

2020 Council Goals

1. Police and Fire

- a. **Prepare a study session presentation on the current Animal Control contract and its costs and provide an analysis of options for the future including renewing the current contract or developing a contract with another agency.**
 - COMPLETED. Council was presented with an Animal Control Services Update in April. This presentation consisted of options to contract with other agencies besides the County of Riverside which proved to be too costly.
 - Council voted on an Animal Control contract on June 24, 2020 to contract for a part time officer for FY 20/21
- b. **Develop a plan to make the public aware of the successes of the Police Department including publicizing local crime data and consider community events showcasing the Police Department.**
 - The Police Department currently uses all social media platforms to provide as much information to the public as possible. We currently use Twitter, Instagram and Facebook.
 - The CCPD App and police department website-cathedralcitypolice.com displays current crime data for the city.
 - The police department hosted an event titled “Santa with a Senior” on Christmas Eve. Police personnel delivered food and gifts to the doorsteps of seniors living within our community.
 - The police department sponsored the family whose father was murdered in 2020. The victims surviving spouse and three children were provided with a Christmas breakfast and dinner as well as gifts for the entire family.
 - The Police Chief has begun meeting via zoom with his advisory council
 - Future community events are on hold based on the Pandemic and budgeting restraints for 20/21
- c. **Review existing Police and Fire staffing plans and develop options and cost estimates to address future needs.**
 - This goal will be placed on hold due to the budget reductions. Police will be working on an update to their Strategic Plan which will address this with a more long-term view. Police lost three non-sworn positions in the budget reductions. Fire Department staffing has been reduced from 14 firefighters on duty to 12, by not backfilling when one or two firefighters are scheduled off as part of the city council budget reductions beginning July 1, 2020.
 - The police department has provided the City Manager a personnel analysis for future consideration of positions needed within the department.
 - The police department strategic plan for 2021-2025 will be presented to City Council in 2021 and the plan will identify future personnel needs within the department.
- d. **Prepare a study session presentation on the Emergency Preparedness Plan and include options to promote the CERT program for training residents.**

- i. **Include options to revive and expand neighborhood watch programs including the use of social media for virtual watch programs.**
- The City's Emergency Operations Plan is at the County Emergency Management Department for review but on hold due to the COVID-19 Pandemic workload. Community emergency preparedness training and CERT conducted by the fire department will be suspended due to the COVID-19 pandemic.
- e. **Prepare a study session presentation on Fireworks as part of the presentation on the 2019 Building and Fire Code adoption.**
- **COMPLETED.** Council adopted the 2019 codes and eliminated provisions allowing Safe and Sane fireworks.
- f. **Consider the use of SLESA funds for the purchase of additional cameras for the Police Department.**
- The Police Department purchased additional cameras in March 2020 to be used throughout the City.
- We currently have 10 intersections in the city being monitored by cameras. In May of 2020, staff purchased two FLOCK Cameras which are utilized off of Ramon Rd which generate stolen vehicle information and have been useful in major crimes investigations.

2. Housing and Homelessness

- a. **Conduct research and present findings to Council related to the use of mini-homes or other options for housing the homeless.**
- This is on hold due to the fiscal crisis and resulting budget reductions.
- b. **In cooperation with regional partners, provide a presentation to Council on options available for summer cooling centers for the homeless.**
- CM Carnevale has worked with County officials to identify a location. Staff has determined that CDBG funding through the CARES act can be allocated to the operator to offset lease costs to provide a location allowing social distancing.

3. Economic Development and Events

- a. **In partnership with the GCVCC prepare a local purchasing directory.**
- The local purchasing directory has been completed and is operational. The directory can be viewed at <http://ccshoplocal.com/>
- b. **Plan and promote amphitheater events.**
- Due to the COVID-19 pandemic, all public events have been canceled.
- c. **Coordinate with tribal officials and let the community know about the status of the Casino project.**
- The Casino opened to the public on November 24, 2020. Construction updates were periodically shared with community members and frequently shared with prospective developers. Now that the casino has been completed, the messaging has changed and is just as enthusiastic.
- d. **Continue to work on the Council goals from 2019 that remain in progress including:**
 - i. **Development of the 13.5 acres.**

