Indian Wells City Council

February 1, 2023

STAFF REPORT

To: City Council

From: City Manager Department

Prepared by: Christopher Freeland, City Manager

Subject: **2023 City Council Strategic Planning Session**

RECOMMENDED ACTION:

Council **REVIEWS, DISCUSSES,** and provides **DIRECTION** on the 2023 City Council City Goals.

BACKGROUND:

Strategic planning determines where an organization is going over the next year or more, how it's going to get there and how it'll know if it got there or not. This is the City's "Game Plan." The focus of a strategic plan is to outline the goals of the City Council for the entire community/organization over a period of time (one, three, or five year are common). Goals-based planning starts with focus on the organization's vision and/or values, then the selection of projects and programs to meet and achieve the goals, and analysis of the resources needed and available, and finally who will do what and by when. Over the past few months, the City Manager has met individually with Councilmembers to identify potential goals for the coming year, which have been included for discussion.

The goals also need to be realistic and obtainable, does the City have the internal capabilities, or the necessary resources to complete the goals. It is also especially important to have a consensus of the goals to maximize the use of resources and to streamline the process of approving the individual projects and programs that make up the goals.

Goal setting by the City Council has the following benefits:

- Formally adopted City Council Goals provide staff official direction to plan and organize resources to ensure their completion.
- The strategic plan is used to identify funding priorities for inclusion in the City's two-year budget;
- A better understanding by citizens and staff of the City Council's plans as a single governing body for the future of the City of Indian Wells.
- Goals are established to meet the changing needs of the community.
- City staff is more focused and effective in addressing City Council priorities.

- City staff is more accountable to the City Council for achieving City Council Goals.

In addition, Goals should also reflect how they support and further the City's Mission Statement.

Indian Well's Mission Statement:

> *Create an unsurpassed quality of life for our residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community and international resort destination.*

DISCUSSION:

On February 17, 2022, the City Council approved several goals as part of its 2022 City Council Strategic Planning Session. The following pages provide the status of the City Council Goals established in 2022, with updates for 2023. Some of the goals are ongoing and are being suggested to rollover for 2023. Staff is also proposing new goals for 2023 for discussion and deliberation by the City Council.

Based on the comments during today's study session, staff intends to bring back a summary of the approved 2023 City Council Goals at your next regular scheduled meeting.

As a reminder, a separate Strategic Planning Session for the Indian Wells Golf Resort is scheduled for March 23, 2023.

Staff also wants to note that the following 2022 City Council Goal is being retired, as the goal was completed in 2022.

City Council Policy Manual Update

In 2022, the City Council recommended the formation of a two-Councilmember Policy Ad-Hoc Committee of then Mayor Pro Tem Griffith and Council Member Sanders to conduct a comprehensive review and recommended revisions to the Council. The revisions were completed in 2022.

There are no planned activities planned for 2023, unless the City Council wishes to provide any further discussion and direction on City Council Policy Manual Update.

Indian Wells City Council

February 1, 2023

Subject: General Plan Update

Department: Community Development

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Continue working with De Novo Planning in collaboration with the Indian Wells Historical Preservation Foundation to complete the Historic Property Survey Report.
- Complete the City's Comprehensive General Plan Update and Programmatic EIR in 2023.
- Continue discussions to incorporate complete streets in the community.
- The Council to provide further discussion and direction on General Plan related initiatives for 2023.

Project Summary:

A General Plan is considered the City's Constitution and serves as the blueprint for the long-term development of the City and has a 10-20-year horizon. On May 21, 2020, the City selected De Novo Planning Group to conduct the Comprehensive General Plan Update and supporting environmental analysis.

Project Update:

De Novo has completed the Existing Conditions sections for each of the seven (7) Elements of the General Plan along with three (3) supporting technical studies, including the Economic Background Report, Infrastructure Existing Conditions Report, and a Mobility Existing Conditions Report, all of which can be reviewed via the City's General Plan Update website (indianwells.generalplan.org). They have also recently submitted a draft of the Historic Property Survey Report, which staff reviewed and provided comments to finalize. As part of the City's initiative to build a stronger partnership with the Indian Wells Historical Preservation Foundation (HPF), City staff and the consultant will work collaboratively with the HPF to ensure their historic knowledge and experience is incorporated into the study, as appropriate.

Due to new State housing legislation, a considerable amount of De Novo's time and effort has been focused on updating and processing the Housing Element through the State Department of

Housing and Community Development's (HCD) review. To this end, De Novo and staff have circulated the draft Housing Element to HCD and the public for review/comment, held a community workshop at the Golf Resort in April 2022 and conducted stakeholder meetings to solicit input, held two public hearings with the Planning Commission in January and May of 2022, held two public hearings with the Council in February and then again in June 2022 to adopt the Housing Element, submitted the Council adopted Housing Element to HCD for review and certification, and are now completing responses and revisions addressing HCD's 3rd round of comments.

In addition to the workshop and public hearings held in support of the Housing Element, DeNovo and Staff held three (3) additional community workshops with residents and stakeholders to gather input and solicit suggestions regarding goals and policies related to community vision and values, health and wellness, and circulation/transportation systems including complete streets. The information provided by the community is being incorporated throughout the Draft General Plan Update, which will be circulated for further public review and comment prior to formal adoption.

Indian Wells City Council

February 1, 2023

Subject: Evaluate Energy Efficiency Opportunities

Department: Public Works

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Monitor completion of the Energy Efficiency program and report back to the City Council once complete.
- Apply for the Institute for Local Government Beacon Awards that the City may qualify.
- Replace the title of this goal to Sustainable Community Goal, that better reflects the various projects the City is working on.
- Examine opportunities to expand recycled water (purple pipe) infrastructure in the community, as well as other sustainable best practices.
- City Council to provide any further discussion and direction on other sustainable related initiatives for 2023.

