



# Staff Report

## City Council

Item No. {{section.number}}.B

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**Meeting Date:** June 26, 2024

**From:** Tracey Hermosillo, City Clerk

**Title:** Presentation - Lift to Rise 2024-2026 Action Plan

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### **RECOMMENDATION:**

This is a presentation only, no formal action is recommended.

### **BACKGROUND:**

Lift to Rise was founded in 2014. It grew out of the belief that, through collaboration between private and public sector leaders and community advocates, a greater impact can be made for the Coachella Valley communities.

Lift to Rise addresses the underlying causes and consequences of inequities in the Coachella Valley by uplifting our region's story, building local strength, and instigating change. During one of the early listening sessions that was held across the region with residents to better understand immediate needs and prioritize strategic planning, an elder shared the story that inspired their name: "I came here. I work so hard in the fields every day because I believe that the Coachella Valley is a place where when the sun rises, it rises for everyone." Our name honors this vision of hope and aspiration. We lift, so that everyone can rise.

### **DISCUSSION:**

Lift to Rise recently wrapped up their strategic planning with their seventy plus partners and launched their 2024-2026 Action Plan on May 15, 2024. As part of their launch, they are presenting their plan to each of the cities to showcase their work and the results of their plan, while asking for continued commitment to work with them on regional housing affordability efforts. Jessika Pollard, Senior Policy Analyst and Ian Gabriel, Director of Data, Policy and Planning will presenting this item.

### **FISCAL IMPACT:**

There is no fiscal impact with this item.

### **FIVE-YEAR STRATEGIC PLAN:**

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None

**ATTACHMENTS:**

None