

POWER POINTS

CITY COUNCIL

MEETING

MARCH 5, 2024

**City Council Regular Meeting
March 5, 2024**



1

**City Council Regular Meeting
March 5, 2024
CLOSED SESSION IN PROGRESS**



2

Pledge of Allegiance



3/6/2024

3



3/6/2024

4

City Council Meeting March 5, 2024

Presentations



5

City Council Meeting March 5, 2024

P1 – Proclamation Recognizing Riverside County Sheriff’s Sergeant Ben Ramirez on his Retirement



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City Council Meeting March 5, 2024

**P2 – Visit Greater Palm Springs Update from
President and Chief Executive Officer Scott White**



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ANNUAL UPDATE

PREPARED FOR THE CITY OF LA QUINTA



9

PRIORITY AREAS OF FOCUS

Grow Tourism Economy

- Leisure Marketing – Domestic & International
- Attract New Meetings, Conventions & Events
 - Develop Demand for Need Periods, Leisure & Group
- Develop Research / Measure Impact & Effectiveness
- Vacation Rentals
 - Educate Community & Homeowners
 - Develop Best Practices

Regional Collaboration

- Grow Air Service & Support New Transportation Options
- DEI, Sustainability, Accessibility, Cultural Heritage
- Workforce Development / TEAM GPS
- Diversify Regional Economy
- Advocacy



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DESTINATION MARKETING

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DESTINATION MARKETING OVERVIEW

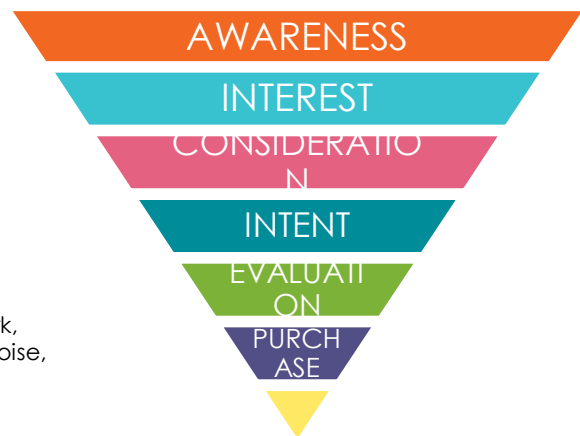
Destination Marketing encompasses advertising, brand development, website and social media, content creation, communications and public relations.

From **awareness to purchase**: the strategic marketing plan has a multimedia approach across various platforms and target demographics.

Getaway: LA/Orange County, San Diego, San Francisco, Phoenix, Las Vegas

Vacation: Seattle, Portland, Salt Lake City, Chicago, New York, Boston, Dallas, Minneapolis, Denver, Dallas, Atlanta, Austin, Boise, Eugene, Houston, Washington DC, Indianapolis, Kansas City, St. Louis, Omaha

International: Canada (Vancouver, Calgary, Edmonton, Toronto, Winnipeg); UK & Ireland; Mexico; Germany; France; Australia



12

2023 MARKETING HIGHLIGHTS

25B+ total impressions generated



628.6K

partner referrals



145.9M

digital advertising impressions



1.9M

television spots



9M+

social video views



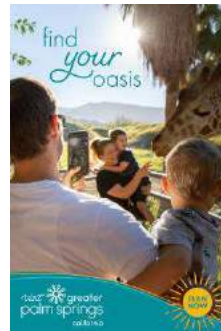
3.3M

website sessions

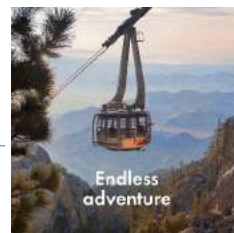
13

INTERNATIONAL CAMPAIGN: UK/IRELAND

48.5M
impressions



276K
clicks



14

PUBLIC RELATIONS/TRADE REPRESENTATION



UNITED STATES
Full-Time Rep
MMGY NJF PR



UNITED KINGDOM
Full-Time Rep
Finn Partners



FRANCE
Full-Time Rep
MN'O
Organisation



GERMANY
Full-Time Rep
Msi



AUSTRALIA
Full-Time Rep
Gate 7 – Visit CA



CHINA
Ad-Hoc Projects
Aviareps – Visit CA



INDIA
Ad-Hoc Projects
Sartha Marketing –
Visit CA



SOUTH KOREA
Ad-Hoc Projects
Aviareps – Visit CA




JAPAN
Ad-Hoc Projects
Connect Worldwide –
Visit CA



SCANDINAVIA
Ad-Hoc Projects
Atlantic Link –
Visit CA

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2023 SUBSIDIZED MARKETING CO-OP PROGRAMS



7.2B+
total
impressions
generated



19 total partners (digital, billboard, tv)



16M digital advertising impressions



116K television spots



7.2B television impressions

16

EVENT SUPPORT



LA QUINTA ART
Celebration
FEBRUARY 29 - MARCH 3
laquintaartcelebration.org



visit
greater
palm
springs



PGA WEST™
Escape to PGA WEST
pgawest.com



LA QUINTA ART
Celebration
Encore
NOVEMBER 16-19
LaQuintaArtCelebration.org



visit
greater
palm
springs



THE
AMERICAN
EXPRESS™
JANUARY 18-21
THEAMEXGOLF.COM



visit
greater
palm
springs



visit
greater
palm
springs



Triannual
IRONMAN
70.3
INDIAN WELLS
LA QUINTA
NORTH AMERICAN TRIATHLON CHAMPIONSHIP - SOUTHWEST
DECEMBER 3, 2023

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CHECK IN.

BOOK NOW

visit  greater palm springs

SUMMER CAMPAIGN

**SUMMER CHILL CAMPAIGN
MAY – AUGUST**

- Annual **Summer Chill** campaign runs from May – August.
- Includes summer television co-op, updated digital and social media advertising, content marketing, out-of-home, and streaming radio.
- The **Summer Eats Pass** will return this year in June, immediately following Greater Palm Springs Restaurant Week, to support local restaurants from June through Labor Day weekend.

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JSO

2023 TV CO-OP – LA QUINTA



Play



506M
impressions

8,352
spots

19

2023 SUMMER SOCIAL CAMPAIGN

2.4M impressions

495K video views

12K+ engagements

Led to a 2.3K follower
increase on
Instagram



Play



20

2024 WINTER CAMPAIGN PROGRAMS



21

2024 WINTER CAMPAIGN



22

NEW BRAND CAMPAIGN

VGPS engaged a new agency – Starfish – and retained SMARInsights to test the proposed creative ideas

Tested **three new concepts** for updated brand campaign

- **1,419 surveys**
- **ages 25+**
- **HHI of at least \$75K**

Markets tested:

Los Angeles, San Diego, San Francisco
 Phoenix and Scottsdale
 Portland and Seattle
 Chicago, Dallas, Denver, Minneapolis
 Atlanta and New York
 Toronto and Vancouver



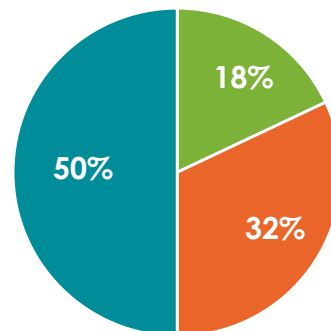
23

NEW BRAND CAMPAIGN: INSIGHTS

“It’s different in a good way from the other travel ads I have seen.”

It makes me feel like the possibilities are endless for me if I vacation in Palm Springs.”

