamp cooler replacement.
- Station 2: Bathroom and dorm upgrades for Medic 4.
- Station 3: Planned enclosed workout room for summer fitness.
- Hired part-time Fire Marshal to support community development implement EPL System-**FD Goal**
- Put Medic 3 Inservice-**Council goal E-1**
- Created a Fleet Maintenance Program-**Council Goal**
- Training hours increase of 238% for a total of 25,980 hours

## Goal C – Fiscal Responsibility

- Grants-Council Goal
  - Local Hazard Mitigation plan-\$207,404
  - Wellness and Safety-\$154,607
  - Car Seat Safety-\$45,650
  - CERT-\$25,000
- Increased Reimbursement Rate by 22%-**FD Goal**
- Increase Revenue by 90%
- Revenue Per Transport 67%

## Goal D – Innovation

### Technology and Collaboration:

- Developed department-wide dashboard using ImageTrend.
- Partnered with Desert Hospital for fall prevention classes-**Council Goal A-2**
- Decreased falls by 5% (verification in progress)-**FD Goal**

### Public Safety Initiatives:

- Installed 400+ smoke alarms-**FD Goals**
- 8 Fall Prevention Courses-**FD Goals**
- Introduced adult and teen CERT programs. **Council Goal A-2**

## Goal E - Safety

### Operational Achievements:

- Filled or in process of filling all positions-**FD Goal**
- Reached 100% community coverage with district outreach events.-**FD Goal**
- Wellness Initiatives - **Council Goal E-6**
- Update LHMP and EOP **-Council Goal E-5**
- Implemented mental and physical wellness program-**Council Goal E-9**
- Community Risk Reduction: - **Council Goal D-7-Implament innovative community-based programs**

### Delivered community classes:

- 6 Fall Prevention classes
- Smoke Alarm installation
- 8 Disaster Preparedness classes
- CERT-**Council Goal E-5**
- 6 Stop the Bleed classes
- Car seat safety
- 6 Sidewalk CPR programs
- American Heart Association CPR classes

## Goal F – Embracing Inclusiveness

- Diversity and Representation:
  - Increased department diversity by 40%.
- Social Media and Outreach:
  - Strengthened social media presence (room for improvement).
- Personnel Development:
  - Implemented ACTOR Program to support career advancement-**FD Goal**
- Increased Spanish speaking staff by over 200%-**F Goal**
- AO to FF and FF to Paramedic times 4-**FD Goal**

# KEY INITIATIVES FOR 2025

## **Goal Serve the Community With Pride and Dedication**

- Continue Community Risk Reduction Programs
- Fully train new an existing Fire Department personnel to minimum Level
- Initiate training of Fire Department Rescue teams:
  - Haz Mat
  - Technical Rescue
  - Swift Water Rescue
  - Department Safety Officer

## **Goal B Community Investment**

- Implement Measure W
- Implement EMD
- Obtain an ISO rating of 1



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# PUBLIC WORKS

# PUBLIC WORKS ACCOMPLISHMENTS - ENGINEERING

- Panorama neighborhood pavement reconstructions within one year of Tropical Storm Hilary
- Soil removal project under the Ofelia Bringas Memorial Bridge and Date Palm Drive Bridge completed
- Completion of last phase of Via De Anza curb and sidewalk s/o of Ortega, completes that section of roadway
- Addition of Traffic signal at Landau Blvd and McCallum Way
- Awarded a planning/design grant for septic to sewer projects from the State Water Resources Control Board
- ATP Cycle 5 project completed: Cathedral Canyon Drive, Date Palm Drive, and East Palm Canyon Drive
- Update the city's Traffic Calming Guidelines and Procedures Policy

# PUBLIC WORKS ACCOMPLISHMENTS — PUBLIC WORKS MAINTENANCE

- Completed Council District Improvement Projects:
  - Lower Cove basketball court
  - Pedestrian crossing at Panorama Dog Park
  - Century Park baseball field renovation
- Purchased equipment and activated field temporary traffic calming evaluation equipment
- Completed Public Works Standard Operation Procedures for:
  - Inspection of parks, parks equipment and restrooms
  - Political sign placement and removal
  - Traffic plan for special events
  - Blow sand removal
  - Emergency call outs
  - City facility clean-up projects
  - Emergency response call outs
  - Small equipment rental
  - Localized flooding procedures
- On boarded four new public works street maintenance workers

# PUBLIC WORKS ACCOMPLISHMENTS - FLEET

- Completed Fleet Management Policy and Procedures
- Completed Fleet Management Standard Operating Procedures for:
  - Pool vehicle access procedures
  - Fuel fob programming
  - City vehicle fueling procedures
  - Reservation and use of shopping cart trailer procedures
  - Reporting accidents when operating a city vehicle procedures

# PUBLIC WORKS ACCOMPLISHMENTS - ENVIRONMENTAL

- Partnered w/FIND Food Bank to implement the city's Edible Food Recovery Program
- Implemented recycling and organics collection programs at all city commercial and multi family locations
- Partnered w/CVAG to develop Regional Climate Action Plan as the precursor to the city's own Climate Action Plan

