

# Strategic Plan

In March 2025, the City Council updated its Strategic Plan. The plan retains Sustainability and Social Equity as Overarching Principles and establishes four broad Goals that shape City services, projects, and initiatives, all supported by the budget and staff resources. At the foundation of these Goals is a commitment to Financial and Organizational Well-Being, which is fundamental to service delivery. Additionally, the City Council has identified six Enhanced Areas of Focus to receive focused attention in the coming year.

## Mission

Palm Springs is an inclusive, world-class city dedicated to providing excellent and responsive public services to enhance the quality of life for current and future generations.

## Broad Goals



### Economic Development

Support a vibrant economy, including tourism, and new and existing businesses



### Public Safety and Community Services

Provide services that support a high quality of life



### Infrastructure and Facilities

Provide for quality, well-maintained infrastructure and facilities



### Housing

Support a range of housing opportunities to meet local needs

### Overarching Principles

**Sustainability**  
**Social Equity**

### Foundation

**Financial and Organizational Well-Being:** Advance fiscal sustainability and organizational resilience

### Enhanced Areas of Focus

- Convention Center modernization and seamless connectivity to Downtown
- Airport modernization
- Enhanced efforts on deferred maintenance
- Updating the Zoning Code
- Economic development planning
- Affordable housing