Concept ranking for making people most interested in visiting Greater Palm Springs

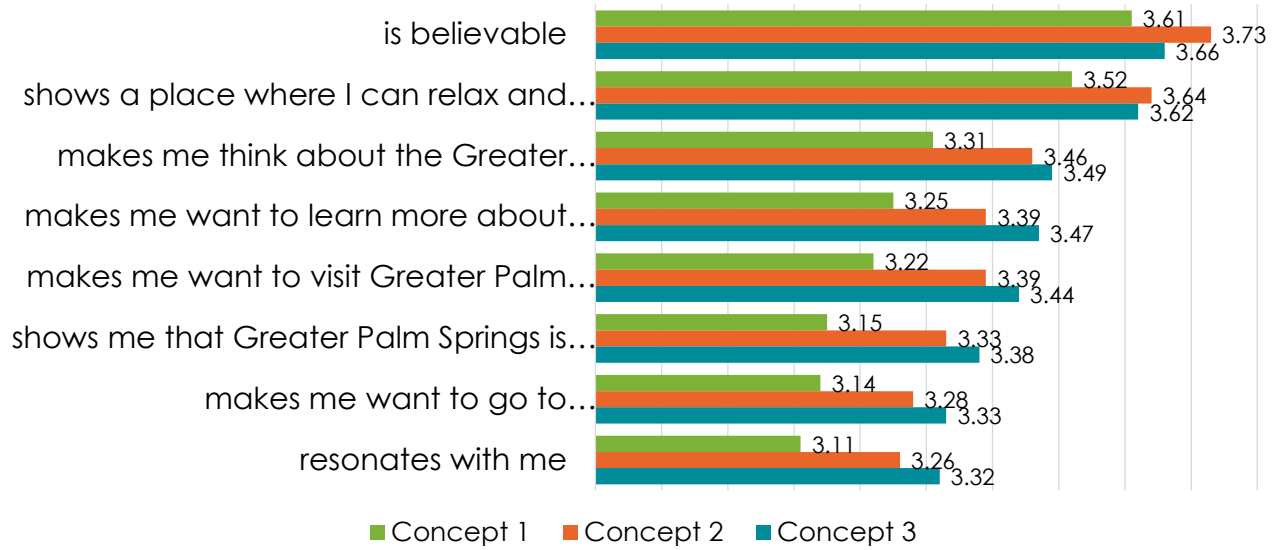


■ Concept 1 ■ Concept 2 ■ Concept 3

24

NEW BRAND CAMPAIGN: INSIGHTS

Agreement that this concept...



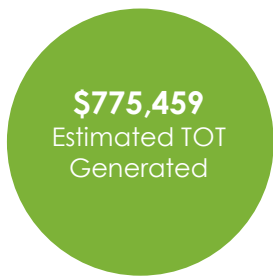
25

CONVENTION SALES

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2023 LA QUINTA GROUP SUMMARY

CITY OF LA QUINTA HOTELS



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TARGETING NEED PERIODS – LA QUINTA

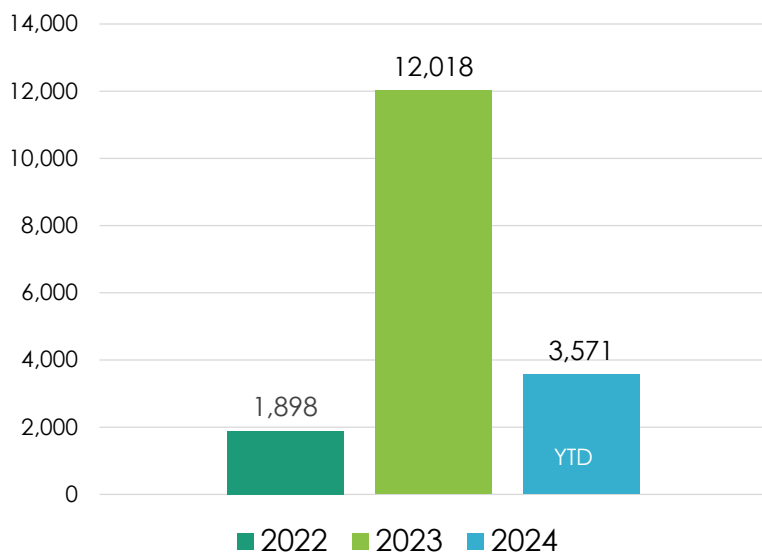
The VGPS sales team is focused on finding **business** for important

need periods:

- Early January
- Midweek of Coachella
- Summer
- Fall (September/December)

2024 Numbers represent bookings though 2/29/24.

Definite Contracted Room Nights



28

AIR SERVICE DEVELOPMENT STRATEGIES

1. Grow year-round service to major hub airports
2. Extended seasons for key hub routes
3. Pursue new seasonal nonstop markets
 - New Non-Stop Service to NY on Alaska
4. PSP Expansion - gather support from Airlines for international service
 - Mexico
 - Additional Canadian Markets
 - Europe / London



29

KEY 2023 AIR SERVICE STATS



3.23M
total number of
passengers

1.75M
2013



4.2M
total
seats

2.1M
2013



77%
average load
factor



+7.7% OVER 2022
increased
seat capacity

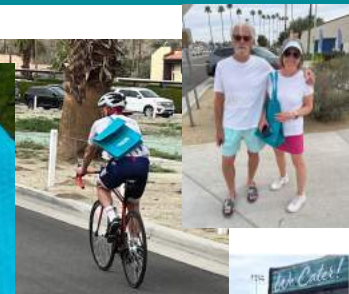
PASSENGERS AND SEATS REPRESENT INBOUND AND OUTBOUND

30

VACATION RENTALS

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NEW LOCAL STVR CAMPAIGN



DRAFT ADS / BILINGUAL

ONE
Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

onecv.org



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HOSTING ESSENTIALS



Hosting Resources
For Five-Star Stays in Greater Palm Springs

Whether you're hosting short-term rentals for the first time or you've been doing so for a while, get the best and latest hosting resources to ensure a great experience for guests, our communities, and yourself!

LOCAL NEED-TO-KNOWS

PALM SPRINGS

VIEW RULES

GOOD NEIGHBOR GUIDE

LOCAL STR ALLIANCE

LA QUINTA

VIEW RULES

GOOD NEIGHBOR GUIDE

LOCAL STR ALLIANCE



Seasonal Readiness & Best Practices



Local Travel Trends & Guest Data



Regulatory Must-Knows & Issue Prevention

greaterpalmssprings.rentresponsibly.org

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RESIDENT SENTIMENT: VACATION RENTALS

72% of voters in the Coachella Valley feel favorably about short-term rentals in their city.

...in La Quinta it's **76%**

Increases to 85% if short-term rentals helped address their top priority

1) Fixing homelessness	49%
2) Protecting community from crime & drugs	38%
3) Creating more affordable housing	37%
4) Reducing the cost of living	31%

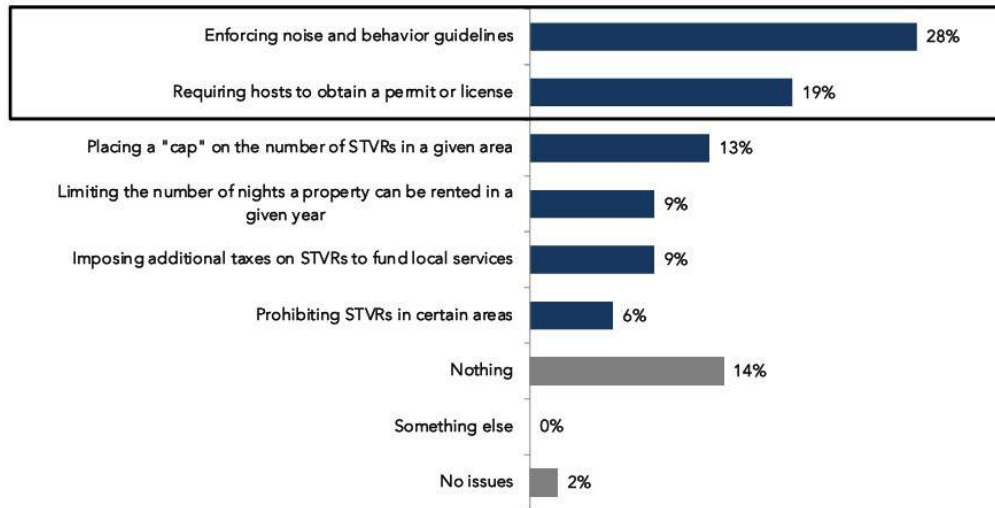
Sept 20 – 27, 2023

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RESIDENT SENTIMENT: VACATION RENTALS

Which Regulations Should Apply to STVRs in Your City?

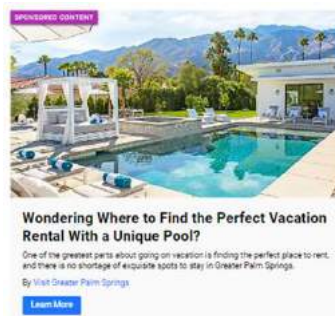
(choose from the following)



Sept 20 – 27, 2023

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VACATION RENTAL ADVERTISING



- **STVR** integrated into destination-wide campaigns.
- **Dedicated programs** include dedicated digital, social, and native advertising including VGPS international campaign.
- **Upcoming campaigns for 2024 include** VBRO, Sunset Magazine, AdTheorent, Clicktivated, Undertone, and more.