# PUBLIC WORKS KEY INITIATIVES FOR 2025 - ENGINEERING

- Programming (five-years out) and constructing first year of Measure W residential street rehabilitation projects
- Complete SB 821 grant award projects on Perez Road and Whispering Palms Trail, respectfully
- Citywide speed survey including re-assessment of streets with new geometric configurations
- Completion of FY 2025/26 - 2026/27 biennial budget including five-year CIP plan and Park Improvement Plan updates
- Complete team training in conjunction with:
  - CalTrans programs
  - CDBG program
  - APWA programs
  - ICMA programs

# PUBLIC WORKS KEY INITIATIVES FOR 2025 — PW MAINTENANCE

- With DRD agreement in place, reorganize Public Works Street Maintenance crews to:
  - Implement proactive strategies for street maintenance and repairs
  - Increase efficiencies in longer term tasks with crew availability
- Complete:
  - Additional park improvements as approved within fy 2025/26 – 2026/27 biennial budget
  - ADA improvement projects at Dennis Keat Soccer Park and Century Park
- Develop and implement street sign inventory and maintenance program

# PUBLIC WORKS KEY INITIATIVES FOR 2025 - FLEET

- Purchase additional EVs (electric vehicles) in conjunction with fleet replacement program
- Upgrade and add additional EV charging stations at city parking structure
- Add additional EV charging stations at optimized locations around the city with grant support
- Work w/ Finance Dept. to develop and implement the Fleet Vehicle Replacement policy