- Ongoing. Fountainhead Development (FHD) has received commitments from two national tenants, one regional tenant and is working on securing commitments from up to three additional national tenants. Economic Development continues searching for, developing and introducing potential hotel developers to FHD. COVID-19 is limiting available capital for and interest in ground-up hotel developments. Home builder interest in the back portion of the property is increasing.
 - ii. Work to fill empty store fronts as well as develop new construction.**
 - Ongoing. Continuing to work with a: cannabis-based pharmaceutical company, ACE Hardware, a commercial hub center developer, two Top Golf-style recreational amenities, Dave's Hot Chicken, a boutique hotel developer, a national hotel chain developer, two local market/gas station developers, small private homebuilder, football stadium developer, and two large-scale logistics developers.
 - iii. Engage with Riverside County to bring the proposed RUHS medical clinic to Cathedral City.**
 - Due the COVID-19 pandemic, the Riverside County EDA has temporarily paused the RFQ and RFP process. Economic Development continues to follow up with Riverside County representatives, and routinely offers to assist the County in moving this project forward.
 - iv. Work with regional partners to open a job training and resource center.**
 - Because of the COVID-19 pandemic, the County has placed the FQHC project temporarily on hold. Once progress resumes on the FQHC, progress on including a job training and resource center may resume.
 - v. Bring in new businesses to diversify the local economy.**
 - Ongoing. Please see item 3.d.ii.
- e. **Continue to pursue agreements with new businesses to promote local first hiring.**
 - Ongoing. Economic Development worked with the ACBCI to host their Cathedral City Casino recruiting event within our Downtown. On July 27, 2020 over 800 people attended the event held at the Mary Pickford theater. The Tribe has committed to holding future recruiting events for their other properties at the Mary Pickford movie theater. Economic Development is already talking to the developer working to revitalize the former Sam's Club building about ensuring their national tenant focus on hiring Cathedral City residents.

4. Streets and Transportation

- a. **Complete an inventory of all gaps in sidewalks on arterial streets in Cathedral City and seek funding options to fill in the identified gaps.**
 - Please see attached memo. Staff recommends no further action unless funded in the FY21-22 budget.
- b. **Review the City wayfinding signs and identify new features that may need to be identified on the signs and the costs to update the signs.**
 - This is a combination effort with Economic Development, Engineering and Public Works. This is still a work on progress and will be completed with more time due to the limitation in Staffing.
- c. **Review the procedures for establishing street assessment districts and the need for such districts in specific areas or citywide.**

- Please see attached memo for an update.
 - i. Review the status of efforts to establish sewer assessment districts and work for successful implementation.**
- Please see attached memo for an update.
- d. Review the City active transportation plan and work to establish and promote a Cathedral City bicycle loop and multi-use, off-street paths.**
- As part of the City's General Plan efforts, there is considerable effort on the Transportation module that identifies the City's pedestrian, bicycle and NEV routes. These have been shown in General Plan Study Sessions and have been revised with the Council's, stakeholders and Staff's comments.
- In addition, the City received a Grant from SCAG two years past that pays for a Consultant to work on the ATP within the City itself. The City is working with our assigned SCAG representative to complete the Scope of Work for this ATP Grant. The Scope of Work will be used as the basis for a Request for Proposal (RFP) that will be advertised for a Consultant to proceed with taking the updated ATP route designations within the new General Plan and further identify bike, pedestrian and NEV routes that can be named, utilized for events (e.g. running/bike races, etc.), adding route signage, street legends and route identification, routing that will lead to specific areas, e.g. including downtown.

5. Finance

- a. Develop an on-line business license inventory and improve enforcement action against operating unlicensed business, including mobile car wash businesses.**
- In progress. Online business license inventory should be live by 3rd quarter calendar year 2021 upon the implementation completion of EnerGOV.
- b. Contract for the completion of a comprehensive fee study and separately for a development impact fee (DIF) study.**
- In progress. Fee Study and Cost allocation Plan Consultant approved by City Council 10/14/2020. Process is moving forward for Phase 1 for the fee study. Phase II (DIF) will be done in 2022.
- c. Conduct an inventory of licensed long-term rental properties and take action to identify and license any unlicensed properties.**
- In progress. Information and presentation sent to City Council regarding the status December 24, 2020.
- d. Prepare a study session presentation on the City's debt status and debt management efforts.**
- COMPLETED- Debt Management Policy and Presentation provided and approved by City Council September 23, 2020.
- e. By the end of calendar year 2020 complete a review and presentation to Council on the new City Hall operating hours including data on the use of the various services provided.**
- This is on hold due to the fiscal crisis and resulting budget reductions. City Hall has been closed to walk-in traffic since March 18, but services continue to be provided using email, telephone and other virtual methods.

- f. Evaluate the options available and costs related to the creation of an Assistant City Manager position.
 - This is on hold due to the fiscal crisis and resulting budget reductions.
- g. Provide a presentation and facilitate a Council discussion on Consumer Choice Aggregation and the Desert Community Energy JPA.
 - COMPLETED. Council voted to withdraw from Desert Community Energy.