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VRBO SUMMER CAMPAIGN



- Custom landing page
- Resulted in **\$17.5M+** in future bookings for vacation rentals in our destination
- Campaign resulted in **\$1.35M in gross bookings and 2,500+ room nights** for the City of La Quinta



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WORKFORCE DEVELOPMENT

- Careers in Hospitality campaign
- OneFuture Coachella Valley partnership
- Youth organizations and school districts
- Young Hospitality Champions Network
- Micro-internship program
- Research study on Coachella Valley hospitality workforce

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ADVANCING OUR WORKFORCE



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PaCE Partnership and Community Education

Emerging Leaders Certificate

- 6 half-day (4 hour) classes:
- employee engagement
- leadership essentials
- authentic leadership
- emotional intelligence
- values & ethics
- challenges of leadership

98
GROUP
PARTICIPANTS



goTEAMgps.com

GPS Tourism Foundation Scholarships are available.

40

CHAMPIONS OF HOSPITALITY AWARDS GALA

October 30, 2023



- More than **650 attendees**
- **Raised more than \$90,000** through sponsorships, silent auction, and donations; thank you!
- **Awarded \$24,000 in scholarships** to students from across the Coachella Valley
- **Congratulations** to this year's winners!

**Thank you, City of La Quinta
for recognizing your nominees and winners!**

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ECONOMIC DIVERSITY DEVELOPMENT

- Update **JPA Agreement**
- Finalizing engagement with a firm to develop a **regional economic diversity recruitment brand**, communications strategy and website
- Promoted **Davis Meyer** to Vice President of Government Relations and hired **Sean Smith** as Director of Economic Development
- Working on RFP for **Strategic Plan**
- Interviewing **advocacy firms**



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For questions or
more information:

CONTACT

Scott White, President & CEO | 760-969-1302

Colleen Pace, Chief Sales & Marketing Officer | 760-969-1347

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Thank you!

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City Council Meeting March 5, 2024

B1 – Introduce Ordinance Amending Municipal Code Related to STVR Rentals Regarding Written Notice and Declaration of Non-Use



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**City Council Meeting
March 5, 2024**

**S1 - Highway 111 Specific Plan:
Transportation Update**

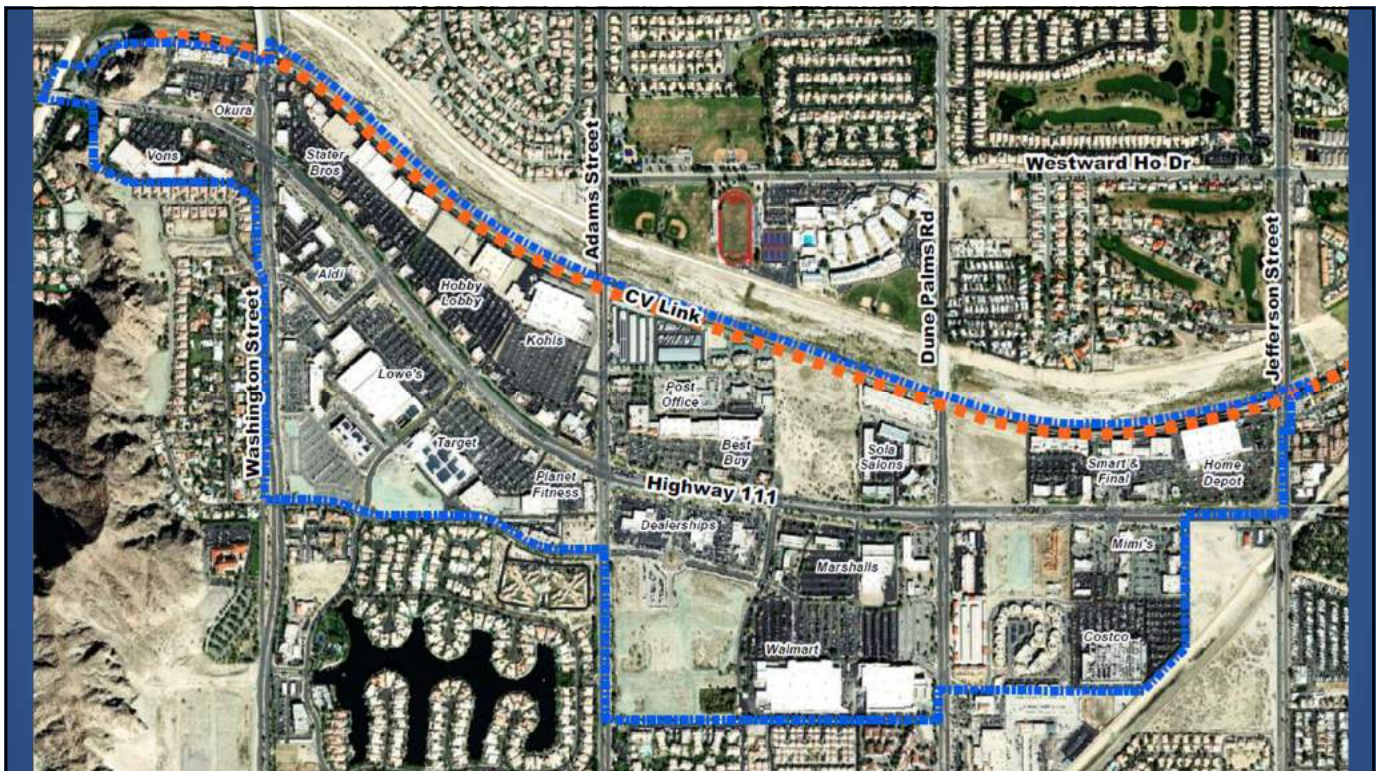


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Introduction

The Highway 111 Vision seeks to address connectivity, pedestrian- and bicycle-friendliness, transit, green infrastructure, economic development, and the retrofitting of the existing suburban fabric.

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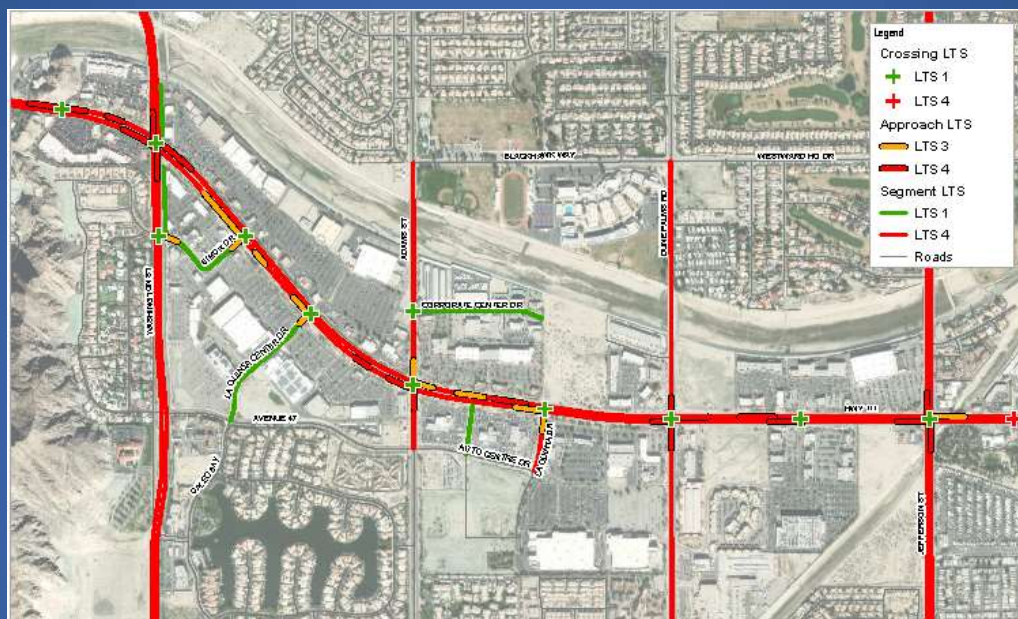
Planning Efforts

Contract adopted in Sept 2020 to further implement the Vision, consisting of four phases:

1. Form Based Zoning Code Assessment and Sample Code
 - ✓ Completed
2. Corridor Roadway Design Concept
 - ✓ Draft Complete
3. *Engineered Plans, Specs and Estimates*
 - ✓ *Not yet initiated*
4. Highway 111 Specific Plan
 - ✓ In progress