Project Summary:

Energy costs are a significant expense in the City and Golf Resort's operating budgets. Over the years, the City has made upgrades to City facilities to become more energy efficient. In May 2021, the City approved a $8.9 million energy efficiency program to install solar at City Hall and the Golf Resort, replace inefficiency heating and cooling systems, install efficient lighting, electric car chargers, back-up generators, and a battery backup system at the Golf Resort.

Project Update:

The project has completed the installation of solar panels, energy efficient heating and cooling systems, and low voltage lighting upgrades at both the Indian Wells Golf Resort Clubhouse and at the City Hall campus. Supply shortages and material availability have delayed the completion of this project. The new completion estimate is Fall 2023. Staff will continue to work with the contractors to complete projects as equipment is received and to energize the solar systems as soon as possible. Staff has also been informed that the City may qualify for additional solar infrastructure grants and rebates. Staff will provide Council with an update as that information is received.

The City's Energy Efficiency Program, as well as other efforts to reduce water consumption (e.g., turf reduction), use of mulch at the golf resort, and organic waste recycling are excellent sustainable practices that were implemented in 2022. The Council had also instructed staff to examine opportunities to expand recycled water (purple pipe) access in the City in collaboration with Coachella Valley Water District. As such, staff is recommending a change of this goal from Energy Efficiency to Sustainable Community. The Institute for Local Government is a non-profit organization based in California that promotes best practices in local government. The organization promotes the Beacon Awards for excellence in sustainable practices. Staff intends to submit recognition for this program once the Energy Efficiency Program is completed. Any recognition can assist in promoting Indian Wells as a sustainable community that can be further promoted to conference promoters and other visitors to Indian Wells.

Indian Wells City Council

February 1, 2023

Subject: Develop Landscape Uniformity Along Highway 111

Department: Public Works

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Request staff include an approved list of plants suitable to maintain the City's distinctive landscaping along Highway 111 into the General Plan update.
- Instruct staff to develop a multi-year phasing strategy to budget the removal and replacement of publicly owned palm trees throughout the City.
- Examine grant opportunities to develop a citywide tree inventory and to plant new trees.
- Provide direction, if the Council sees merit, in staff researching opportunities to partner with commercial centers to control the landscaping along Highway 111 or focus on the development of landscaping standards for these areas.
- Discuss and provide staff direction on a turf reduction program along Highway 111.
- City Council to provide any further discussion and direction on other Highway 111 landscaping related initiatives for 2023.

Project Summary:

The landscaping along Highway 111 is an iconic characteristic of the City and requires high quality maintenance to preserve the City's standards. At times, the maintenance along Highway 111 is inconsistent, due to a lack of attention, limited funding, timing of maintenance, and/or different standards of care between the City, the five Landscape and Lighting Maintenance Districts (LLMD's) managed HOAs, and commercial property owners. Council and staff have expressed an interest to develop uniform standards for landscaping materials used and consistency of maintenance efforts. The General Plan update will assist in this process. In addition, staff is to discuss partnerships with HOA's along Highway 111 to discuss options for more consistent landscaping in HOA owned areas.

Project Update:

As a feature of the City's General Plan Update, the Landscaping Uniformity component will appear as a list of acceptable plant pallets for use along the Highway 111 corridor. These changes will be instrumental in creating landscape standards along Highway 111. This year, staff made two attempts to reach out to the five LLMD's who currently perform their own landscape maintenance. To date, the Casa Dorado LLMD is the only District to express interest in relinquishing their landscape maintenance along Highway 111 to the City. Staff is working with the landscape consultant to develop a cost for the maintenance along the Highway 111 frontage of Casa Dorado.

New drought restrictions were implemented in 2022. Local water districts and the State are requiring communities, especially shopping centers to reduce water consumption for landscaping and encouraging the conversion of turf to more drought tolerant landscaping. Village I Shopping Center located at the southwest corner of Highway 111 and Cook Street, has indicated a desire to remove the turf along their frontage and replace the landscaping with more water efficient desert scape. The water conservation rules instituted by the State have levied a financial burden on irrigating landscaping in commercial areas. Similar to the desire to manage landscaping of LLMDs along Highway 111, the City may have an opportunity to partner with local commercial centers along Highway 111 through a dedication and control the types of water efficient landscaping while maintaining the lush image that is iconic to Indian Wells. In addition, Desert Horizons was approved for landscape improvements in front of their community gate along Highway 111 that will be completed in 2023.

In 2022, the City approved a turf rebate program in partnership with the Coachella Valley Water District (CVWD) to reduce residential and HOA turf in the community. During that discussion, City Council requested the Council discuss a turf reduction program along Highway 111 during its Strategic Planning Session. The turf along the Highway 111 corridor uses a significant amount of water compared to other ground cover, particularly when transitioning from summer Bermuda to Winter Rye. As Bermuda grass goes dormant in the winter, it is trimmed back and an overseeding of Winter Rye grass is instituted. The irrigation requirements to establish Winter Rye grass is intensive, requiring a 20-minute watering cycle three times per day for approximately two weeks. The irrigation schedule is triple the amount of water during the normal growth cycle of both Bermuda or Winter Rye grass. This is in addition to the normal watering cycle for turf and other landscaping along Highway 111.