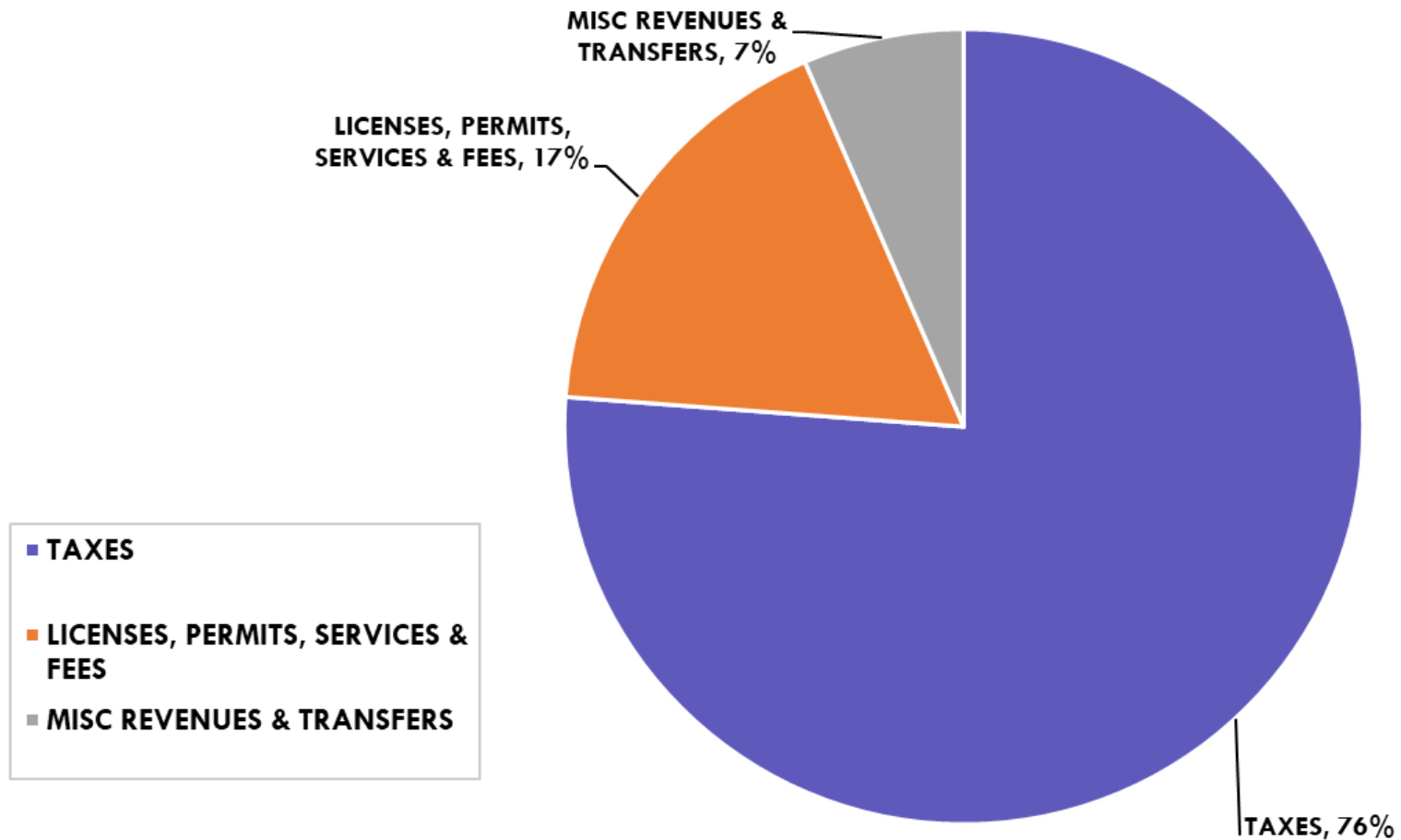
# PUBLIC WORKS KEY INITIATIVES FOR 2025 — ENVIRONMENTAL

- Initiate and utilize required SB 1383 "Implementation Record" as required by CalRecycle for:
  - Written program descriptions
  - Organic waste service collection
  - Education and outreach
  - Jurisdictional oversight of hauler programs
  - Edible food recovery
  - Recovered organic waste product procurement
  - Paper procurement
  - Compliance reviews
  - Etc.
- Research, present and implement programs available using AB 2766 Air Quality funds
- Initiate update of city Climate Action Plan with EV Transition Plan module

# FINANCIAL OVERVIEW

- Vincent van gogh

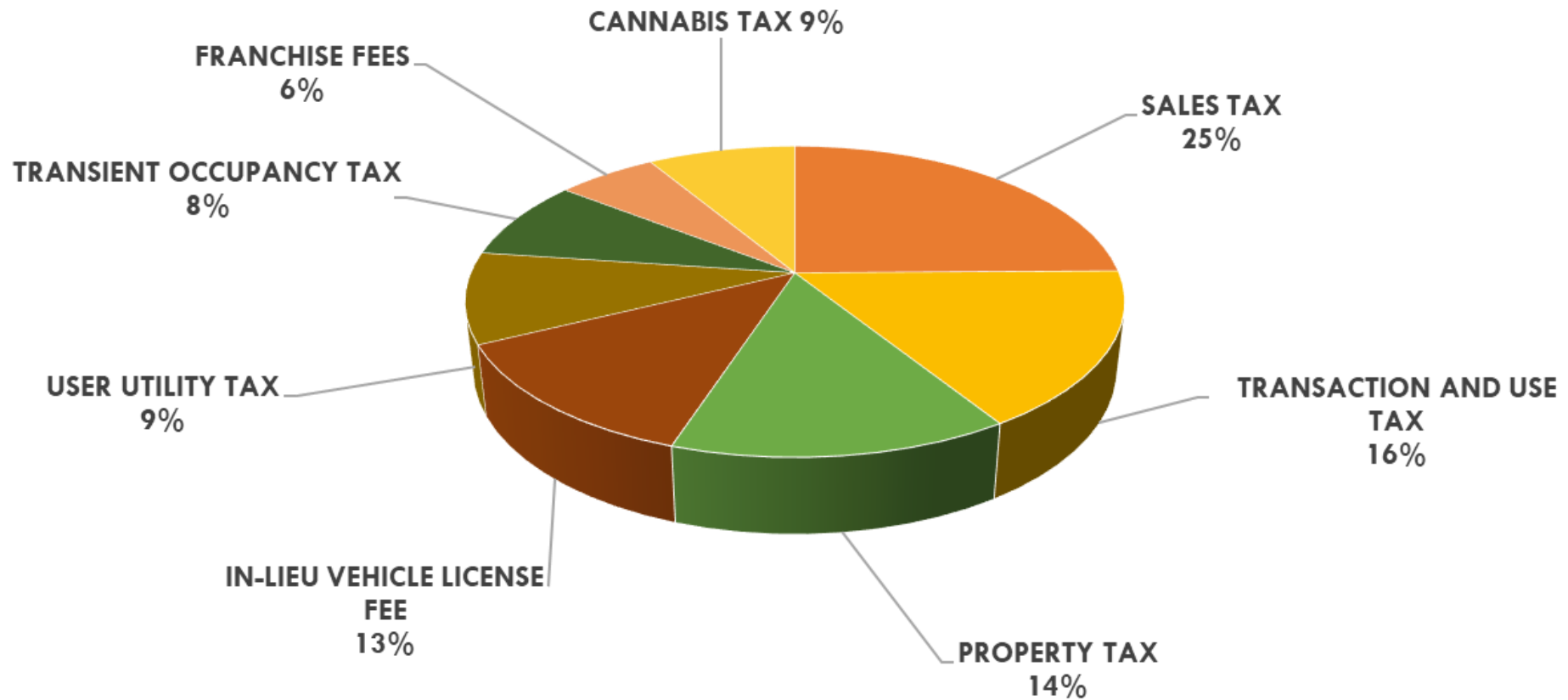
# WHERE THE FUNDS COME FROM...