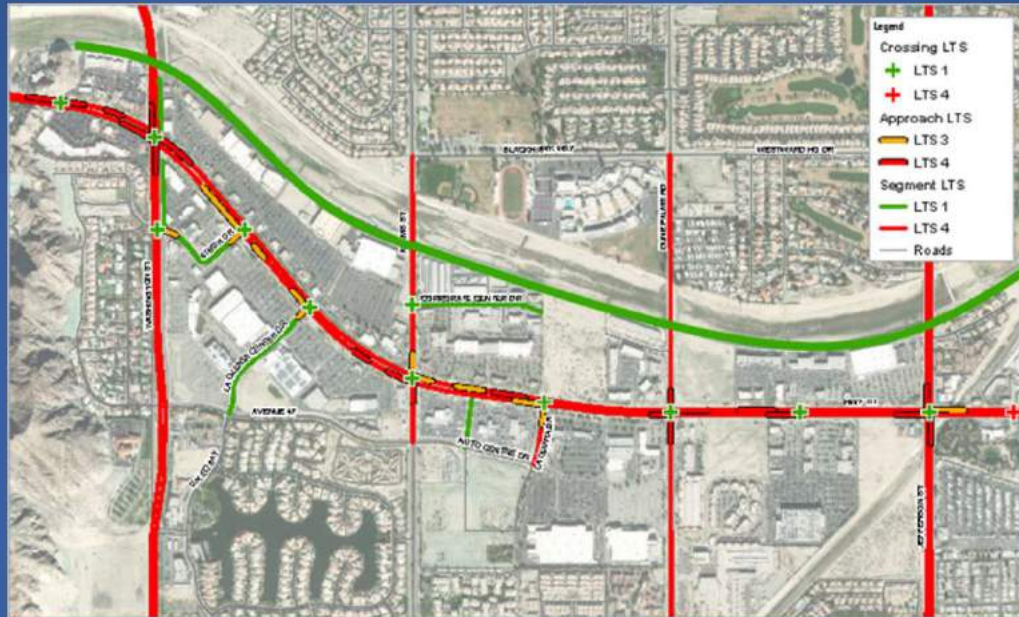
51

Level of Traffic Stress



52

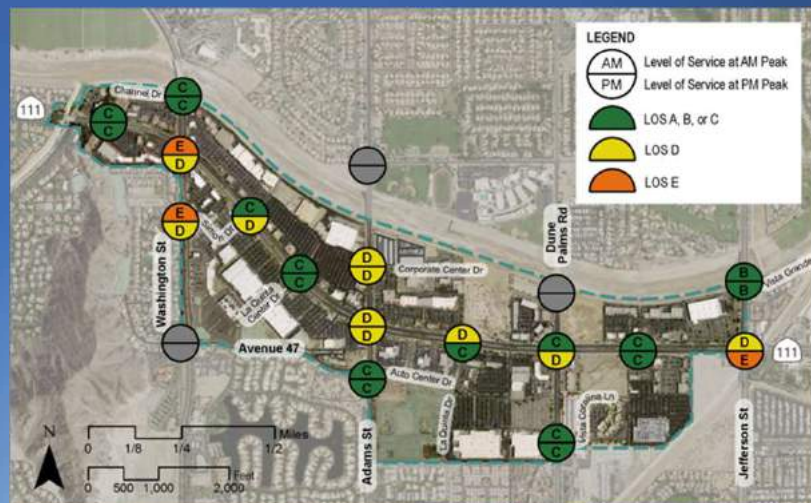
+ CV Link



53

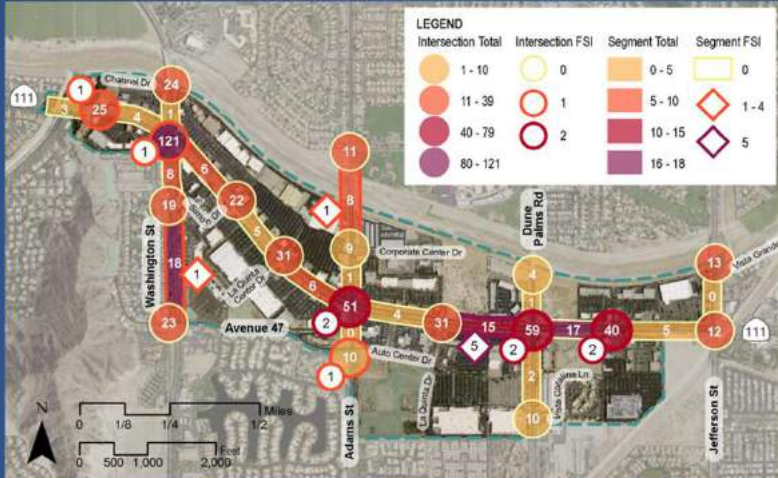
Traffic Operations

- Used Historic Counts & Big Data to Assess Conditions
- Mostly LOS D or better, even during peak hours
- 2045: LOS F/E at Washington, Adams, Jefferson



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Collision History



- Crash Analysis by Segment and intersection
- 25% of City crashes are on Hwy 111
 - 40% of fatal crashes
 - 50% of ped crashes
- Data reinforces need to lower speeds and protect pedestrians

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Safety Focus

- Most frequent collision type and primary collision factor: “Rear End” attributed to “Unsafe Speed”
 - 20% of Citywide collisions
 - 33% of Highway 111 collisions
- “Rear End” collisions and “Unsafe Speed” are more common on Highway 111 than citywide
- **Safety Focus:** reduce vehicle speeds and rear-end collisions on the Highway 111 corridor and protect pedestrians

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Protected Intersections

- Physically separate bicycles and cars
- Increase comfort and safety for people of all ages and abilities
- Reduce high-speed motor vehicle turns
- Improve sightlines
- Reduce conflict exposure time for bicyclists and pedestrians at intersections

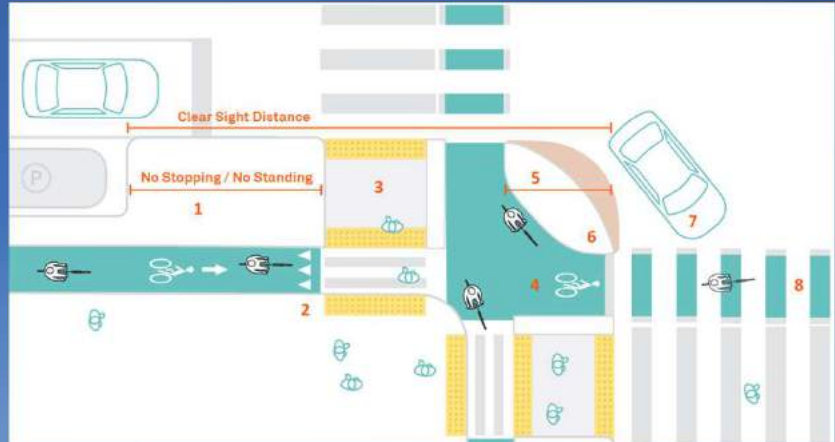


Image source: NACTO

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San Luis Obispo, CA

Image source: KCBX

Fremont, CA

Image source: Streetsblog

Davis, CA

Image source: The Davis Vanguard

Fremont, CA

Image source: Western City

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Roundabouts

Roundabouts create safety because traffic is moving more slowly through the intersection. They create fewer, less severe conflict points and reduce the number of crashes.



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Roundabouts

- Reduce fatal and injury crashes by 78% compared to signalized intersections (FHWA)
- Increase mobility and comfort for pedestrians crossing the street
- Longer service life, less cost and maintenance over time than traffic signals
- Continuous movement for decreased delays and queues which reduce greenhouse gas emissions.



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Roundabouts



Galt, CA



La Quinta, CA



Yucaipa, CA



Scottsdale, AZ

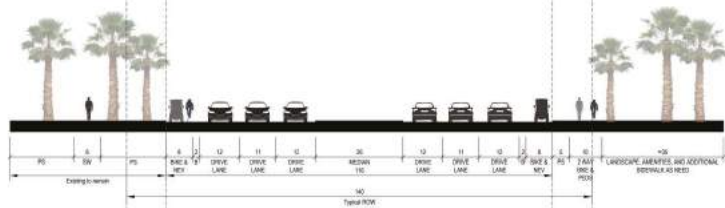
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Phase 2 Alternatives

- Option 1 Selected for Hwy 111
- Road Diet on Adams Street
- Intersection Options

OPTION 01

Lane narrowing to allow for Class II Bike/NEV lanes on street. Class I bike/ped facility as the Cultural Trail on the north side.



OPTION 02

Accommodation for NEVs with a two-way bike/NEV trail with a separate sidewalk on both the north and south sides. The existing meandering sidewalk may be preserved in some locations.



