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NEWS FROM CITY HALL

A SPECIAL SUPPLEMENT SPONSORED BY THE CITY OF PALM SPRINGS

SPRING 2010

April 1 is Census Day!

BE COUNTED WHERE IT COUNTS!

Palm Springs residents began receiving the 2010 Census in their mailboxes in mid-March. This year's Census form is one of the shortest in history and should take about 10 minutes to fill out and then mail it back in the postage-paid envelope. This easy-to-fill-out form has just 10 questions, such as, name, sex, age, date of birth, race and whether you own or rent your residence. You'll be filling in the form to account for everyone living at your address as of April 1, 2010.

The Census aims to count all U.S. residents—citizens and non-citizens alike. Millions of dollars are at stake for our community. It is estimated that every person counted represents \$2,000 in federal dollars per year. This is money that is allocated for things like hospitals, schools, transportation and emergency services.

If Palm Springs is to receive all the funding it is entitled to, there must be an accurate count of the City's population. To achieve this, every household needs to complete and return the Census form.

The information you provide on the Census questionnaire is used to produce statistics and by law, the Census Bureau cannot share respondents' answers with anyone, — not the IRS, not the FBI, not the CIA — not with any other government agency including immigration and law enforcement. The Census does not ask about the legal status of respondents or for their Social Security numbers.

For more information about the 2010 Census, visit the City's Web site at www.palmspringsca.gov and click on Residents — or visit www.2010.census.gov.

Federal Stimulus Dollars Pave the Way for New I-10 Gene Autry Interchange Improvements!

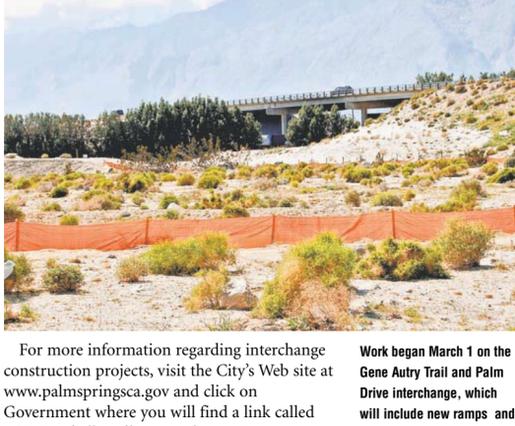
Federal stimulus dollars are paving the way for commuters in Palm Springs and the entire Coachella Valley!

On March 1, initial work began on the much-anticipated widening of the Gene Autry Trail and Palm Drive interchange, which will include a new six-lane overcrossing, new ramps, and a widening of the bridge over the railroad.

Construction on a new six-lane overcrossing for Indian Canyon Drive is expected to get under way later this year.

In addition, interchange improvements are slated for Bob Hope Drive at Ramon Road in Rancho Mirage, Date Palm Drive in Cathedral City, Monterey Avenue in Palm Desert and Jefferson Street in Indio.

"These interchange improvement projects are important to Palm Springs and the entire Coachella Valley," said City Manager David Ready. "I want to commend the City of Palm Springs Public Works Department, CVAG, and RCTC for ensuring that \$11 million in excess stimulus funds were put towards improving these much traveled freeway interchanges."



For more information regarding interchange construction projects, visit the City's Web site at www.palmspringsca.gov and click on Government where you will find a link called I-10 Coachella Valley Interchange Projects — or call the projects hotline at (888) 863-1757.

Work began March 1 on the Gene Autry Trail and Palm Drive interchange, which will include new ramps and a widening of the bridge over the railroad.

Sign Up for Nixle Alerts — and Stay Informed!

In an effort to deliver important and timely information to residents and visitors regarding a host of issues from road closures to public safety — the Palm Springs Police Department recently launched an easy to access new community information service called Nixle.

Nixle, which is offered at no cost to the user, was designed to exclusively provide secure and reliable alerts to residents and visitors in real time while delivering the information to geographically targeted subscribers over their cellular phone via text message, through e-mails, and through Web access.



"The Palm Springs Police Department is excited to offer this cutting-edge communication tool to our residents and visitors," said Police Chief David Dominguez. "This service has proven useful to our local subscribers and we encourage everyone to take advantage of this program."

Dominguez added that it is important for residents and visitors to be able to rapidly disseminate information when it comes to road closures or a public safety emergency.