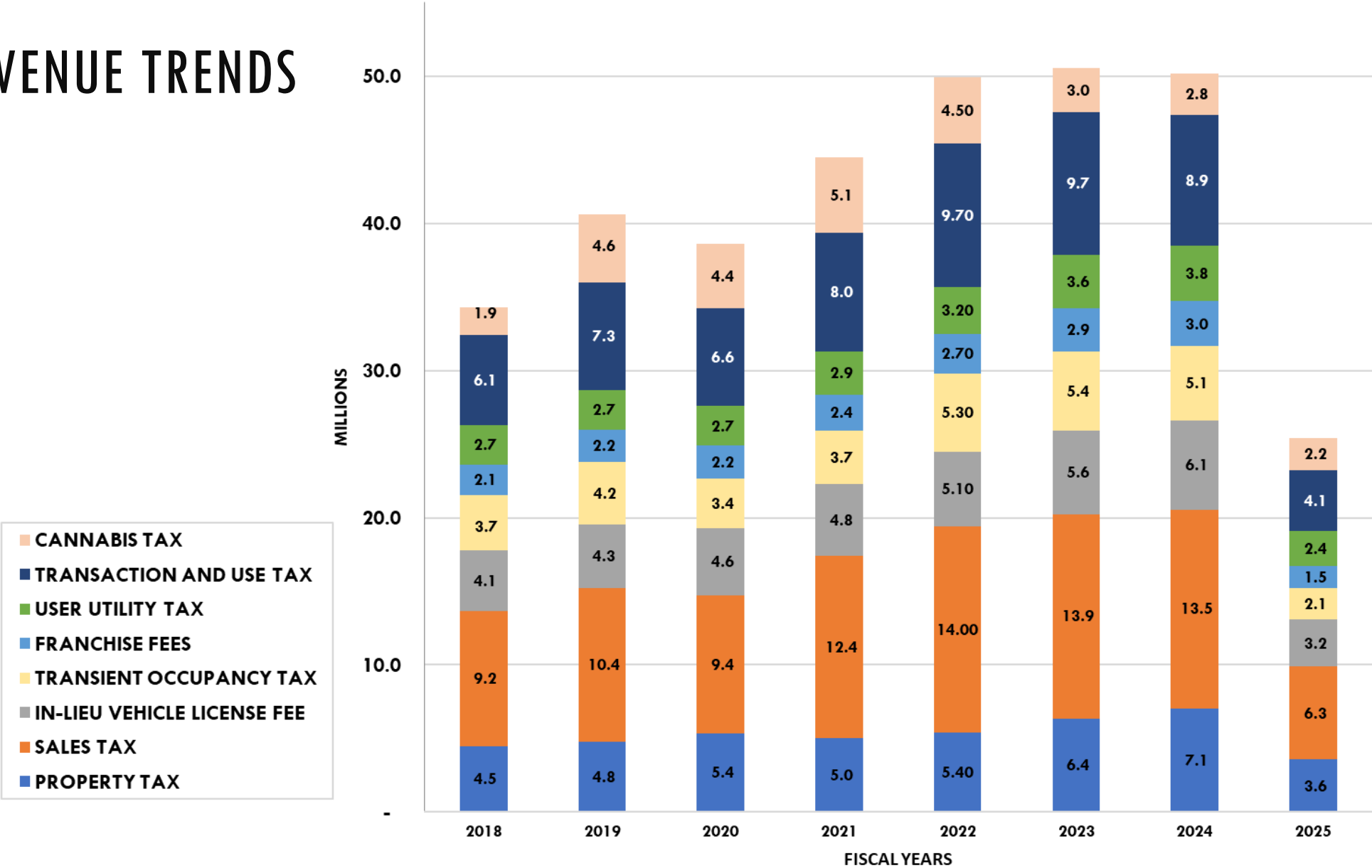
## TAX REVENUES (THROUGH 12/31/24)

	Budget	Adjusted Actuals
<b>Total Taxes</b>	<b><u>\$26,670,377</u></b>	<b><u>\$25,441,128</u></b>
Sales Tax	7,637,500	6,307,935
Transaction and Use Tax	5,083,500	4,134,651
Property Tax	3,045,000	3,567,063
In-Lieu Vehicle License Fee	2,991,842	3,219,318
User Utility Tax	1,975,036	2,403,222
Transient Occupancy Tax	2,462,500	2,123,696
Franchise Fees	1,475,000	1,486,651
Cannabis Tax	2,000,000	2,198,594