OPTION 03

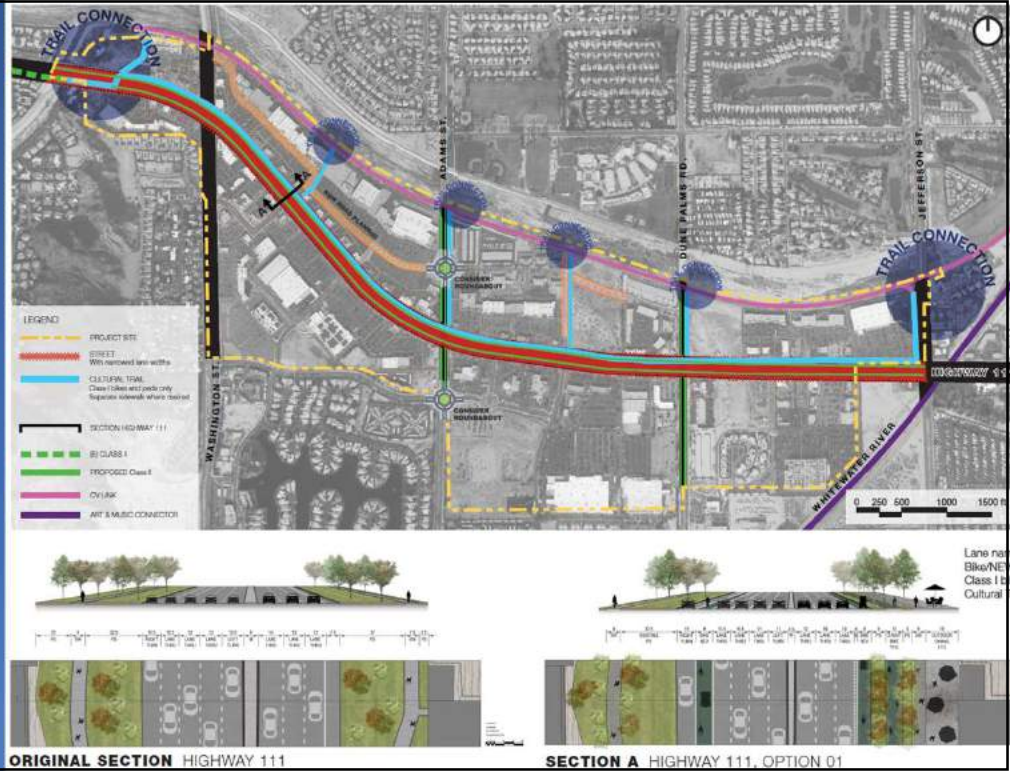
Class I two-way bike/ped facilities on both north and south sides. The existing meandering sidewalk on the south side may be retained as a separate facility or improved to a 10' min bike/ped facility. No accommodation for NEVs.



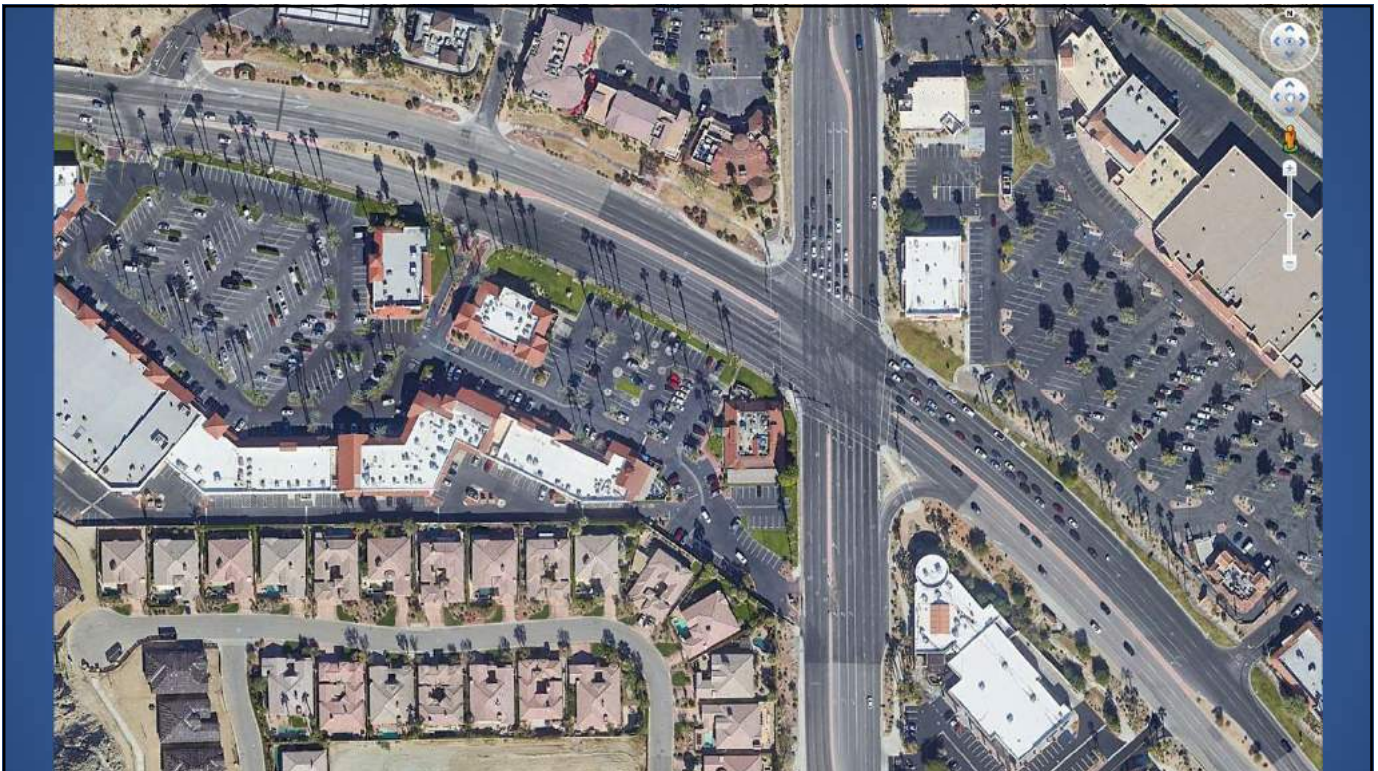
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Phase 2 Plan View

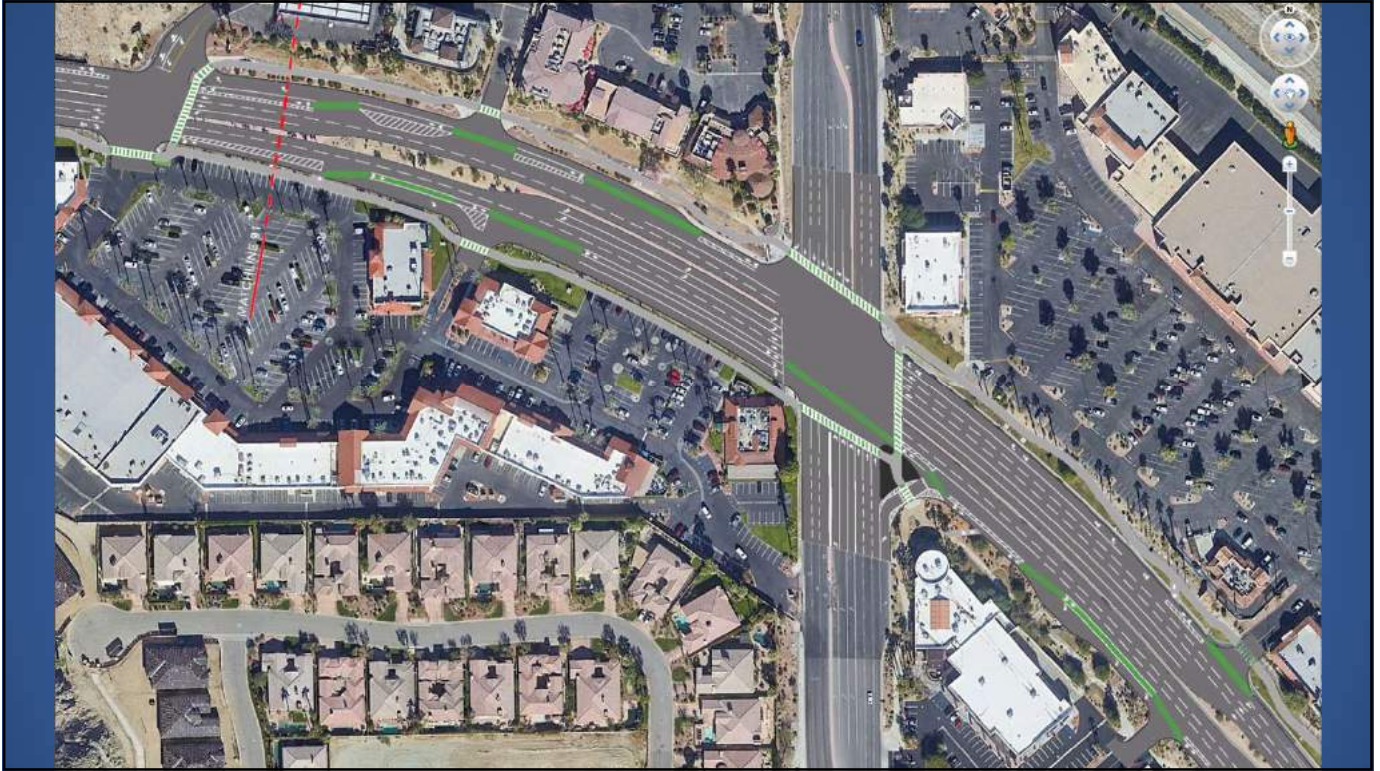
- Connections to CV Link
- Cultural Trail
- Internal Streets
- Adams Street