During a 2022 winter windstorm, two palm trees located on Eldorado Drive fell onto private property. Fortunately, no one was injured and only property damage was sustained. Many of these iconic palm trees in the City are past their maturity and need replacing. Other trees in the City and Indian Wells Golf Resort may also need replacement. During the 2022 League of California Cities Annual Conference, Mayor Griffith and City Manager Freeland met with a tree consultation firm that has expressed interest in conduction a citywide tree inventory and obtain grants to pay for this inventory, installation of new trees, and the maintenance of these new trees.

Indian Wells City Council

February 1, 2023

Subject: Tourism Update and Opportunities

Department: City Manager

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Evaluate and revise the City Marketing and Tourism Plan with Visit GPS' assistance.
    - Evaluate where tourism funds are invested to promote Indian Wells as a tourism destination and to incorporate opportunities to highlight the Indian Wells Golf Resort.
    - A review of other marketing opportunities provided by Visit GPS or other organizations will also be considered.
    - Incorporate sustainability efforts into marketing materials, which has proven to be an important factor for conference planners when making decisions about where to host their meetings.
    - The plan will be presented to the Marketing Committee followed by a presentation to the full Council. A review of the City's Incentive Program is also timely.
- Promote Indian Wells events throughout the year, such as Winterfest, BNP Paribas Open, Ironman, and Pickleball.
- Evaluate the partnership with Acrisure Arena and suggest revisions to the media plan to maximize the City as the official city partner of the arena.
- City Council to provide any further discussion and direction on Tourism related initiatives for 2023.

Project Summary:

The Tourism program in collaboration with Visit Greater Palm Springs strategically supports the resort partners to influence growth in TOT. The programs developed create demand for the product of Indian Wells by building brand awareness and strategically leveraging Indian Wells to develop and execute marketing strategies to influence both group and leisure markets. 2022 was

a year of transition as Sean Smith left the position in August and the contract was paused for the remainder of the year.

Project Update:

The beginning of 2022 was marked by a temporary setback with spike of Covid cases which created some uncertainty for the tourism industry. This resulted in some leisure and group cancellations for January, but this quickly subsided by mid-January.

The Indian Wells sales and marketing 2022 plan encompassed various forms of media to build brand awareness with Indian Wells among the leisure and group meetings markets. Leisure marketing include building on the momentum of social media efforts including a successful sweepstakes campaign, continuation of digital ads with focus on the resorts as well as weddings, golf, tennis, and pickleball. Additionally, exploration, planning and execution of the Indian Wells Winterfest was executed including full marketing support. Group meetings initiatives such as the BNP FAM in March and Smart Meetings FAM in October that brought 13 meeting planners to Indian Wells. This event allowed us to showcase all the IW hotel properties, the IW Golf Resort and other destination experiences. This partnership also included a variety of marketing opportunities. A site visit workshop was also hosted to further build collaboration between IW hotel partners offering a cohesive experience for potential meeting planners and attendees. Additional meetings marketing included a video retargeting campaign through Cvent which launched in February 2022.

Occupancy growth for the destination continued in 2022 with a 14.1% increase YOY attributed to the increase in group meetings and conventions. The increased air service to Palm Springs International Airport has been an important factor impacting visitation in 2022. Service was significantly enhanced with 13 airlines now providing service to 33 nonstop cities (there were 21 nonstop flights pre-COVID). Over 500 cities now connect to Palm Springs International Airport. This growth is extremely beneficial to both the leisure and group meetings markets. The additional air service has been very well received with record breaking passenger counts at Palm Springs International Airport for 2022 with nearly 3 million passengers. This is an increase of 16.3% from 2019 numbers.

VGPS filled their position of Director of Indian Wells Tourism in late December 2022. On-boarding with partners partnership will be a primary focus in Q1 2023. Additionally, marketing support for IW events such as Winterfest, BNP, Ironman, and Pickleball will be a focus. Planning and execution of the BNP FAM with hotel partners will be a priority during the first quarter of the year.

The 2023 Acrisure Arena partnership and media plan will continue to be executed. This was evaluated in partnership with Visit Greater Palm Springs to determine value for reaching consumers through sponsorship. In the short-term, this has proved to beneficial in raising awareness for the city of Indian Wells locally and in the Seattle market.

We will evaluate and develop the City Marketing and Tourism Plan with Visit GPS' assistance and the Marketing Committee to show where funds are being utilized. The plan will be presented to the Marketing Committee followed by a presentation to the full Council. We will also be making recommendations for adjustments to the Incentive Program.

We will partner with VGPS in their efforts on sustainability which has proven to be an important factor for conference planners when making decisions about where to host their meetings.

Indian Wells City Council

February 1, 2023

Subject: Community Events and Activities

Department: City Manager's Office

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Continue identifying new community events and activities for residents and seek partnerships with Desert Recreation District and other organizations that may be able to assist in providing enhanced benefits to residents.
- Provide direction to the Sister City Ad-Hoc Committee if there is an interest to develop a sister city with a Canadian community, possibly Kelowna, Canada.
- Provide direction if the City Council wishes to review the current Resident Benefit Program.
- City Council to provide any further discussion and direction on other community events and benefits initiatives for 2023.

Project Summary:

The Indian Wells Community Activities Committee advises and makes recommendations to the City Council regarding an overall plan for encouraging and fostering community interaction among residents. Included in the committee's scope of work is proposing an annual calendar for community activities, as well as planning and implementation of such activities. The Committee is comprised of five members and managed by the City Managers Department. Some special projects also fall in this category with Council direction, including Sister City relations and Resident Benefits.