# TAX REVENUE BREAKDOWN



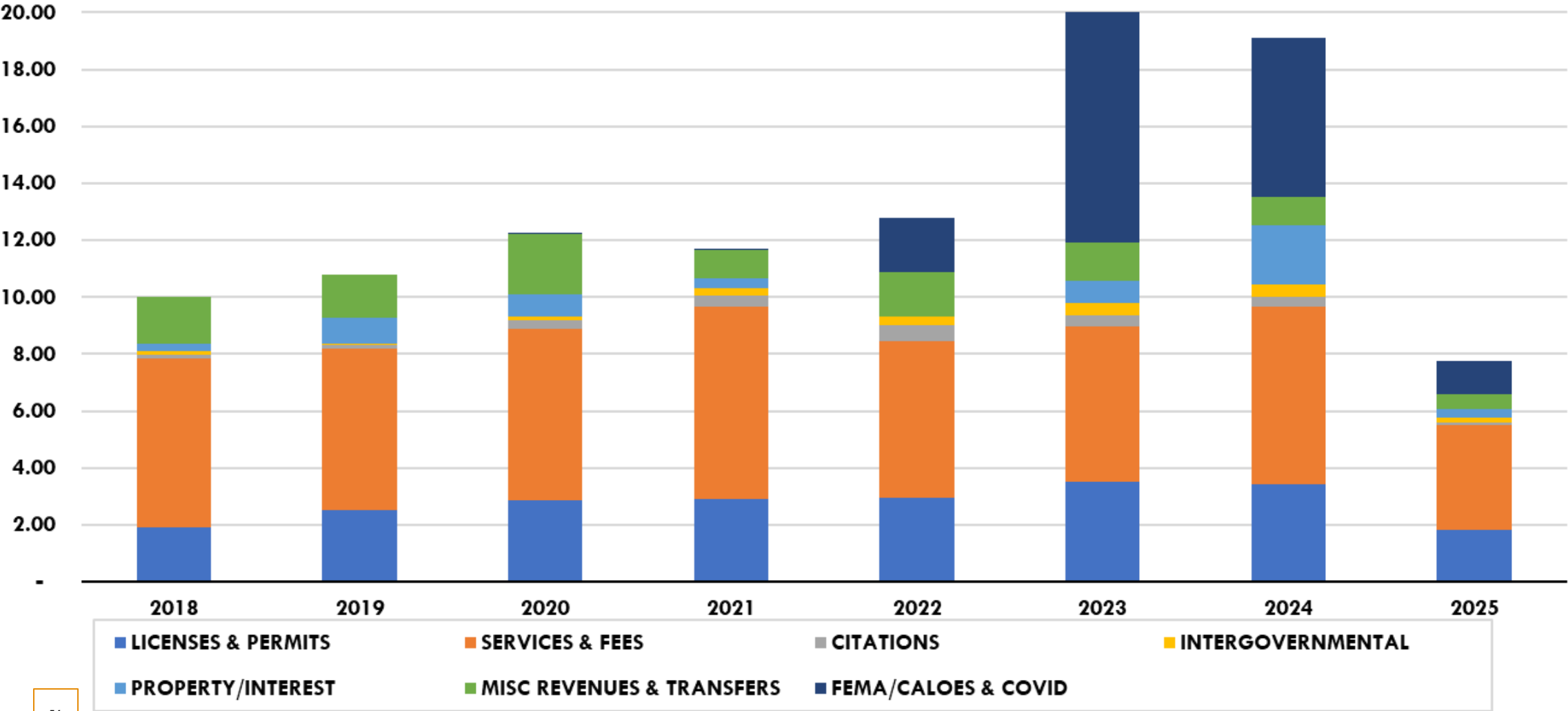
# TAX REVENUE TRENDS



# LICENSES, PERMITS AND OTHER REVENUE SOURCES

	Budget	Adjusted Actuals
<b>Total Other Revenues</b>	<b><u>\$5,950,047</u></b>	<b><u>\$7,744,143</u></b>
Licenses & Permits	1,576,300	1,823,153
Services & Fees	2,507,000	3,665,753
Citations	219,000	118,884
Intergovernmental	140,188	174,000
Property/Interest	198,020	287,489
Misc Revenues & Transfers	798,788	522,603
FEMA/CalOES & COVID	510,751	1,152,260