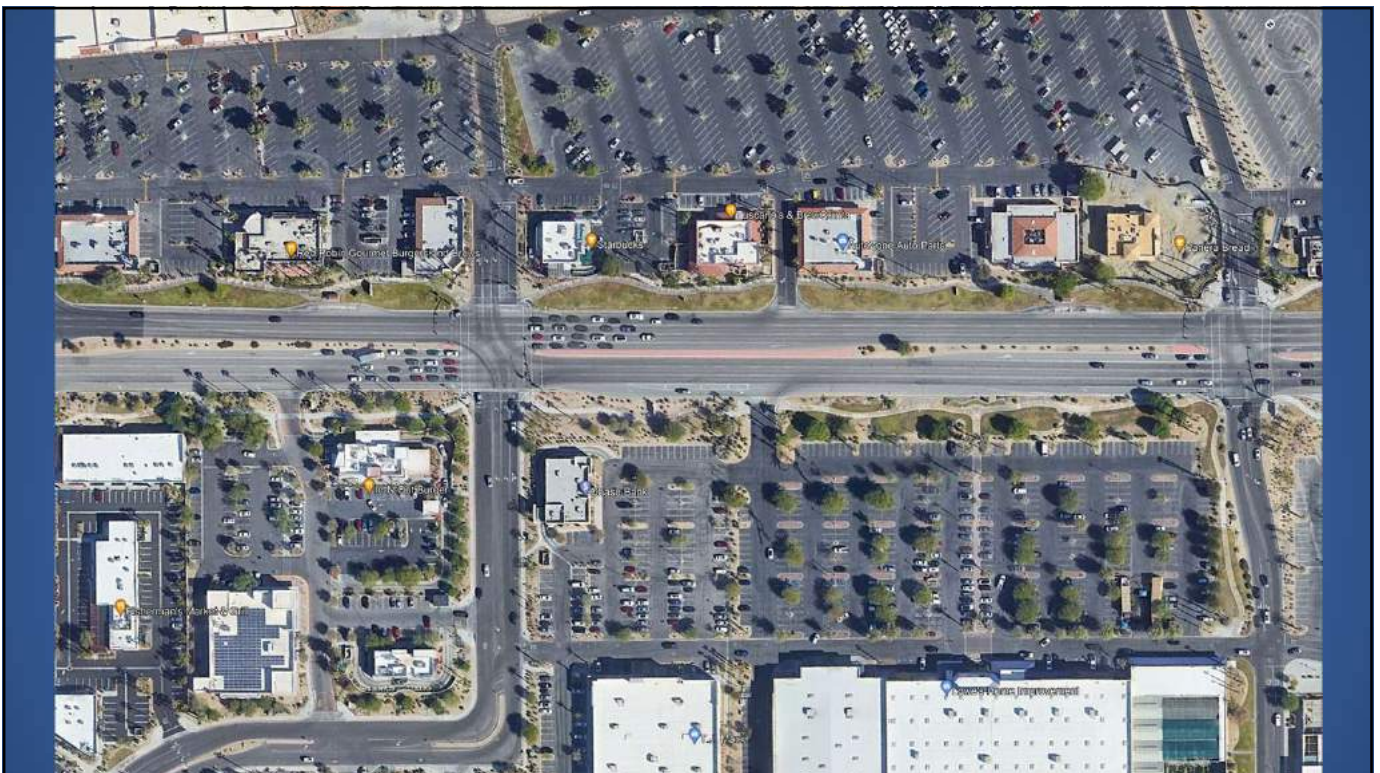
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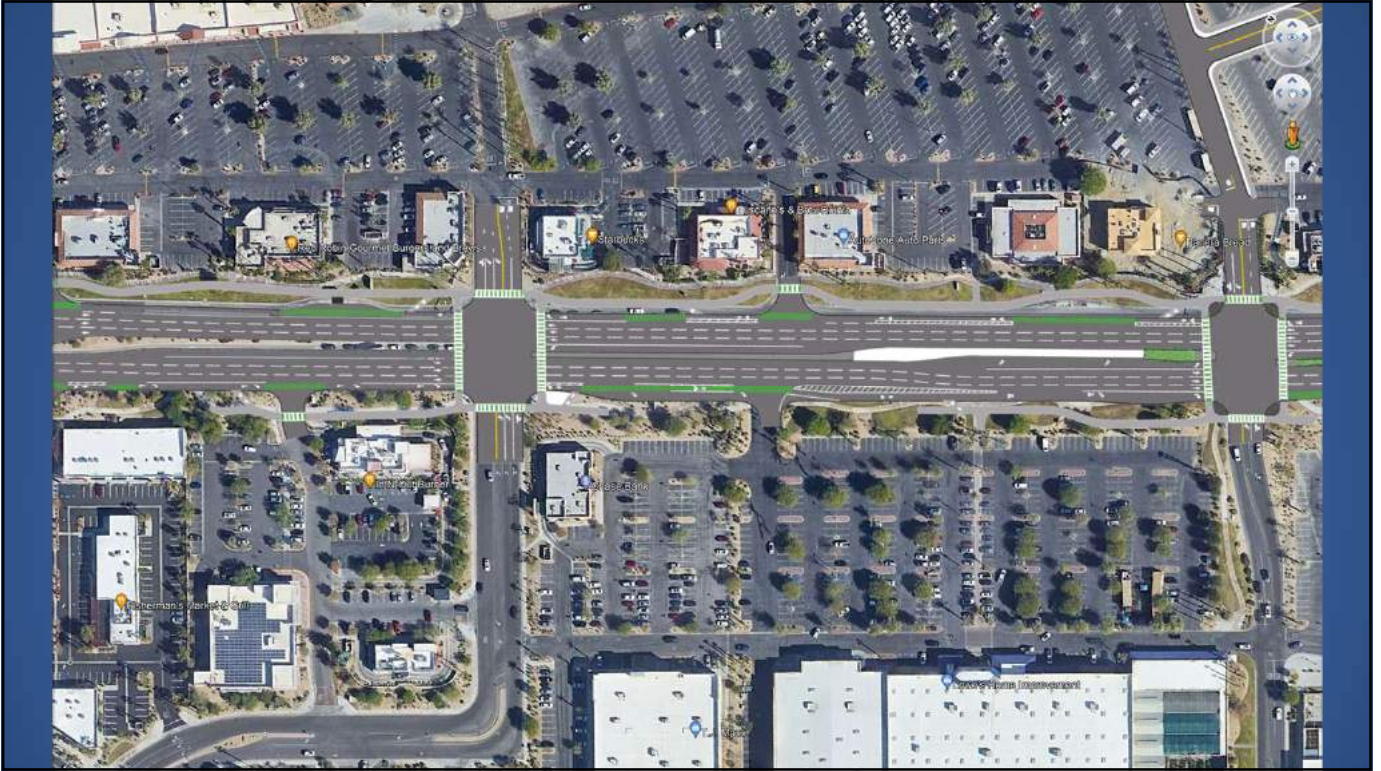
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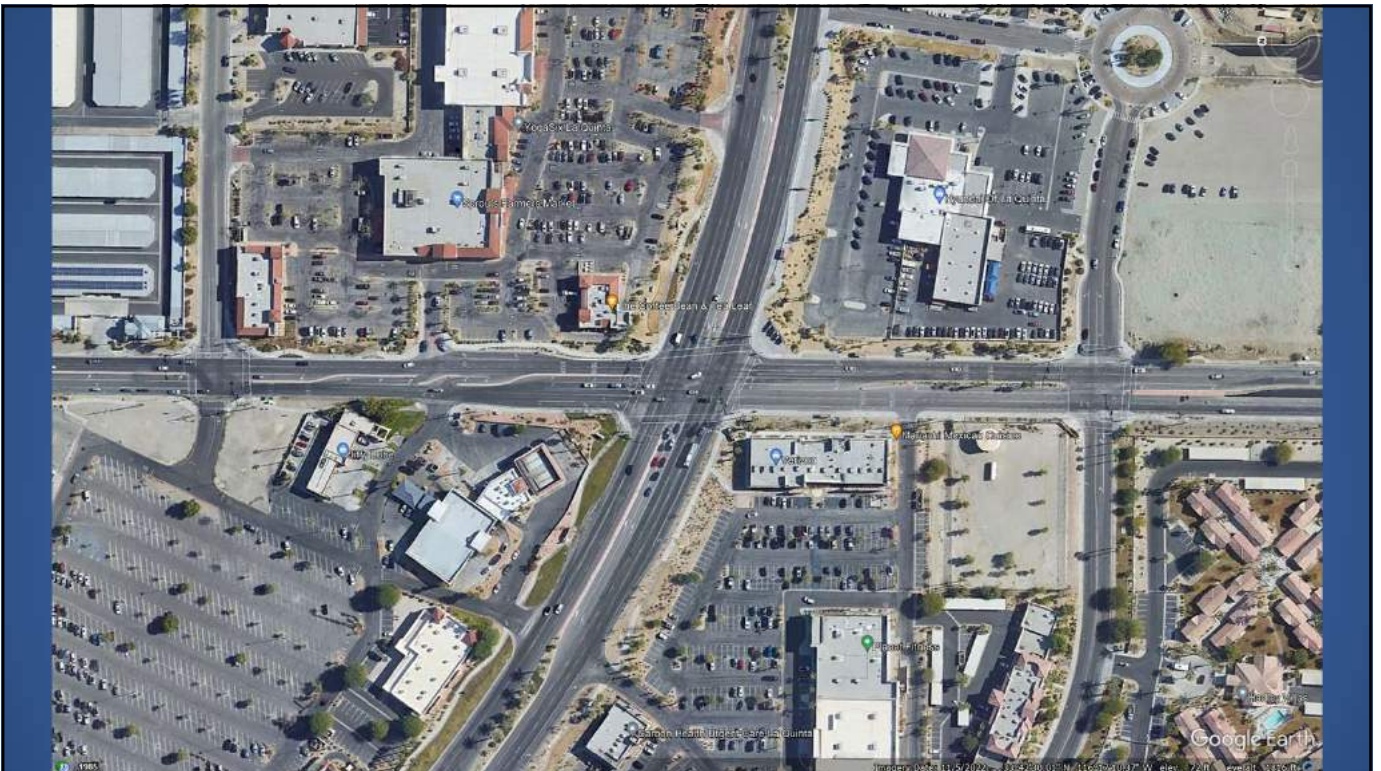
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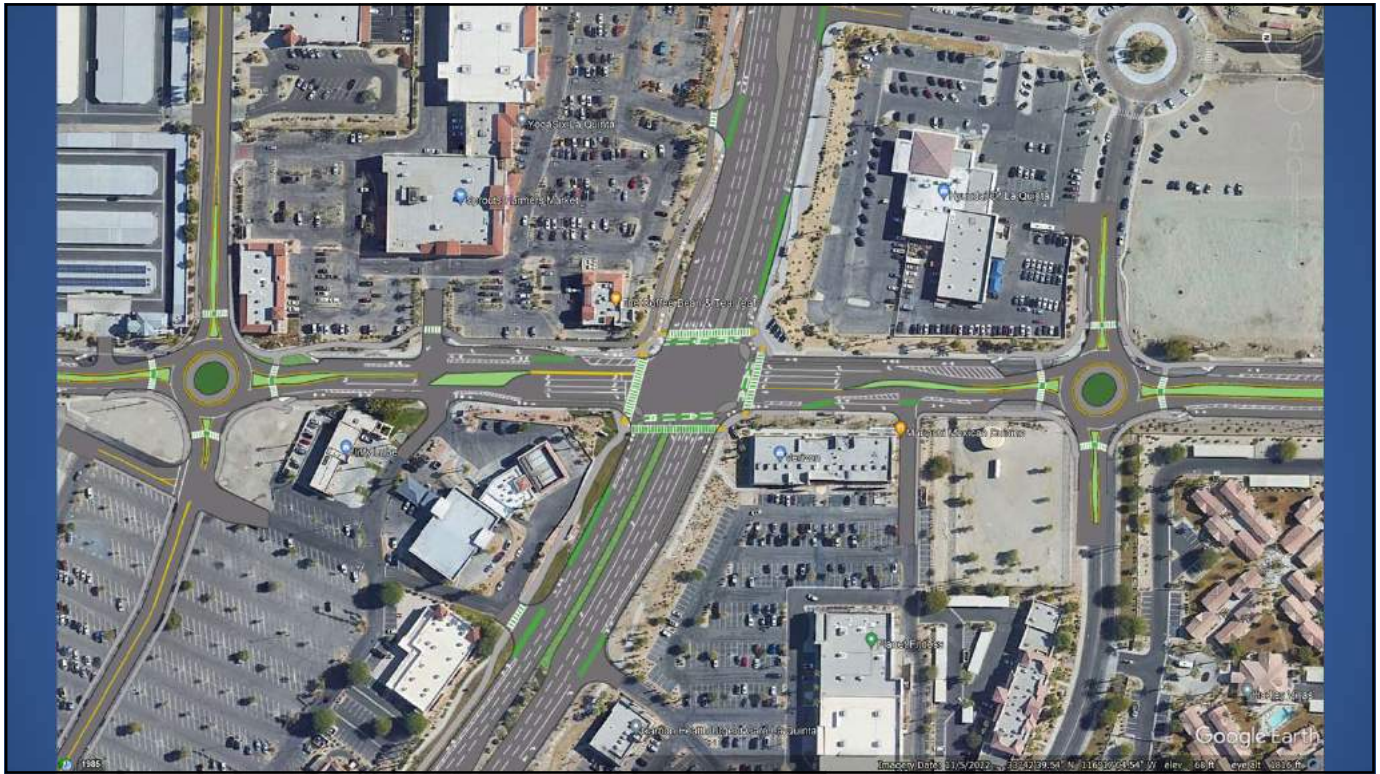