Project Update:

The Council has continued to support the addition of new events and expand offerings for residents. The committee completed a survey toward the end of 2022 to help guide the planning of events in 2023 - 2025. In addition, the committee completed a series of Back 9 Walks, End of Season Party, Memorial Day and Veteran's Day ceremony, Pickleball Resident Day with additional social event, a Summer social, and a Welcome Back Party showcasing the new TopTracer Technology and Indian Wells Winterfest. Based on the results of the community survey, various

events are being considered for 2023, including: Back 9 Walks, a possible Tram Tour, a Salton Sea tour in late March, a possible social for residents at the Acrisure arena, Indian Wells Film Series, education/lectures ideas, end of season party, and Memorial Day. In addition, the Committee continues to work with the Indian Wells Golf Resort on expanded offerings based upon the 2022 survey and partnering with Desert Recreation District for additional programming in the community. The District has provided various programs in the community and was essential in operating the Winterfest Ice Skating Rink during its 6 weeks.

A Sister City Ad-Hoc committee of then Mayor Dana Reed and Mayor Pro Tem Donna Griffith was formed in 2022 under the City Manager Department. The committee worked diligently to explore a possible Sister/Friendship City relationship with Turin, Italy. Dialogue between both communities occurred over the last several months, but Turin has not been successful in advancing this program. Recently, the Canadian Consulate met with staff to improve relations between their office and our community. It was suggested that they may be of assistance of developing a potential relationship with a Canadian community, and recommended Kelowna, Canada.

Recently, Council Members expressed an interest to review the City's Resident Benefit program and recently have added new benefits this year (e.g., Indian Wells Night at Acrisure Arena). Attached is a listing of the current Resident Benefit Program. As part of a review, it would be appropriate for the Council and staff to revisit the rules for use of a Resident Benefit Card (e.g., age limits to obtain one) and other programs related to its use.

ATTACHMENT:

-Information on City of Indian Wells Resident Benefits

INDIAN WELLS

Resident Benefit Card Discounts

All hotel discounts are subject to change and are at the discretion of the hotel.
With a valid Resident Benefit Card, cardholders can enjoy savings at the locations listed below.

Miramonte Indian Wells Resort & Spa

45-000 Indian Wells Lane – 442.305.4500

- 20% discount on all food and non-alcoholic beverages
- 20% discount on all spa services (Sunday–Thursday only)

Renaissance Esmeralda Resort & Spa, Indian Wells

44-000 Indian Wells Lane – 760.773.4444

- 20% discount on all food and non-alcoholic beverages
- 20% discount on a la carte spa services (Monday–Thursday only, excludes holidays) and 15% discount on a la carte spa services (Friday–Sunday only, excludes holidays)
- 15% resident room rate discount using code L9Z (Resident Benefit Card required at check-in, max. 2 rooms, rate based on availability, blackout dates apply, tax and daily resort fee are additional)

Hyatt Regency Indian Wells Resort & Spa

44-600 Indian Wells Lane – 760.341.1000

- 20% discount on all food and non-alcoholic beverages
- 20% discount on spa services and complimentary use of workout room
- 10% discount on purchases at The Citrus (excludes reading materials, tobacco, stamps and liquor)

Indian Wells Resort Hotel

76-661 Highway 111 – 760.345.6466

- 20% discount on all food and non-alcoholic beverages

Indian Wells Tennis Garden

78-200 Miles Avenue – 760.200.8400

- 10% discount on merchandise (food and beverage excluded), not applicable during the weeks of the BNP Paribas Open

INDIAN WELLS

Resident Benefit Card Perks

At the Indian Wells Golf Resort



Special Green Fee on a Round of Golf:

With a Resident Golf Benefit Card, Indian Wells residents may play the championship golf courses at the Indian Wells Golf Resort for just:

- $50 (January 1 – April 30),
- $35 (May 1 – December 31),
- $35 (Walk-up per round, day-of only).

Based on availability. All residents must present their Resident Benefit Card (RBC) at check-in to receive the special resident rates.

Accompanied resident guest rate:

July 1– Aug 29	$55 (Mon-Thurs)	$65 (Fri-Sun)
Aug 30–Sept 30	$65 (Mon-Thurs)	$75 (Fri-Sun)
Oct 1–April 30	$110 (Mon-Thurs)	$110 (Fri-Sun)
May 1–May 17	$89 (Mon-Thurs)	$99 (Fri-Sun)
May 18–May 31	$79 (Mon-Thurs)	$89 (Fri-Sun)
June 1–June 30	$55 (Mon-Thurs)	$65 (Fri-Sun)

Any cancellations or modifications to a resident golf reservation must be handled 3 days in advance of play by 10 a.m. to avoid charges. A credit card is required to make reservations. The credit card used to make the reservation will be charged $45 per player for any player canceled inside of the cancellation period. Failure to cancel will result in a fully charged fee.

Special Reserved Tee Times

From October 1 through May 31, the Golf Resort reserves the allocated daily tee times (from 7 a.m. through 1 p.m.) for RBC holders. RBC holders may call (760) 346-4653 or book their times online at www.iwgr.com starting at 6 a.m. 14 days in advance of play. In addition, two days out at 10:00 a.m., which will not appear online, any unsold nonresident and RBC holder tee times will be available to any booking group. Any unsold hotel tee times will be released at 10 a.m. the day before. These times will not appear online and would be available by calling (760) 346-4653.

Resident Benefit Discounts

RBC holders also receive:

- 20% discount on all food and non-alcoholic beverages at the VUE Grille & Bar and food truck for breakfast & lunch only (excluding Happy Hour).
- 20% discount on all merchandise sold within the Golf Resort (excludes sale items and hard goods).
- Thursday nights only, residents receive one free hour of play with purchase of one hour at Shots in the Night! Resident must be part of the group playing.
- 20% off food at the food truck on Thursday nights by presenting a valid card (golf or social).