To stay informed, sign up for free Nixle alerts now by visiting the Palm Springs Police Department's Web site at www.pspd.com and click on the Nixle link.



PALM SPRINGS, YOUR SUSTAINABLE CITY

Arbor Day Tree Planting Celebration March 25 at Raymond Cree Middle School

The City of Palm Springs Office of Sustainability will celebrate Arbor Day on Thursday, March 25 with a special tree planting and proclamation ceremony at Raymond Cree Middle School.

The ceremony, hosted by Mayor Steve Pougnet, will kick off at 8:30 a.m. at the school located at 1011 Vista Chino.

The students will plant a pomegranate tree and Abigail Strader from the California Department of Forestry will talk to students about the history of Arbor Day and our forests. In addition, there will be student presentations, the winner of the school's Arbor Day poster contest will be announced — and over 150 small sapling trees will be given out to students to plant at home.



The Office of Sustainability has partnered with Raymond Cree Middle School in educating students about sustainability and the environment and recently assisted in the creation of a composting site on campus which is now adding edible trees.

"The goal of this Arbor Day celebration is to teach students to value trees while instilling in them a general awareness about the importance of sustainability and taking care of our environment," according to Michele Mician, the City's sustainability manager. "We want students to understand that we can all play a vital role when it comes to protecting Mother Nature."

For more information, visit www.yoursustainablecity.com

City of Palm Springs Introduces New Sustainability Helpline!

Residents looking for information about green living and upcoming sustainability events in the City of Palm Springs can now access a new Sustainability Helpline!

The easy to remember helpline number is (760) 778-UGREEN.

"This is a great way for residents to get information about upcoming events through the Office of Sustainability," said the City's Sustainability Manager Michele Mician.

"Information regarding a host of sustainability programs, partnerships, and rebates for residents will be available through this special helpline."

In addition, residents can leave a message on the helpline and the Office of Sustainability will get back to them with an answer to their question, Mician said.

For more information about programs through the Office of Sustainability and upcoming events, residents can also visit yoursustainablecity.com.

Office of Sustainability Partners with Habitat for Humanity on New Home Repair Program

In an effort to fix up and repair the residences of low-income Palm Springs homeowners while at the same time making them clean and green, the City of Palm Springs Office of Sustainability recently partnered with Habitat for Humanity on a new home repair program dubbed "A Brush with Kindness."

Members of the Palm Springs Sustainability Commission, along with volunteers from Habitat, Palm Springs police, and KPSP Local2 News, recently completed repair and landscaping upgrades on a home located on Deborah Road in the City's Racquet Club Estates neighborhood.

The goal of the program is to serve low-income homeowners who struggle to maintain the exterior of their residences by providing painting, landscaping, weatherization and other minor exterior repair services. The upgrades feature sustainable water efficient desert landscaping that will serve as a community demonstration project. All work is done by volunteers who use donated materials whenever possible.

To participate in the program, homeowners must meet selection qualifications by demonstrating need and a willingness to partner as well as the ability to re-pay a no interest loan. Payments made by the partner family are placed in a revolving fund to help the program serve others in need.

For more information about the program or to sign up, visit the City's Web page at yoursustainablecity.com — or call the Sustainability Helpline at (760) 778-UGREEN.



Palm Springs police volunteers offer "A Brush with Kindness"

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For more information about the program or to sign up, visit the City's Web page at yoursustainablecity.com — or call the Sustainability Helpline at (760) 778-UGREEN.

"Earth Through A Lens" Photo Exhibit Slated for April 1-22

In celebration of the 40th anniversary of Earth Day, the Palm Springs Sustainability Commission will host a first of its kind photography exhibit April 1-22 in downtown Palm Springs called "Earth Through a Lens."

The show, featuring photographs that highlight a sustainable planet, will be displayed in the windows of 20 storefronts along Palm Canyon Drive.

An awards ceremony is slated for 6 p.m. April 22 at the Hyatt Regency, 285 N. Palm Canyon Drive. The top three winners will receive prizes of \$1,500, \$1,000 and \$500 and will have their work displayed in prestigious "Palm Springs Life" magazine.

Categories included the natural environment — water, desert and mountains as well as the adverse effect of human activity on the environment, and restoration of environmental damage.

For more information about a map of exhibit locations, visit www.earththroughalensPS.com or call the Office of Sustainability at (760) 323-8214.