# LICENSES, PERMITS AND OTHER REVENUE TRENDS

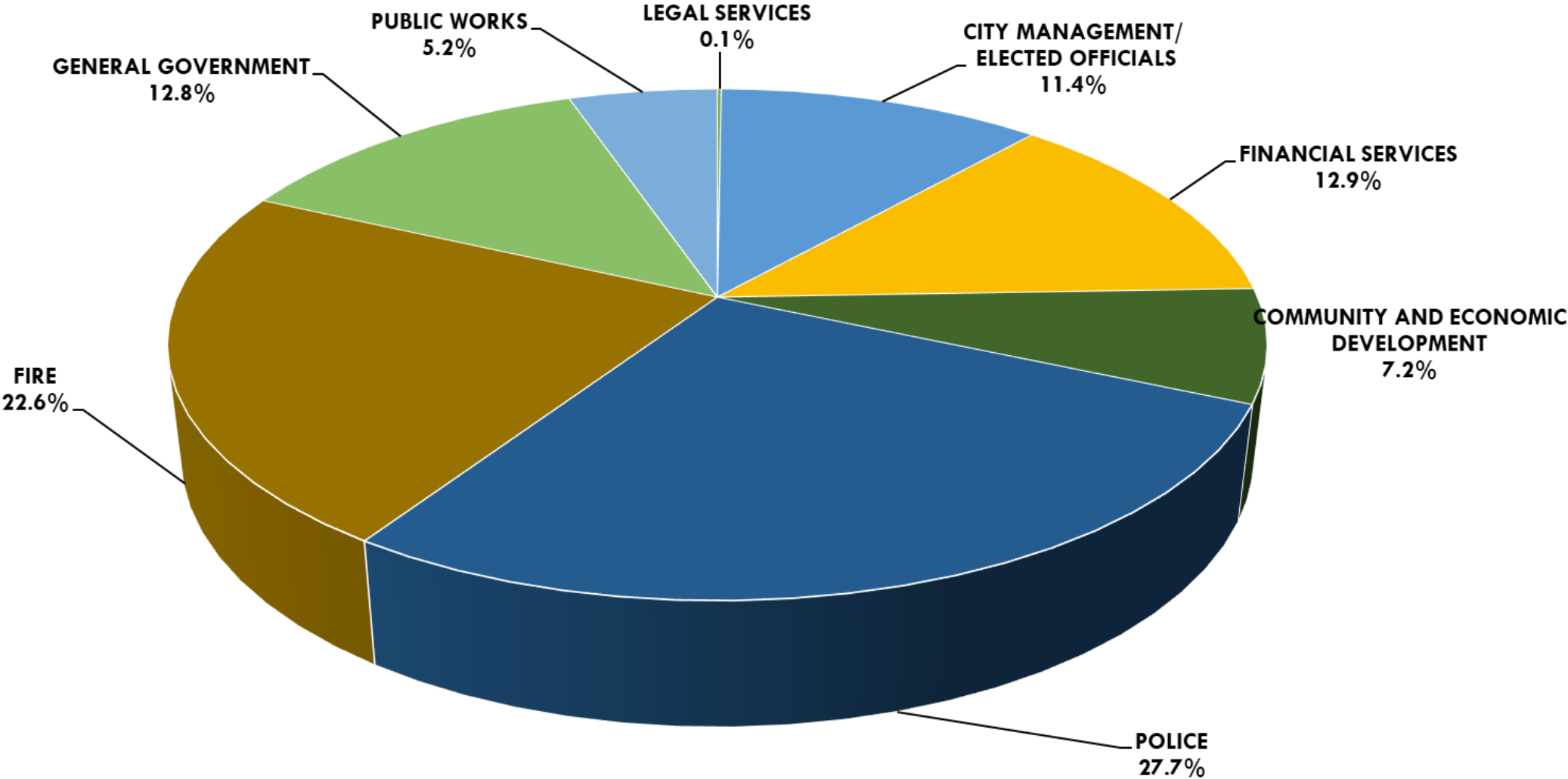




# TOTAL REVENUE

	Budget	Adjusted Actuals
<b>Taxes</b>	<b>\$26,670,377</b>	<b>\$25,441,128</b>
<b>Licenses, Permits, Services &amp; Fees</b>	<b>4,302,300</b>	<b>5,607,790</b>
<b>Misc Revenues &amp; Transfers</b>	<b><u>1,647,747</u></b>	<b><u>2,136,352</u></b>
<b>Total Revenue</b>	<b>\$32,620,424</b>	<b>\$33,185,270</b>
<b>Budget vs Actual</b>		<b>101.73%</b>