Indian Wells City Council

February 1, 2023

Subject: Encourage and Expand Economic Development Opportunities in the Community

Departments: City Manager, Community Development, and Public Works

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023:

- Support the implementation of a streamlined online plan check and permit process.
- Continue efforts for the development of the Genton and Brixton sites, including channel improvements and present Council with development agreements for consideration in 2023.
- Discuss whether to bring back a report explaining the value of memberships with the various regional economic development organizations in early 2023 and before adoption of the Fiscal Year 2023-25 budget.
- Conduct additional meetings with Riverside County to determine feasibility of an EIFD.
- City Council to provide any further discussion and direction on Economic Development related initiatives for 2023.

Project Summary:

Economic Development opportunities in Indian Wells remain strong. In 2020, the City Council formed an Economic Development Division of the City Manager's Office focused on shaping the future of the city through relationship building, research, and advocacy of development. These efforts were categorized into three areas: Monitoring Current and Future Development, the evaluation of an Enhanced Infrastructure Financing District (EIFD), and Business Assistance and Relationship Building.

Project Update:

Monitor Current and Future Development

Recognizing the City of Indian Wells as a mostly built out community, the City Council authorized Staff to engage in activities which focused on ensuring these final opportunities for development were monitored accordingly.

Project Update 2022:

Staff continues to work with both property owners of the Genton Development (formerly the Miles Lodge site) and Brixton properties located at the northwest and northeast corners of Miles Avenue and Highway 111, respectively. Genton purchased the property in 2022 and has indicated they are doing their due diligence on the development of a five-star hotel with wellness center. Genton has indicated they plan to be under construction in 2025. Brixton Development presented their development concept in 2022 to include a hotel on the eastern edge of their property, short-term rental community in the middle section of the property, and retail/dining space on the western portion of their property. Staff continues to work with both Genton and Brixton to advance the channel improvements needed for their projects to move forward and corresponding development agreements for the City Council's consideration in 2023.

In 2022, Sprouts announced it was coming to Indian Wells, filling the vacant Ralphs market. Sprouts recently met with City staff to coordinate tenant improvements of the former Ralph's site, which is to begin in the next several weeks. Sprouts intends to open later in 2023. In 2022, Miramonte also announced it has partnered with Tommy Bahama's to become the first Tommy Bahama's resort in the United States. Improvements are to begin in the next several weeks and be completed in late 2023. Hyatt hotel has also indicated they will be completing a multi-million investment to rooms, restaurants, and overall property space.

Enhanced Infrastructure Financing District (EIFD)

Project Summary:

On September 29, 2014, then California Governor Jerry Brown approved Senate Bill 628 authorizing the legislative body of a city or a county to establish an enhanced infrastructure financing district (EIFD), adopt an infrastructure financing plan, and issue bonds.

EIFDs provide broad authority for local agencies to use tax increment to finance a wide variety of projects, including infrastructure, affordable housing, transit and open space. At the January 29, 2020, Indian Wells Strategic Planning Session, as part of a renewed focus on economic development, Council authorized staff to solicit proposals for the completion of an EIFD feasibility study

Project Update 2022:

Over an eighteen-month period, staff and Kosmont Companies examined the feasibility of an Enhanced Infrastructure Financing District (EIFD), designed to leverage property tax increment from the City with a portion of County of Riverside allocated property tax to encourage

development in Indian Wells. Projects that could be funded included channel lining improvements for future development along the Whitewater Channel; affordable housing opportunities; repairs to the Indian Wells Golf Resort (IWGR); parking improvements; etc.

Kosmont conducted research regarding the identification of potential district boundaries and compiled a funding and financing analysis to show an EIFD is feasible if the County of Riverside is willing to participate. Unfortunately, after numerous meetings with the County of Riverside, they have indicated they are not willing to share their property tax revenue unless the City of Indian Wells was willing to backfill those lost revenues with Indian Wells' transient oriented taxes (TOT). This County proposal does not make economic sense for Indian Wells.

Council leadership has indicated they wish to meet with the County of Riverside to see if there is any flexibility on their part before retiring this goal.

Business Assistance and Relationship Building

Project Summary:

The Economic Development Division is focused on growing and sustaining our local economy. During the economic retraction and downturn caused by COVID, it was imperative that the Indian Wells business community strategize for growth and resiliency. For Indian Wells, this included the evaluation of business assistance opportunities, as well as the understanding that building relationships with other key stakeholders in the Valley was necessary to provide much-needed services.

The city is actively involved with the Greater Coachella Valley Chamber (GCVCC), Visit Greater Palm Springs, the Coachella Valley Economic Partnership (CVEP), and the Indian Wells Chamber to assist in economic development and tourism efforts.

The City Council has indicated an interest to better understand the value of membership and the cost-benefit of the various outside organizations that serve the business community or are advocates for economic development/tourism in Indian Wells, including the Greater Coachella Valley Chamber (GCVCC), Visit Greater Palm Springs, the Coachella Valley Economic Partnership (CVEP), and the Indian Wells Chamber.

Council should discuss if they wish to include this as a goal for 2023.

Project Update 2022:

Economic development opportunities to expand relationships with regional organizations, including our contract partnerships with the Greater Coachella Valley Chamber of Commerce (GCVCC), the Indian Wells Chamber of Commerce, Kosmont Companies and others, allowed for work to continue during COVID and into recovery.