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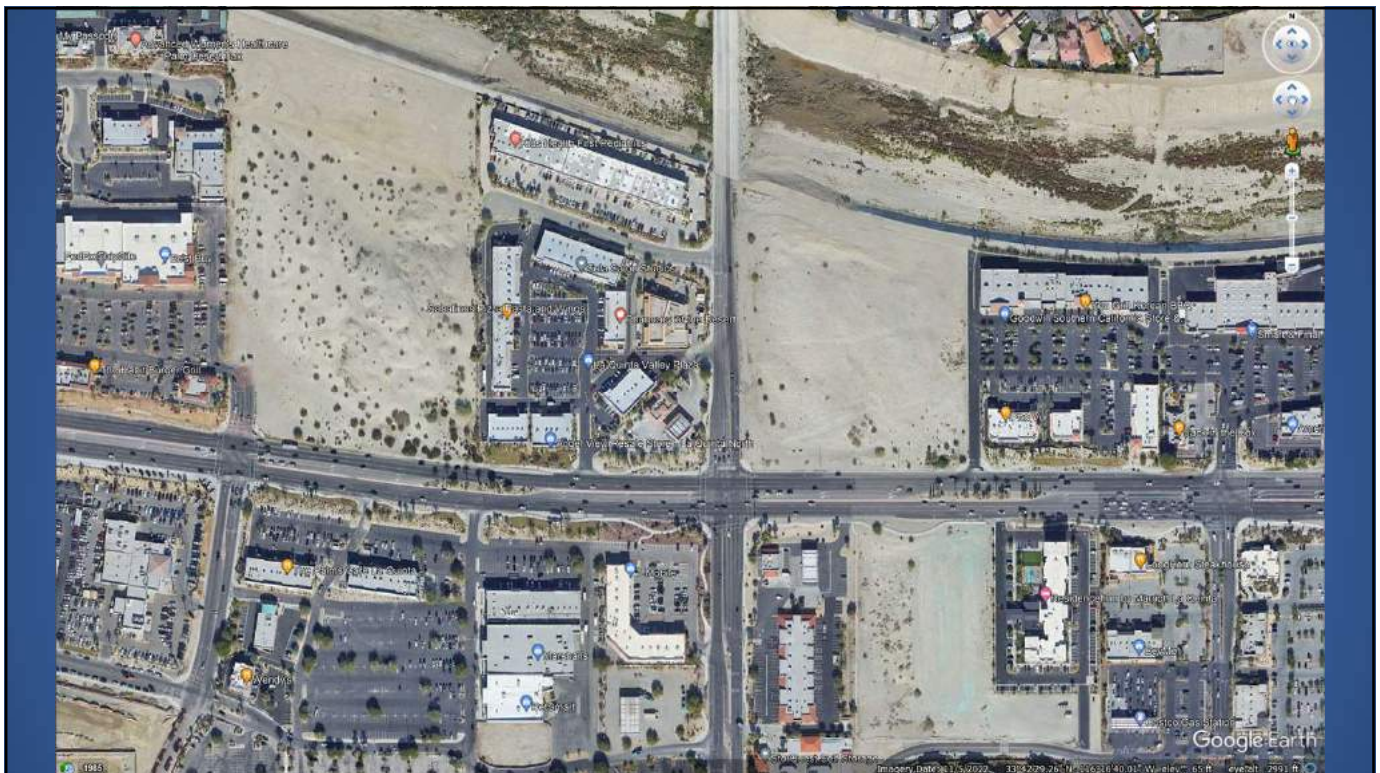
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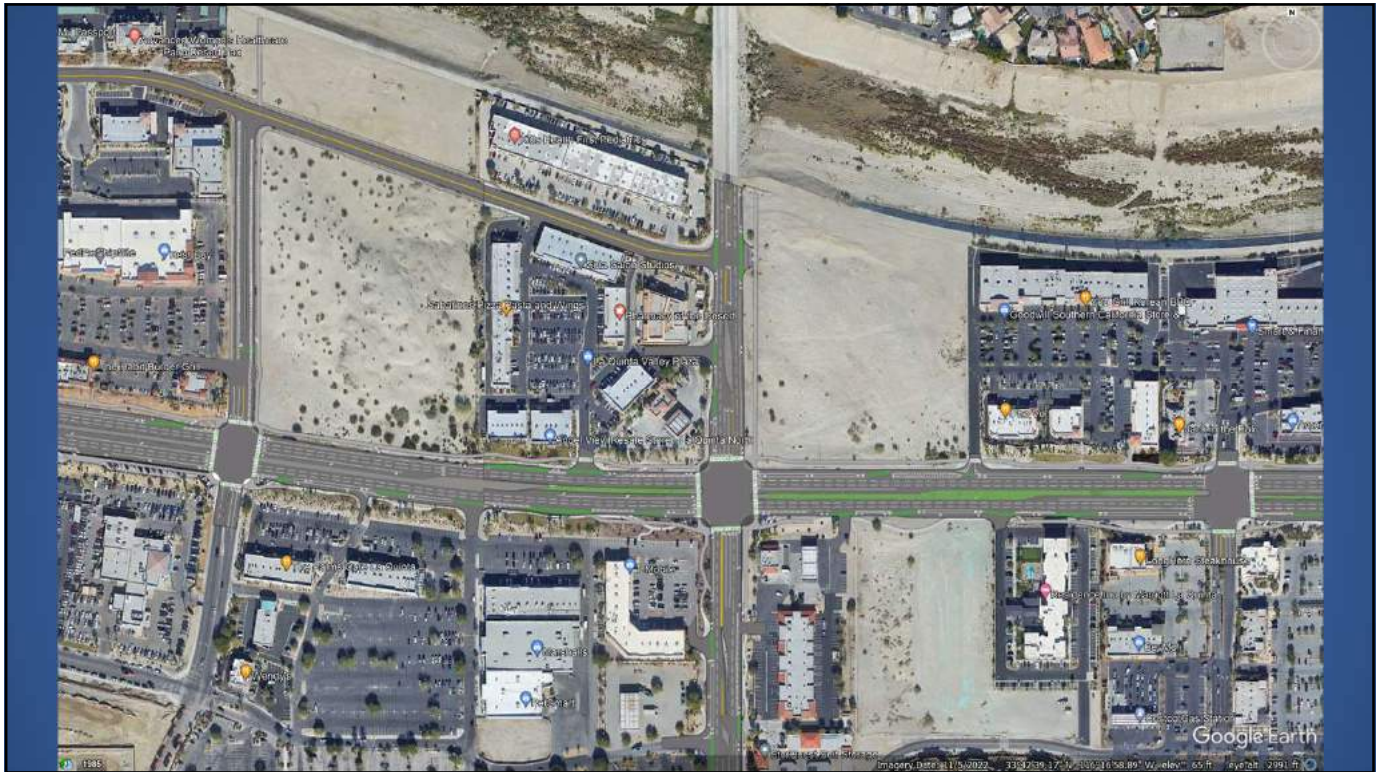
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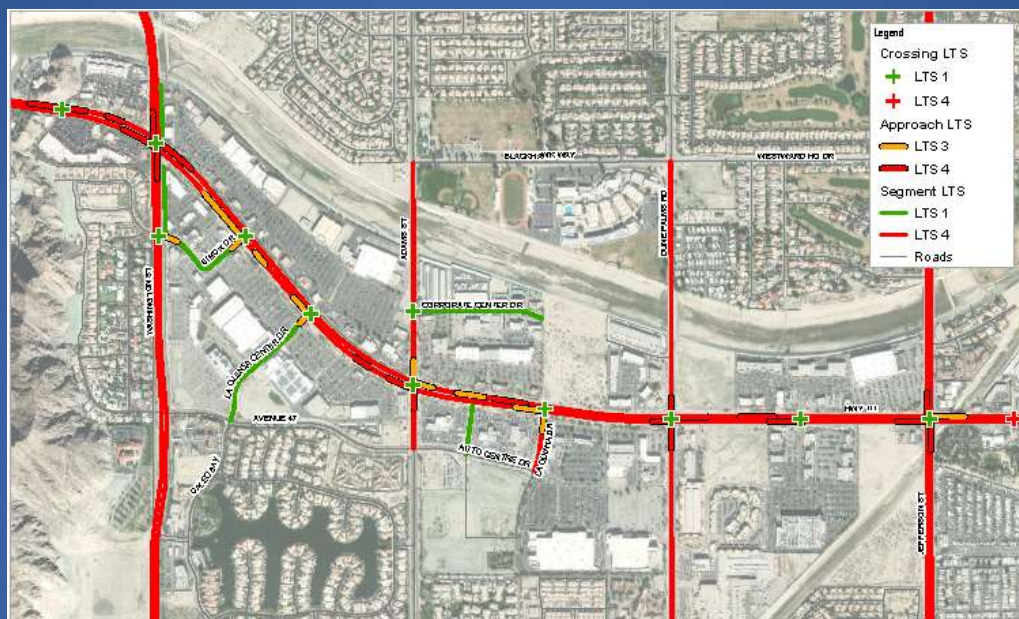


