



Naomi Soto was appointed Mayor of the City of Palm Springs in December of 2025. Representing District 4, she was first elected to a four-year term on the City Council in November 2024. Mayor Soto is a public health professional, community leader, mom, and feminist organizer. She is the former Chair of the Measure J Oversight Commission, where she oversaw the allocation of \$120 million of infrastructure investments throughout the city. Currently, Soto serves as Executive Director of Californians for the Advancement of Midwifery.

For the last 20 years, Soto has been building and supporting healthy communities at the local, state, and federal levels. She first moved to the desert in 2011 to teach health at Coachella Valley High School and 13 years later – she continues to share her passion for health equity and the built environment in her professional and her public service work. She has worked with a variety of organizations and companies addressing reproductive justice, healthcare workforce development, school wellness, and other public health issues.

Soto previously served as the Director of Programs at the Asthma and Allergy Foundation of America, securing and managing multimillion-dollar state grants and launching asthma intervention programs in over 6,500 schools across the country. She previously worked at The California Endowment’s Building Healthy Communities initiative; the national health education organization, HealthCorps; and the Office of Minority Health at the US Department of Health & Human Services.

Mayor Soto is a board member of Planned Parenthood of the Pacific Southwest, the second largest Planned Parenthood affiliate in the country. She has also served on the Board of Directors for the Coachella Valley Volunteers in Medicine, People for Palm Springs Parks, and the Sunflower HOA.

Soto has a B.A. from The George Washington University in English and Journalism and a Master in Public Policy with a health policy focus from University of California, Riverside. She is also an alumna of the Hispanas Organized for Political Equality (HOPE) Leadership Institute and Women’s Policy Institute sponsored by the Women’s Foundation of California.

Soto is the proud daughter of Peruvian immigrants and happily lives in the Sonora Sunrise neighborhood with her husband, Brendan Steidle, and their two young children, Mercedes and Sebastian.