In collaboration with GCVCC, Indian Wells Economic Development Division representatives worked to develop initiatives designed specifically to engage the local business community. These efforts included the implementation of regularly occurring business walks designed to provide in-person visits to businesses to check in on the welfare of each, advise business owners of local resources, and gather insight about issues impacting their businesses. The first of these walks occurred on October 20th, with a follow up on December 6th. Indian Wells businesses have access to Greater Chambers' resources including but not limited to their GCV Educates series focused on how to improve their businesses and/or professional development opportunities. Finally, the Chamber will be assisting the city with the development of our first Relocation Packet and the creation of at least three infographics promoting business in Indian Wells, all designed to bring attention to Indian Wells as a business-friendly community.

The addition of a Farmer's Market at Indian Wells Village for residents helped draw attention to Indian Wells Village Center businesses as efforts continued to market and advocate for a new tenant in the former Ralph's Supermarket. The Farmer's Market saw over 40 vendors and 1,200 visitors weekly from January 7, 2021, until they moved to Southwest Church in Fall 2022.

In addition, Community Development began examining opportunities to streamline the permit submittal process and plans to complete an online submittal process in early 2023. Many other communities offer this program for the business and development community to improve plan check review time and overall customer service. This service will also facilitate a quicker processing of permits by the city.

Indian Wells City Council

February 1, 2023

Subject: Provide Responsive, Innovative, and Efficient Public Safety

Department: City Manager's Office

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Continue monitoring the various public safety initiatives contained in this report and provide regular updates to the Public Safety Committee and the City Council.
- Examine opportunities for the Sheriff Department and Public Works to further address speeding in the community.
- Continue offering various emergency preparedness training for residents sponsored by the City and at participating HOAs.
- Complete the update to the City's Local Hazard Mitigation Plan.
- Discuss any additional goals as presented by the Public Safety Committee.
- City Council to provide any further discussion and direction on other public safety initiatives.

Project Summary:

The City continues to emphasize public safety as a major priority, addressing matters in real time as well as at Coffee with a Cop events, quarterly Public Safety Committee meetings, quarterly updates to the City Council, and during the annual State of the City event. Through contract services with the Riverside County Sheriff's and Fire Departments, the City maintains a safe and low-crime environment for residents and visitors.

Project Update:

2022 saw an ongoing focus on enhanced public safety for the City. Staff continued to frequently redistribute several public safety public service announcements covering various topics such as calling 911, how to subscribe to Nixle alert notifications, and signing up for the Indian Wells Crime Blotter. Thorough updates to City public safety webpages were implemented, an updated

Emergency Operations Plan (EOP) was adopted, and the annual Emergency Preparedness eNewsletter was distributed to residents in September to align with Emergency Preparedness Month.

Sheriff Efforts

Starting the year off, ten (10) Advanced License Plate Reader cameras were installed strategically throughout the City in January to assist officers with the tracking and apprehension of criminals making their way through the community. These cameras connect to the larger Vigilant camera system, allowing officers to follow the path of travel throughout the Valley and improving the chances of an arrest. Local HOAs are also looking or have installed cameras in their communities.

Later that month, the Palm Desert Station Traffic Bureau conducted a speed enforcement operation in the City of Indian Wells. The mission of the operation was to improve the quality of life for the citizens by addressing speeding concerns on Highway 111, Fred Waring Drive, Cook Street, and Fairway Drive. Four motor enforcement deputies were utilized, and thirty-five (35) citations were issued during the operation.

Staff recommends the Sheriff's Department, Public Works, and other City staff work on measures to further reduce speeding in the community (e.g., street redesign, signage, and new portable speed radar signage to be delivered in early 2023).

In February, the Riverside County 2022 Homeless Point-in-Time Count (PIT Count) for the City of Indian Wells reported zero homeless individuals.

Coffee with a Cop returned to its original in-person format at the Indian Wells Golf Resort where it continued to occur the entire year in the Player's Room every other month.

Representatives from the Riverside County Sheriff's Department continue to try to coordinate public safety outreach meetings throughout the community to provide residents with real-time information on policing efforts in the City and answer any questions residents may have about public safety issues.

Both the Indian Wells Public Safety Committee and City Council endorsed Staff's recommendation to continue the utilization of budgeted overtime to increase police presence and patrol to address traffic enforcement, burglary suppression, and other specialized efforts (e.g., speed stings, specialized Race Team, commercial enforcement, etc.).

Council authorized the immediate increase of two additional deputies (12 service hours) to the Sheriff's contract to provide increased evening patrol staffing at a $1 million annualized budget increase. This in addition to an increase in the overtime budget to accommodate a second motor officer to ensure traffic coverage 7 days per week.

March 2022 saw a wide variety of public safety initiatives take effect:

- The Vacation Home Check Program was replaced with two more proactive efforts: The Home Security Rebate Program and Crime Prevention Through Environmental Design (CPTED) Program. From the start of the Program on July 1, 2022 to current, the City has processed 83 applications for a total of $6,592.65 in rebates being issued to Indian Wells residents. In that same time, the Riverside County Sheriff's Department received requests for and completed 10 CPTED Assessments.
- The creation of the #IWFastFact social media campaign which focused on weekly posts addressing public safety issues, efforts, and facts in the community. To date, this campaign has seen some of Indian Wells' highest social media engagement numbers.
- The completion of an Engineering and Traffic Survey for Speed Limits helped address resident concerns of speeding in the City by documenting no data to support an increase in speed limits within the Community.

Riverside County Sheriff and Riverside County Fire/Cal Fire coordinated efforts to ensure both Sheriff and Fire have the necessary keys to access KNOX Box access points throughout the community, ensuring prompt response times even in gated areas.

The Sheriff's Department also took a more supporting role with Code Enforcement during the evening hours and on weekends. Deputies monitor for Short Term Rental violations, as well as several other code issues such as Recreational Vehicle storage, noise complaints, etc.

