

RECIPES FOR HEALTHY COMMUNITIES

City of Palm Desert – September 12, 2016

Riverside County Healthy Cities Network

RECIPES FOR HEALTHY COMMUNITIES

Our Recipe:

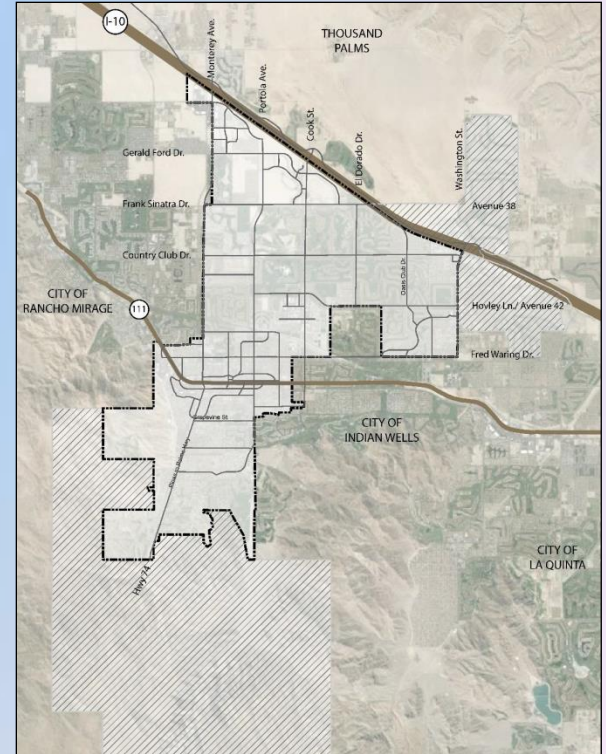
- Understand Who We Are
- Identify Needs
- Build off existing successes
- Strategic Plan
- General Plan
- Enthusiasm / Commitment



RECIPES FOR HEALTHY COMMUNITIES

The City:

- Founded 1973
- 27 square miles
- Current Population - ~ 50,000
- Centrally located in Riverside County & Coachella Valley



RECIPES FOR HEALTHY COMMUNITIES

Recognize Local / Regional Role

- Local
 - 50,000 residents
 - 4% under 19 or over 85
 - 32% of households have at least 1 person under 18
- Regional
 - Valley is younger
 - Center of employment
 - Center of Coachella Valley
 - Largest Regional Park in Coachella Valley

Jurisdiction	2014 Total Population	Median Age
Cathedral City	52,595	35.0
Coachella	43,633	25.0
Desert Hot Springs	28,001	30.0
Indian Wells	5,137	68.3
Indio	82,398	31.4
La Quinta	39,032	44.8
Palm Desert	50,417	53.8
Palm Springs	46,135	51.4
Rancho Mirage	17,745	60.5
Riverside County	2,279,967	34.0

Source: CA Department of Finance, 2014.

RECIPES FOR HEALTHY COMMUNITIES

Identify Needs

- Growing City / Changing Demographics
- Review existing facilities
- Identify deficiencies



RECIPES FOR HEALTHY COMMUNITIES

Build off Successes

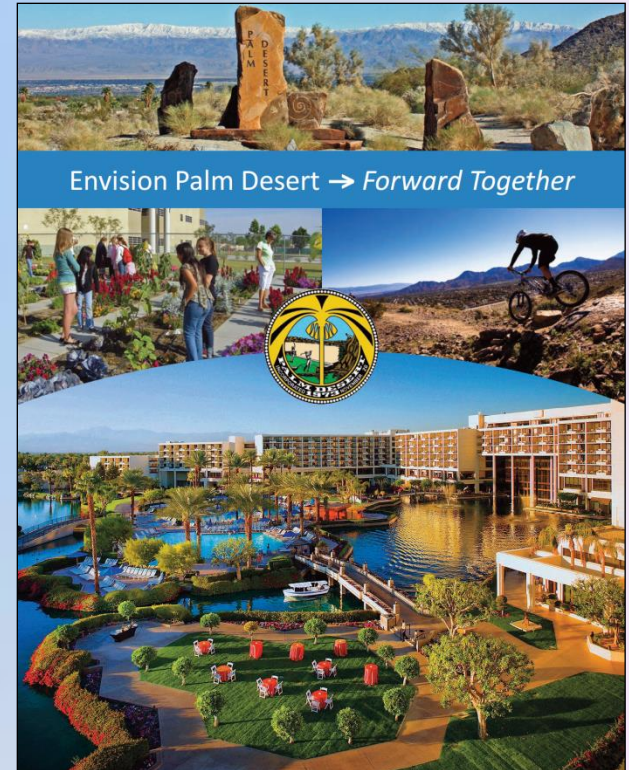
- Largest Regional Park in Valley
- Successful Youth Sport Leagues
- 20+ miles of Trails
- Partnerships with other Agencies



RECIPES FOR HEALTHY COMMUNITIES

Envision Palm Desert – Moving Forward

- Over 100 community participants
- Broad cross section of citizens
- Identified Key Priorities:
 - Art & Culture
 - Economic Development
 - Education
 - Energy & Sustainability
 - Land Use, Housing, Open Space
 - Parks & Recreation
 - Public Safety
 - Tourism & Marketing
 - Transportation



RECIPES FOR HEALTHY COMMUNITIES

2040 General Plan Update

- Health and Wellness Element
 - Goal 1 – Network of Parks w/ convenient access.
 - Goal 2 – Economic Opportunities
 - Goal 3 – Community Agriculture
 - Goal 4 – Healthy Food
 - Goal 5 – Healthcare and Social Services
 - Goal 6 – Air Quality
 - Goal 7 – Healthy Community Design



Healthy communities promote active lifestyles.



Active parks and open space improve health.

RECIPES FOR HEALTHY COMMUNITIES

Commitment

- Walkable streets / Protected Bikelanes
- Zoning Ordinance updates for small scale urban farms
- Expansion and relocation of Farmer's Market
- Expansion of Community Gardens



RECIPES FOR HEALTHY COMMUNITIES

Commitment

- 56 acres of new parks planned
- Evaluation of existing park users
- 2 x 2 Meetings with School District
- Listen to citizen input
- Dedicated Staff

