

**PART II**  
**CITY MANAGER PERFORMANCE EVALUATION GOALS**  
**2017**

**The City Manager's Performance Measurements, as adopted by the City Council, are listed here. Following each Goal Statement is a set of specific related objectives. Also provided are comments from the City Manager regarding her assessment of her accomplishment of each of these. Councilmembers are asked to individually rate the City Manager's accomplishment of the stated goal and objectives and add any related comments thereto.**

**Financial Performance Goals**

1. Develop a policy for General Fund reserve levels. \*
2. Incorporate the Strategic / General Plan objectives and goals into the 2017/18 Capital Improvement Plan budget.
3. Develop a schedule for public safety equipment refurbishment / replacement.
4. Develop for Council consideration a program for cost recovery of EMS services provided to transport patients, similar to that of neighboring cities.\*
5. Review/revise purchasing ordinances and policies to improve efficiency and accountability, with authorization levels reflecting best practices for municipal governments.

\* Urgent



## **Economic Development Goals**

1. Update the 2012 Economic Development Strategic Plan for the City of Palm Desert, including an assessment of, and strategies for, the future viability of high-end retail development on El Paseo. ✖
2. Identify and assess key (target) underperforming sites for investment/development opportunity, whether retail, hospitality, or commercial.
3. Identify "Top 5" retail business categories to pursue by using a gap analysis; identify specific retail targets within each category. ✖
4. Develop potential incentive programs for underperforming areas of the city:
  - a. San Pablo Avenue and Highway 111 General Plan Nodes
  - b. Top 5 retail targets
  - c. Hotels
  - d. Redevelopment of vacant, blighted, and underperforming properties.
5. Assess strategy for resuming business retention services. ✖

✖ Urgent



## **Tourism and Marketing Goals**

1. Leverage Hotel Co-op Program funding to incentivize and maximize group business travel focusing on low demand periods for first-time events that have a reasonable likelihood of repeating.
2. Enhance use of social media and technology in marketing and public outreach, including introduction of a smartphone friendly e-newsletter, a public art app, and a responsive website to augment the printed Palm Desert Visitor Guide. \*
3. Examine new ways to leverage Community Partner Co-op program to better promote Palm Desert as a tourism destination.

\* Urgent



## **Land Use, Housing & Open Space Goals**

1. Develop cannabis regulations for implementation in concert with new State law and permitting schema (Prop 64). ✕
2. Study and revise, as necessary, short-term rental regulations to protect both residential neighborhoods and rights of property owners. ✕
3. Develop strategy and tools for dealing with private golf course financial failures and closures.
4. Explore mechanisms that would assist funding for housing for low-income residents.

✕ Urgent



## **Education Goals**

1. Create a community-based education coalition in which education-related organizations convene to focus their joint efforts on improving measures of student success. Involve K-12, vocational, and higher education organizations. \*


## **Transportation Goals**

1. Complete design of, and schedule for, San Pablo Avenue street improvements. Solicit and consider input from area business owners as part of the process.
2. Work cooperatively with CVAG to complete feasibility studies and, if appropriate, initial planning and design for CV Link within Palm Desert city limits.

## **Infrastructure Goals**

1. Select and retain a consultant and prepare a master plan for undergrounding of distribution utility lines in Palm Desert.
2. Identify and make recommendation on alternative approaches to rehabilitating existing parking or developing new parking structure at the Presidents' Plaza Parking Lot.
3. Assess cost and time impact on Alessandro West project if the scope is increased to include utility undergrounding. Present findings to City Council for direction.
4. Investigate potential renovations of the Parkview Building and its position in the marketplace.

## **Service Related Goals**

1. Enable the use of credit cards for customers conducting business with the City. ✕
  2. Evaluate fiscal impact and delivery of Fire Department services if a fourth fire station were to be constructed now, rather than when demand is fully warranted by development.
  3. Identify and evaluate opportunities to leverage Childcare Facility Impact Mitigation Fee Funds for provision of additional childcare services in partnership with a qualified provider.
  4. Assess effectiveness of Police Department community engagement programs: Neighborhood Watch; Family Safety Fair; Crime Free Multi-Housing; BANS (Business Alert Network System / Nextdoor); School Resource Officers; and Coffee with a Cop. Enhance community policing through revitalizing, replacing, and/or expanding upon these community engagement programs.
  5. Monitor, control, and process financial transactions, and produce complete financial records and subsequent annual reports with minimal audit comments.
  6. Maintain all City-owned facilities, landscaping, parks, and infrastructure in exemplary condition.
  7. Provide prompt, professional code compliance services to maintain the quality of Palm Desert residential neighborhoods and business districts.
  8. Provide excellent support to advisory committees and commissions by dispensing professional advice in technical areas and in the Ralph M. Brown Act, Public Records Act, and Political Reform Act.
  9. Provide excellent customer service at the City Hall reception counters for both telephone and in-person callers, and direct both to their destinations efficiently and accurately.
  10. Respond to routine Public Records Requests in three business days or less.
  11. Produce action notices from public meetings within five business days of the meeting date and draft minutes of public meetings within one week of the meeting date.
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12. Issue action notices from public meetings within five business days of meetings.
13. Maintain 15 business day turnaround for plans when initially submitted for permitting.
14. Maintain next-day response to requests for inspection.
15. Develop and begin implementation of electronic plan checking for customers who prefer electronic submittals. \*

\* Urgent



## **Ensure Innovation and Best Practices Goals**

1. Fully implement One Solution software system, including Trak-It in the Development Services departments.
2. Accelerate scanning and archiving of departmental records as part of a multi-year goal for improving efficiency, information retrieval, and transparency.
3. Complete IT Master Plan and begin implementation of highest priority recommendations. ✖
4. Develop a comprehensive storm water quality management program to provide developers with predictable time and cost impact information. ✖
5. Consolidate and enhance inventory systems for facilities equipment, capital replacement items, landscaping, and paving.

✖ Urgent



## **Succession Planning and Organizational Development Goals**

1. Develop a strategy for future hiring and internal advancement, commencing with performing a comprehensive study of classifications, salary, and benefits relative to existing compensation levels in other governmental employers. \*
2. Expand internship program to college-level students.
3. Plan for additional staff development including cross-departmental growth of technical staff and mid-level managers.
4. Review and, as appropriate, recommend organizational restructuring as necessary to achieve:
  - a) Improved reporting relationships and span of control, utilizing existing positions more effectively;
  - b) Allocate staffing resources in support of Council-directed goals and operational needs;
  - c) Improve service delivery in priority areas by streamlining operations and reconfiguring the reporting structure of divisions/functions when beneficial.
5. Better integrate Police and Fire personnel into City staff, encouraging participation in both formal and informal occasions to solidify teamwork, allegiance, dedication, and sense of community.

\* Urgent



### **Special Event Attraction and Development Goals**

1. Evaluate and quantify current investment in, and returns on, special events.
2. Develop and implement a system to measure the success of special events, and to prioritize events in which to invest.
3. Plan a special demonstration project modeling changes designed to revitalize El Paseo.

## **Redevelopment Agency Dissolution Goals**

1. Complete refinancing of bond issues.
2. Complete disposition of parcel at Washington and Avenue of the States, 128-acre parcel on Shepard Lane, and 8.4-acre parcel on Country Club Drive.
3. Develop a strategy for and commence disposition of 170-acre parcel.
4. Identify backup disposition strategy for Desert Willow parcels in the event that Quiksilver plan does not proceed.
5. Issue Request for Proposals for disposition the four remaining residential parcels at San Antonio and San Clemente Circles.