A Public Safety Mailer was sent to Indian Wells residents in April, and eBlasts with public safety public service announcement information were distributed regularly throughout the year.

For the first time in over five (5) years, the Riverside County Sheriff's Department received a Selective Traffic Enforcement Program (STEP) grant from the California Office of Traffic Safety. The $71,000 grant will be used through September 2023 to provide Indian Wells specific DUI enforcement. A DUI Checkpoint is scheduled for Friday, January 27th.

The City has taken further action to be proactive in preventing criminal behavior through targeted enforcement and high-visibility patrols, as well as community involvement and education. The City allocated budgeted overtime funding to expand traffic enforcement throughout the City and several overtime opportunities were authorized for targeted burglary suppression efforts throughout the year.

2023 Activities:

As we have already entered the current year, many projects and programs have continued. On Thursday, January 19th, 2023, the Valley Motor Enforcement Team consisting of the Indian Wells motor deputy and four (4) other motor officers conducted speed enforcement throughout the city of Indian Wells. Forty-eight (48) citations were issued during the operation. The 2023 Homeless Point-in-Time Count (PIT Count) took place on January 25. Staff is waiting for the official

count results to be released. Coffee with a Cop continues to take place every other month in-person at the Indian Wells Golf Resort.

For the first time in over five (5) years, the Riverside County Sheriff's Department received a Selective Traffic Enforcement Program (STEP) grant from the California Office of Traffic Safety. The $71,000 grant will be used through September 2023 to provide Indian Wells specific DUI enforcement. A DUI Checkpoint is scheduled for Friday, January 27th.

Fire Efforts

Numerous updates were completed in 2022 for Fire as well, including:

- Updated and upgraded all apparatus bay door safety equipment.
- Implemented a new supply purchase program whereby the Firefighters can purchase needed equipment through the city's discount program with Lowes.
- Renewed the Lease Agreement with City of Palm Desert allowing them to utilize one paramedic apparatus bay and house Palm Desert's two (2) person paramedic unit at Station 55 and recouping thirty percent (30%) of all costs associated with repairs/ ongoing maintenance
- Updated MSA 6000+ thermal imaging camera (TIC). A TIC is a type of thermographic camera which renders infrared radiation as visible light, allowing firefighters to see areas of heat through smoke, darkness, or heat-permeable barriers. The camera will become part of the county cost allocation process and the department will be responsible for the repairs and replacement with a new TIC once this current camera reaches its end of life.
- Deployed SEEK cameras (smaller, personal TICs) to each seat on Indian Wells fire equipment and ambulance. The other cove communities, as well as the majority of CalFIRE's other city partners, have purchased personal thermal imaging cameras for our firefighters that can be attached to their self-contained breathing apparatus for quick deployment.

Emergency Services Efforts

The City hosted our first CERT Class since COVID began. Scheduled for February 25 – 27, this free, in-person training, hosted by the city's Emergency Services Coordinator and Riverside County Emergency Services Division, provided twenty-six (26) Indian Wells residents with emergency preparedness skills.

The City's Emergency Services Coordinator also began reaching out to HOAs to set up free 12 Steps of Emergency Preparedness training for residents. In April, Toscana Country Club welcomed 45 residents who received shelter in place information along with a variety of other preparedness tips.

Staff participated in several emergency preparedness activities, including:

- CPR/First Aid/AED Training (April and November)
- EOC Section Specific Training (April)
- Coordination of a free Shot Clinic/ Safety Expo with Riverside County Animal Services, Riverside County Sheriff, CalFIRE, Riverside County Emergency Management Division, local utility companies, and other local emergency preparedness vendors (April)
- EOC Position Specific Training (August)
- EOC Soft Opening Sessions (September)
- Great Shakeout Training followed by a soft EOC Opening/activation drill (October) which resulted in the aggregation of a list of procurement items to ensure continuity of government in the event of a true EOC activation.
- Sheltering and Shelter Supervisor Certification training through the American Red Cross (October)

Staff has coordinated with the American Red Cross to reassess existing Facility Use Agreements for potential sheltering needs and are in the process of developing a sheltering protocol to add to the existing Emergency Operations Plan.

Staff is currently working with the Riverside County Emergency Management Department to update the existing Local Hazard Mitigation Plan (LHMP). The LHMP has already gone through two (2) stakeholder study sessions and two (2) eBlast requests to residents for public comment. The final version will go before Council for adoption in early 2023.

Recently, Public Safety Committee Members Greg Sanders and Bruce Whitman requested the Public Safety Committee have initial discussions on the current Sheriff's Department deployment model and a review of the various State mandated fire inspections conducted by CalFire. The Public Safety Committee is meeting to discuss these two items on January 31, 2023, and may wish to incorporate their findings into goals for 2023.

Indian Wells City Council

February 1, 2023

Subject: Identify Potential Park Sites

Department: City Manager's Office

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on the following goals for 2023 to include:

- Consensus to have the park designer incorporate some or all of the resident comments from the Passive Park Study Session into a final design, including the possible partnership with the Indian Wells Historic Preservation Foundation.
    - Discuss and provide direction on an additional community meeting to provide any final input into the passive park design.
- Research possible partnership with Southwest Church and Desert Recreation District for the development of park amenities on the Southwest Church campus that includes park amenities of interest to Indian Wells (e.g., Pickleball, Dog Park, and any other amenities).
- City Council to provide any further discussion and direction on the Passive Park or other related park opportunities for 2023.

Project Summary:

The City Council has instructed staff to continue to explore new recreational or park sites in the community. Staff has continued to engage resident input and provide community meetings to examine how to continue to move forward on the current passive park location at the northwest corner of Eldorado and Fairway as well as to find other potential locations, to include other types of amenities with potential partnership opportunities with Desert Recreation District (DRD).