Bureau of Tourism Launches Aggressive New Spring Marketing Campaign

In a continuing effort to market Palm Springs as the ultimate Southern California tourist destination, the Palm Springs Bureau of Tourism has launched an aggressive spring marketing campaign targeting visitors from Los Angeles, Orange and San Diego counties to visit Palm Springs over the next four to six weeks.

The campaign includes a marketing mix of advertising, social media, text messaging, e-mail marketing, public relations, and special events. A website, comeplayinpalm Springs.com, will be the main call to action in creating additional awareness of the beautiful "Fun in the Sun" weather and affordability that Palm Springs offers.

Palm Springs lodging properties are offering mid-week specials such as "Two Nights for under \$100.00", and the website arranges the lodging offers in price categories.

Multiple events will be held in selected cities to drive potential visitors to Palm Springs and destination advertising will also take place in print and online media outlets on a regional and national level in lifestyle and family publications. Online ads will also appear on high-traffic travel websites such as Lonely Planet, Trip Advisor, Expedia, Orbitz, and Travelocity.



Direct Daily Flights to Palm Springs, California. Click Here for Special Deals!

In addition to targeting families and couples for their spring getaways, "street teams" will be canvassing college campuses to distribute beach balls (for the pool, or course) that say "Follow Me to Palm Springs", and promoting a safe and affordable spring break getaway. UC and CSU campuses in the LA and San Diego area will be visited, as well as U of A, ASU, and UNLV.

Due to the success of last year's text messaging campaign, the Bureau of Tourism will once again send out two text messages targeting 50,000 people each time to put Palm Springs top of mind for Spring Break plans. In addition, a dedicated website, palm Springsbreak.com, has been created listing lodging specials as well.

In an effort to spotlight Palm Springs' new and renovated hotels and convention center, 10 participating group hotels partnered with the Convention Center, the CVA, the Bureau of Tourism and the City of Palm Springs to create a new marketing campaign, "Better, Bolder, Beautiful".

This campaign focuses on group meeting planners across the country and highlights the \$180 million dollar investment into new and renovated lodging properties, with 300,000 square feet of meeting and convention space available. Meeting planners can find information on the Convention Center's website at www.VisitPalmSpringsCC.com.

Free Electronic Waste Shredding for Residents Saturday, April 17

As Palm Springs continues on its path to becoming a more sustainable community, residents who are looking to clear their household clutter can drop it off at a free electronic waste and document shredding event Saturday, April 17.

The event will be held from 7:30 a.m. to 1 p.m. in the parking lot at Lowe's Home Improvement Center, 5201 E. Ramon Road.

Items accepted will include legal documents, medical and tax records, receipts and invoices, bank statements and credit card information as well as computer monitors, keyboards, printers, cell phones, microwaves, televisions and fax machines. Items that will NOT be accepted include tires, appliances, trash, and air conditioning or heating units. You must show proof of residency.

Businesses with more than one small pick-up truck load of electronic equipment must call the City of Palm Springs at (760) 323-8263 to schedule a separate pick-up at their place of business. Multiple trips for businesses will NOT be accepted.

For more information about sustainability events in Palm Springs, visit yoursustainablecity.com or call the City's new Sustainability Helpline at (760) 778-UGREEN for a list of upcoming events.

EMPLOYEE SPOTLIGHT

Community Redevelopment Agency Honored with "Award of Excellence"

For their tremendous efforts in the successful transformation of a landfill site at Gene Autry and Ramon Road into what is now the 400,000 square foot Springs Shopping Center, the City of Palm Springs Community Redevelopment Agency was honored with the prestigious "Award of Excellence" March 10 at the CRA Annual Conference in Pasadena.

The Agency entered into an agreement with the Charles Company of Los Angeles in February, 2002 to build the 38-acre shopping center — which is now home to a host of popular retailers and eateries



Front row: Diana Shay, Paula Sweat, Marina Karas, Cathy Van Horn, Jennifer Henning. Back row: Assistant City Manager Tom Wilson, City Manager David Ready, Dale Cook

that include Home Depot, Bed, Bath & Beyond, Marshalls, Panera Bread, Rubio's and Panda Express.

The project was no easy task due to the fact that contractors had to dig 50 feet deep and excavate the property in order to remove debris. The site was originally a sewage treatment plant and later a community landfill until its closure in the early 1960s.

"I want to commend our City's Community Redevelopment Agency staff for their hard work and persistence in making the Springs Shopping Center a reality," City Manager David Ready said. "These kinds of transformative redevelopment projects are important for the entire community."