# AND WHERE THEY GO...



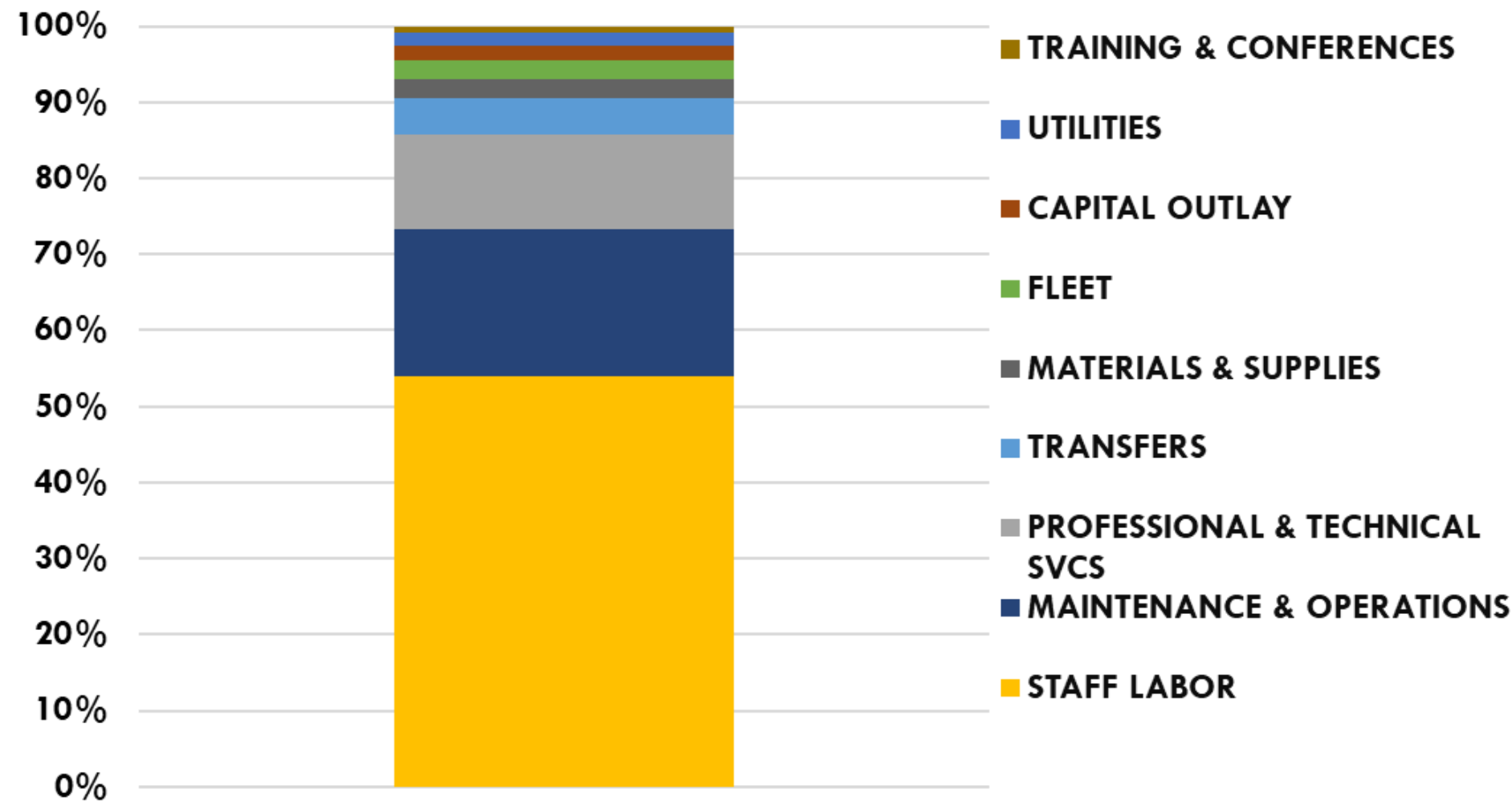
# GENERAL FUND APPROPRIATIONS

Department	Budget	Adjusted Actuals
Elected Officials	561,710	516,613
General Legal Services	125,000	50,005
City Management	3,030,632	3,608,160
Financial Services	4,851,005	4,669,959

# GENERAL FUND APPROPRIATIONS

Department	Budget	Adjusted Actuals
Community and Economic Development	3,135,718	2,588,886
Public Works	4,190,239	1,891,772
Police	10,182,882	10,025,449
Fire	8,135,282	8,189,119
General Government	4,751,090	4,648,944
Total Expenses	\$38,963,558	\$36,188,907
Budget vs Actual		92.88%