Project Update:

At the November 7, 2022, Planning Commission Study Session on the Passive Park, the City's residents and stakeholders were able to provide valuable input on the three designs that were submitted for consideration (Attached) and what amenities should be included with the proposed park. Most of the comments requested the park be landscaped only, no benches or parking, security lighting, hedges along the wall to deter people from jumping into backyards, no

tall trees or shrubs that block the views of the mountains or shade solar panels, and potential partnership with the Indian Wells Historical Preservation Foundation on a park name and a small monument celebrating architect William Cody. In addition, safe pedestrian access to the park was also discussed. Based on community input from the November Study Session with the Planning Commission, Design #3 seemed to have the most support from residents. (Designs #1, #2, and #3 are attached) To continue the momentum of the project, staff is seeking Council's direction to have the park designed incorporate some or all of the community's comments and conduct an additional community meeting, perhaps a joint City Council-Planning Commission meeting to seek any remaining input before authorizing Desert Recreation District to finalize design and develop the passive park site.

In late 2022, Southwest Church approached the City about a potential partnership with them and Desert Recreation District to develop a gymnasium with general park space and recreational uses on their property. They are interested in developing sports fields, with an indoor playground, and gymnastics complex. Over the last few years, residents have expressed interest in more walking trails, community dog park, and pickleball courts developed in the City. The City is excited about the partnership opportunity to provide these types of amenities at the site for residents.

ATTACHMENTS:

-Passive Park Conceptual Designs #1, #2, and #3

INDIAN WELLS PARK
CONCEPT 1



HERMANN DESIGN GROUP

01/24/23

INDIAN WELLS PARK
CONCEPT 2



HERMANN DESIGN GROUP

01/24/23

INDIAN WELLS PARK
CONCEPT 3



HERMANN DESIGN GROUP

01/24/23

Indian Wells City Council

February 1, 2023

Subject: New Initiatives for 2023

Department: City Manager's Office

City Council Policy Discussion and Direction:

Staff recommends the City Council discuss and provide direction on adding additional goals from the list of initiatives presented below or any additional initiatives that have not been previously discussed.

Project Summary:

Over the past several months, Councilmembers have expressed interest in considering various projects and programs and have deferred them for discussion at the City's Strategic Planning Session. Some of these items are referenced in updates to the current City Council Goals for 2023, while others are listed below for discussion and direction before being added to the 2023 Goals.

Projects for Consideration:

- **Update Communications Plan**

The residents of Indian Wells are very active and interested in the happenings of their community. Annually, the City communicates with the community through email blasts, newsletters, social media postings, specialized mailings, city website, and cable access. Council has expressed an interest to update the City's Communication Policy (last updated in 2018) and expand communication programs.

Proposed Activities for 2023

If approved, staff proposes a comprehensive update to the City's communications plan to proactively ensure that all City stakeholders (e.g., residents, businesses, Golf Resort, HOAs, etc.) are receiving comprehensive information in a timely manner. The plan would also evaluate the City's current practices for communicating with the community and seek recommendations to

improve communication with all stakeholders. Plan would also be used for communication with the media and cover components of the City's emergency communications during a disaster.

- **Expand Partnership with the Indian Wells Preservation Foundation**

For the last several months, the Indian Wells Historic Preservation Foundation (IWHPF) has been cataloging all items in their possession that documents the history of Indian Wells. The City and IWHPF have agreed to have all items become the possession of the City with the IWHPF as the caretakers of this information. The City will begin storing these materials at a local storage center until City staff and Foundation members can complete the inventory of all documents.

The relationship between the City and IWHPF has never been better. The City is looking to further expand its relationship with the IWHPF in 2023 to help educate the community on the history of Indian Wells and support the IWHPF's efforts to become more involved with its community.

Proposed Activities for 2023

The IWHPF is seeking the City's support to modernize their organization with a revised website. In addition, IWHP wishes to assist the City on other projects of mutual interest in the coming year, including a history of the Indian Wells Golf Resort exhibit at the golf resort and possible assistance with the passive park or other projects in the community. IWHPF is likely to seek the City's assistance to expand their projects and programs.

- **Review of City Administrative Processes and Municipal Code Update**

The City routinely reviews its administrative processes and recommends Municipal Code updates. Regular review and updates are important part of policies and procedure best practice. Based on comments from Council Members, community, and other stakeholders, staff is recommending a discussion on the following activities for 2023:

- With the completion of the General Plan in 2023, a zoning code update is prudent. This will reflect changes in the General Plan and new State laws affecting Indian Wells.

- The Council Members expressed the need to review the administration of the various Council appointed resident committees. Topics include a review of appointed individual duties, selection of a Chair and Vice Chair, selection process, and terms of office.

- Council Member Whitman indicated his desire to have a discussion on Measure J-City Council Term Limit Measure that was adopted by voters in March 2020. In July 2020, the legality of the retroactivity portion of Measure J was challenged by a Council candidate and former Council Member. Riverside County Superior Court ruled in August 2020 that the retroactivity

of Measure J was unlawful. Council Member Whitman has requested discussions relating to the options available to the City to reinstitute the retroactivity portion of Measure J.

Proposed Activities for 2023

If approved, staff recommends the following, unless directed otherwise by the Council:

- Update to the City's zoning code upon completion of the City's General Plan update.
- Establish a Two Council Ad-hoc Review Committee to assist in the review of the Commission and Committee process.
- Discuss Measure J and provide the City Attorney or staff direction on the matter.

As the City Council finalizes the list of 2023 City Council Goals, this is the appropriate time to add any additional initiatives not previously discussed.