El Mirador

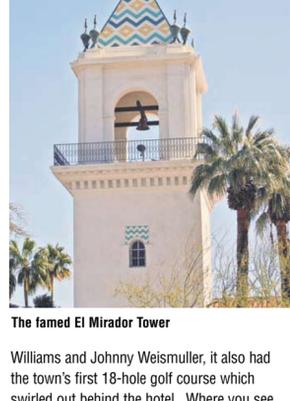
BY ROXANN PLOSS

Palm Springs is home to 25 organized neighborhoods through the City's Office of Neighborhood Involvement — and one of the most well known is the El Mirador Neighborhood.

The neighborhood was originally referred to by P.T. Stevens, the builder of the famed El Mirador Hotel and developer of this tract of land as the Bel Desierto Neighborhood. The curious combination of Italian and Spanish did not sit too well with some members of the association so we went through a name change, identifying ourselves by the outstanding topographical landmark of the area: The El Mirador (meaning "watch tower") bell tower.

The Stevens tract was designed to attract middle and upper-middle class working folks from the medical, educational and government sectors of the business community. Abutting estate-sized homes (in our Southern section) made for a very eclectic and interesting neighborhood. It remains that to this day.

El Mirador, one of the two major hotels of the early Palm Springs days, catered to the nouveau riche-Hollywood crowd. With its Olympic-sized pool drawing the likes of Esther



The famed El Mirador Tower

Williams and Johnny Weismuller, it also had the town's first 18-hole golf course which swirled out behind the hotel. Where you see newer homes sitting next to considerably older homes on Mel Avenue and El Mirador, it's a good bet that the older one sat right off a hole of the course. The second house northeast of Miraleste on El Mirador, for instance, belonged to vaudevillian and early movie star Eddie Cantor, who was frequently seen walking across the course to the hotel for his evening cocktail.

About the middle of the same side of the

street, Truman Capote rented a home where he worked on his last book, the roman a clef which got him into such scandalous trouble with his jet-setting crowd, many of whom refused to speak to him again before he died.

Speaking of El Mirador Hotel, the pink house on the corner of Miraleste and Tachevah was once owned by the silent-movie star (later the star of TV's "My Little Margie") Charlie Farrell, largely responsible for the popularity of Palm Springs with the movie crowd. He and actor Ralph Bellamy, having overstayed their welcome on El Mirador tennis courts, decided to create a place for themselves and their buddies: The Racquet Club. The rest is, as they say, "show biz" history.

And on the corner of Miraleste and Mel is a large home on a double lot, once owned by European heartthrob Francis Lederer and his beautiful wife Marion.

On the other side of Miraleste, in a one-gated cul-de-sac, The Palms, were the homes of two Warner SISTERS. Who knew that there were anything but brothers in that family???

And now we have celebrity/society band-leader, former saxophonist with Sly and the Family Stone, Pat Rizzo, who has lived quietly on Vaquero for a couple of decades.

COMMUNITY INFORMATION

- Palm Springs City Hall**
3200 E. Tahquitz Canyon Way
(760) 323-8201
- Office of the City Clerk**
(760) 323-8204
- Office of the City Manager**
(760) 323-8362
- Office of the Mayor and City Council**
(760) 323-8200
- Office of Neighborhood Involvement**
(760) 323-8255
- Office of Sustainability**
(760) 323-8214
- Public Information**
(760) 323-8250
- Public Works and Engineering**
(760) 323-8253
- Palm Springs Aerial Tramway**
One Tramway Road
(760) 325-1391
- Palm Springs Air Museum**
745 N. Gene Autry Trail
(760) 778-6262
- Palm Springs Animal Control**
4810 E. Camino Parocela
(760) 323-8151
- Palm Springs Art Museum**
101 Museum Drive
(760) 322-4800
- Palm Springs Bureau of Tourism**
777 N. Palm Canyon Drive
(760) 778-8415
- Palm Springs Chamber of Commerce**
190 W. Amado Road
(760) 325-1577
- Palm Springs Convention Center**
277 N. Avenida Caballeros
(760) 325-6611
- Palm Springs Fire Department**
300 N. El Cielo Road
(760) 323-8181
- Code Compliance Hotline (760) 778-8434**
- Graffiti Hotline (760) 778-8469**
- Park Maintenance Hotline (760) 567-1034**
- Sustainability Helpline (760) 778-UGREEN**
- Vacation & Event House Hotline (760) 833-7988**