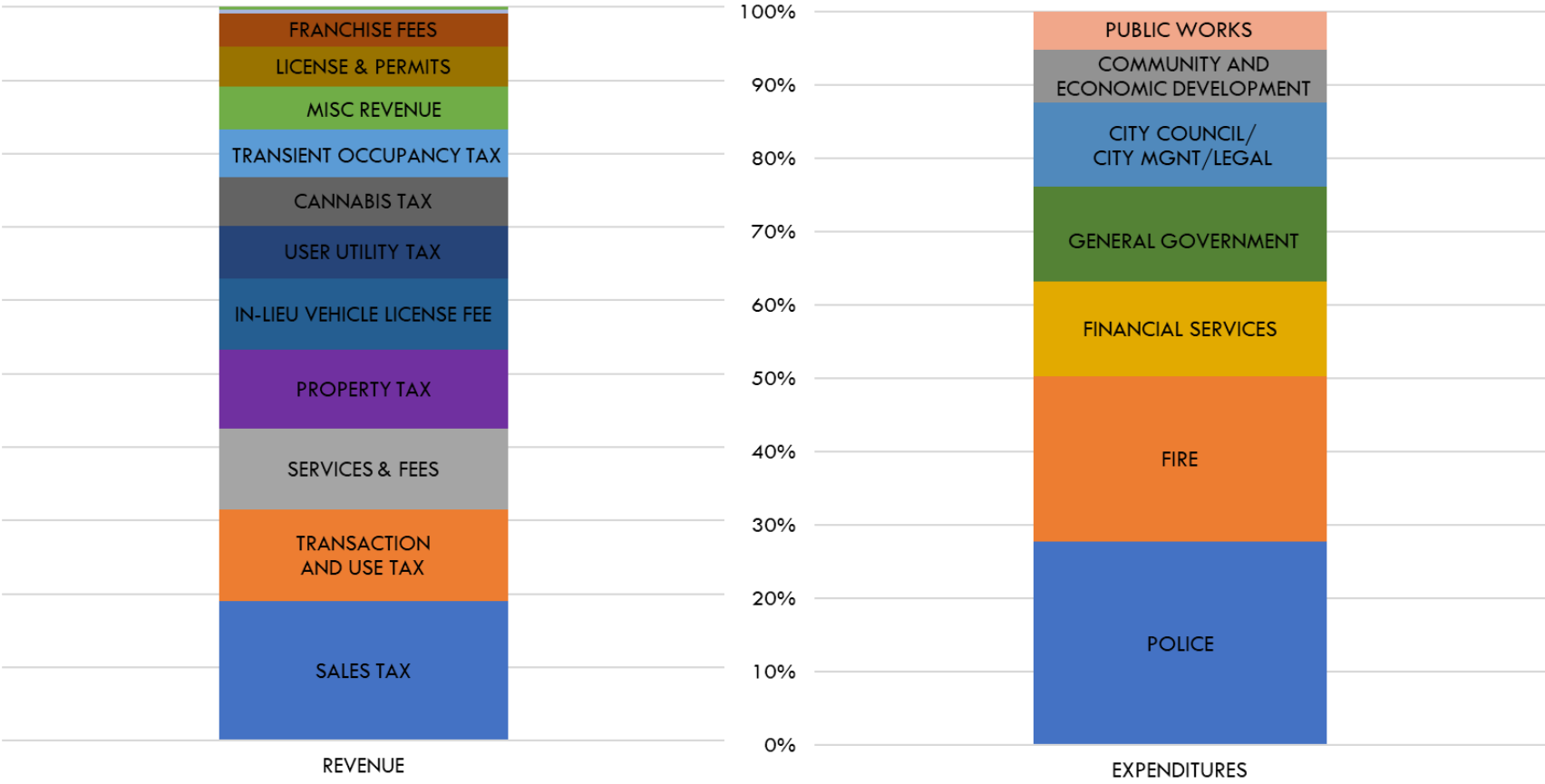
# PERSONNEL AND OPERATING EXPENDITURES



# GENERAL FUND SUMMARY

	Budget	Adjusted Actuals
Total 6 Months Revenues	32,620,424	33,185,270
Total 6 Months Expenses	<u>38,963,558</u>	<u>36,188,907</u>
Gross Surplus/ (Deficit)	\$ (6,343,134)	\$ (3,003,637)

# GENERAL FUND REVENUE AND SPENDING



# GENERAL FUND CURRENT BIENNIAL BUDGET PROJECTION

	FY 2024/2025 Original Budget	FY 2024/2025 Amended Budget	FY 2024/2025 Projected Actuals	FY 2025/2026 Projected Actuals	FY 2026/2027 Projected Actuals
<b>Beginning General Fund Balance*</b>	\$ 41,503,297	41,503,297	41,503,297	38,182,278	34,968,029
Revenues	64,600,726	65,240,848	66,371,140	67,230,795	69,920,027
Expenditures	70,425,394	77,927,115	70,377,814	72,735,795	74,917,869
Operating Surplus / (Deficit)	(5,824,668)	(12,686,267)	(4,006,674)	(5,505,000)	(4,997,842)
<b>General Fund Balance</b>	<b>\$ 35,678,629</b>	<b>28,817,030</b>	<b>37,496,623</b>	<b>32,677,278</b>	<b>29,970,187</b>
<b>ARPA Revenue comprised of:</b>	1,000,000	685,655	685,655	-	-
<b>FEMA Revenue**:</b>	-	-	-	2,290,751	2,290,751
<b>Surplus / (Deficit)</b>	<b>(4,824,668)</b>	<b>(12,000,612)</b>	<b>(3,321,019)</b>	<b>(3,214,249)</b>	<b>(2,707,091)</b>
<b>Ending General Fund Balance</b>	<b>\$ 36,678,629</b>	<b>29,502,685</b>	<b>38,182,278</b>	<b>34,968,029</b>	<b>32,260,937</b>
<b>33% Fund Balance Reserve Policy</b>	23,475,131	25,975,705	23,459,271	24,245,265	24,972,623
<b>50% Target Fund Balance Policy</b>	35,212,697	38,963,558	35,188,907	36,367,897	37,458,934
<b>Projected Fund Balance Reserve</b>	<b>52%</b>	<b>38%</b>	<b>54%</b>	<b>48%</b>	<b>43%</b>
<b>FY 2024/2025 Projected Includes - Bridges TS Hilary soil removal, Esperanza Park, Insurance Increase, GEMT Program</b>					
* CV Rep loan receivable of 900k excluded					
** FEMA revenue for FY 2024/2025 is only for Parks and Emergency Preparedness					
*** FY 2025/2026 & FY 2026/2027 Revenue Increase Projected at 4%					
**** FY 2025/2026 & FY 2026/2027 Expenditure Increase Projected at 3%					



# IMPACT FROM TROPICAL STORM HILARY — LATEST

- CalOES Disaster Application – 19 Projects @\$28.3M+, comprised of:
  - Reimbursement Formula:
    - FEMA – 75%; for FHWA streets, then 88.53% from CalTrans
    - CalOES – 18.75% (75% of remaining 25%)
    - City Match – 6.25% (25% of remaining 25%)
  - Categories Obligated
    - Emergency Protective Measures – Category B, 1 project @ \$152,007
    - Parks and Recreation Facilities – Category G, 2 Projects @ \$28,670
  - Categories Pending
    - Debris Removal – Category A, 1 Project @ \$2,893,792
    - Roads and Bridges – Category C, 2 projects, 4 damages @ \$133,505
    - Soil Removal Under Bridges – Category D, 1 project, 2 damages @ \$1,603,049
  - Two Non-FEMA Projects – FHWA Streets
    - Date Palm: Vista Chino to 30th Ave \$3.0M+
    - Vista Chino: Date Palm to Panorama Rd \$600K+

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CITY COUNCIL

# CITY COUNCIL DISCUSSION



Cathedral City