6. Code Enforcement

- a. Improve Code Enforcement services:
 - i. Continue to review options for providing support to Code Enforcement from other departments.
 - ii. Expand volunteer options for providing support to Code Enforcement.
 - iii. Expand community outreach and education related to relevant municipal code provisions.
 - This is on hold due to the fiscal crisis and resulting budget reductions.
 - iv. Consider the need to add resources in Code Enforcement.
 - This is on hold due to the fiscal crisis and resulting budget reductions.
- b. Develop options for a more program-based approach to Code Enforcement.
 - This is on hold due to the fiscal crisis and resulting budget reductions.
- c. Encourage the STVR task force to provide their report and recommendations to Council by June 1.
 - The task force report was presented to Council on July 29, 2020. Council subsequently considered and ultimately approved ordinance revisions that are now the subject of a referendum, which will be decided by the voters on March 2, 2021.
- d. Conduct a study session review of the municipal code provisions related to shopping carts.
 - This is on hold due to the fiscal crisis and resulting budget reductions.
- e. Pressure the Post Office to address the unacceptable condition of the landscaping at their facility.
 - The landscaping was completed in November 2020.
- f. Prepare a study session presentation and consider the costs and effectiveness of implementing parking restrictions on street sweeping days.
 - Please see attached memo. Staff recommends no further action unless funded in the FY21-22 budget.
- g. Complete a review of the property maintenance provisions in the municipal code including sections relating to maintenance of property, appearance of property and nuisances.
 - This is on hold due to the fiscal crisis and resulting budget reductions.

7. Parks and Recreation Facilities

- a. Work with Parks and Community Events Commissioners to develop interim lists of desired park improvements as a first step toward the ultimate development of a new Parks and Recreation Master Plan.

- Staff and a Council subcommittee continue to meet with Parks and Community Events Commissioners every two months on all parks related topics. There is an understanding of our inability in the current budget crisis to complete improvements. The Staff and Council Subcommittee have met at various times since July and covered many Park topics. The Parks and Community Events Commission is currently developing and identifying a list of Projects relating to upgrading existing park facilities and developing new park facilities. Staff is working hand in hand to provide information and cost estimates associate with the improvements that will be proposed by the Commission.
- b. Explore funding opportunities for development of the land acquired for a new Cathedral City dog park.**
- This is on hold due to the fiscal crisis and resulting budget reductions. There is no funding for any grant match or grant preparation costs. For minimal dollars, staff recommends a dog park be developed at 2nd Street Park until such time as the property in the Cove could be developed. Staff is also developing an estimated for a temporary dog park in Panorama.
- c. Explore the attainment of an age-friendly city designation from the World Health Organization.**
- Staff has reviewed the criteria for the designation and this goal is significant as it involves committing and achieving criteria under the guideline “ Age friendly environments (such as home, community) foster healthy and active aging by building and maintaining intrinsic capacity across the life course and enabling greater functional ability in someone with a given capacity level.” “In practical terms, age-friendly environments are free from physical and social barriers and supported by policies, systems, services, products and technologies that:” and a long list of requirements follows. In short, this will require additional Staff and support time that the City would have to investigate and budget for to commit to achieving this goal.

8. Other Goals and Continuing Goals from 2019

- a. Review the definitions of residential property related to the setback requirements in the Cannabis regulations in the municipal code.**
- No activity to date.
- b. Work to improve the Date Palm entry into the city.**
- This Project is on hold, as funding for Grants is limited as well as Staff time. In addition, the Consultants researching the acquisition of Tribal right of way on the east side of Date Palm Drive have been placed on hold as part of the Engineering Department’s budget cuts.
- c. Address infrastructure in the area north of Ramon Road near the Dream Homes neighborhood.**
- The final revisions of the General Plan and the Housing Element will determine if the area’s General Plan designation will change. If it does change, the landowners within this area north of Ramon Road will have the option to bring forward new light commercial/industrial development as indicated in their petitions for the General Plan change.

d. Develop plans to address infrastructure north of I-10.

- This is continually addressed as each potential developer brings forward plans to develop north of I-10. The City Staff is very progressive on working with the Developers on phasing plans to help initiate development while protecting the City's interest. The Glass House Pharms Development is one such development that is asking for more phasing and the City Staff is working through the details. The Crossings Development is essentially completed, with pads provided for additional commercial concessions to be built. The hotel on the site is completed. Staff continues to work with developers on extending infrastructure that will expand opportunities for development north of I-10.

e. Advance the DaVall interchange through the CVAG planning and approval process.

- The work on this Phase of the Project (PSR) should be completed in the first and/or second quarter of 2021. Staff will work with designated City Council Members on CVAG committees to garner support and funding for the next Phase of this Project that includes an EIR and Preliminary Engineering for a selected interchange option.

f. Pursue annexation into the Desert Recreation District which includes funding for a community center.

- This is on hold until late 2021 or early 2022 by Council action earlier in 2020. Staff is ready to work with the Parks and Community Events Commission on re-engaging the public for a ballot vote in 2022.

g. Offer smaller-scale family-friendly events at local parks.

- The Parks and Community Events Commission (PACE) has formed a subcommittee for this item. When Covid restrictions for gatherings are lifted, the PACE will work with Communications and Events to provide smaller scale events.
- The City conducted a fire and medical equipment demonstration at Panorama Park.
- The City took over Movies in the Park from the Evening Rotary and held monthly movies at Panorama Park until the COVID pandemic prevented them.

h. Place an emphasis on diversity in hiring and achieve a 100 score on the HRC Municipal Equality Index.

- Efforts to promote diversity in hiring continue, but the City is not doing much hiring during the budget crisis. HRC objective is completed. Cathedral City received a score of 100%