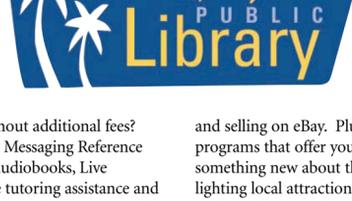
- Palm Springs Historical Society**
221 S. Palm Canyon Drive
(760) 323-8297
- Palm Springs International Airport**
3400 E. Tahquitz Canyon Way
(760) 318-3800
- Palm Springs Parks and Recreation**
401 S. Pavilion Way
(760) 323-8272
- James O. Jessie Desert Highland Unity Center**
480 Tramview Road
(760) 323-8271
- Palm Springs Police Department**
200 S. Civic Drive
(760) 323-8116
- Palm Springs Public Library**
300 S. Sunrise Way
(760) 322-7323
- Palm Springs Visitors Center**
2901 N. Palm Canyon Drive
(760) 778-8418
- Palm Springs Unified School District**
980 E. Tahquitz Canyon Way
(760) 416-6000
- Desert Regional Medical Center**
1150 N. Indian Canyon Drive
(760) 323-6511
- Desert Water Agency**
1200 Gene Autry Trail South
(760) 778-6262
- Main Street Palm Springs**
P.O. Box 2470
(760) 333-6820
- Mizzell Senior Center**
480 S. Sunrise Way
(760) 323-5689
- Roy's Desert Resource Center**
19531 McLane St. (760) 676-5200
- Tahquitz Golf Club Resort**
1885 Creek Club Drive
(760) 328-1956

The Library Provides Much More Than Books!

The Palm Springs Public Library provides residents with access to the latest best sellers, board books for children, popular suspense novels, resources for gardening, living green, cooking, and books on any topic from Anthropology to Zoology.

Along with books, the Library has other materials such as books and music on CD for your listening enjoyment and an extensive DVD collection of the latest films and self-help resources. But do you know that beyond books and materials, the Palm Springs Public Library offers an array of services for both residents and visitors; and most without additional fees.

Everything from Instant Messaging Reference assistance, downloadable audiobooks, Live Homework Help real-time tutoring assistance and interlibrary loans, as well as wireless Internet, public computers and life-long learning programs for adults and youth. Extensive reference assistance, Video Conferencing services, Passport Processing, Optional requests and room rentals are also all available for a nominal fee.



Palm Springs Parks and Recreation In full swing this spring — with a host of fun and unique classes and programs created just for you!

Interested in taking a new class? Parks and Recreation is currently offering a number of new programs from "A" (Aikido) with Sensei Ron West to "Z" (Zumba) with Dr. Lorrie Lauer. Come learn Chess from Juan Luaces - a nationally published Chess master — or come meet Yoga instructor Mariana Dusipua who makes Yoga fun and enjoyable. With about Pilates with Susan Nelson? She's an excellent instructor! Care to improve your running game and maybe even run a 5K, 10K or how about a marathon? Come meet Coach Vic Gainer, who will get you on the

road to improving! How about trying your swimming abilities? Instructor Ann-Britt Holm has a program just for you! And don't forget our popular Ballroom Dancing every Wednesday evenings at the Palm Springs Pavilion through April! For parents and children, Parks and Recreation also has a great after school program. Come check out our "For Kids Only" program. Our staff is top-notch! For information on any of these programs, call the Recreation Division at (760) 323-8272 or visit palmspringsca.gov and click on Departments and then Parks and Recreation.



Need a book but our library does not have it in our collection, no problem. Our interlibrary loan program allows us to search other libraries throughout the United States and beyond to find that title for you. Then we request it on your behalf and it is delivered here for you to check out.

Life-long learning is so important, especially in today's climate; we all need to be on our toes. So sign-up for a monthly computer skills class to sharpen your skills or attend one of our Teach Me series of classes that focuses on different skills and experiences like Social Media and buying

and selling on eBay. Plus, there are many other programs that offer you an opportunity to learn something new about the world around you, highlighting local attractions like Joshua Tree National Park and learning about our limited resources. And there are many programs that will entertain you with music, movies, and more!

These are just a few of the many resources available to you at the Palm Springs Public Library — so make the Library a part of your life!



PALM SPRINGS CITY COUNCIL

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