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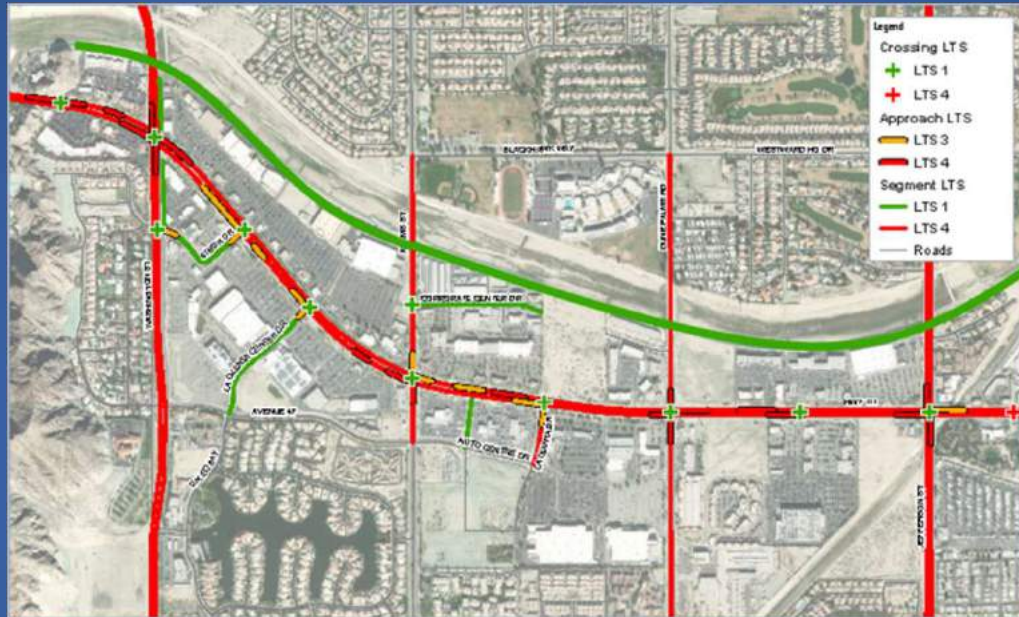
71

Level of Traffic Stress



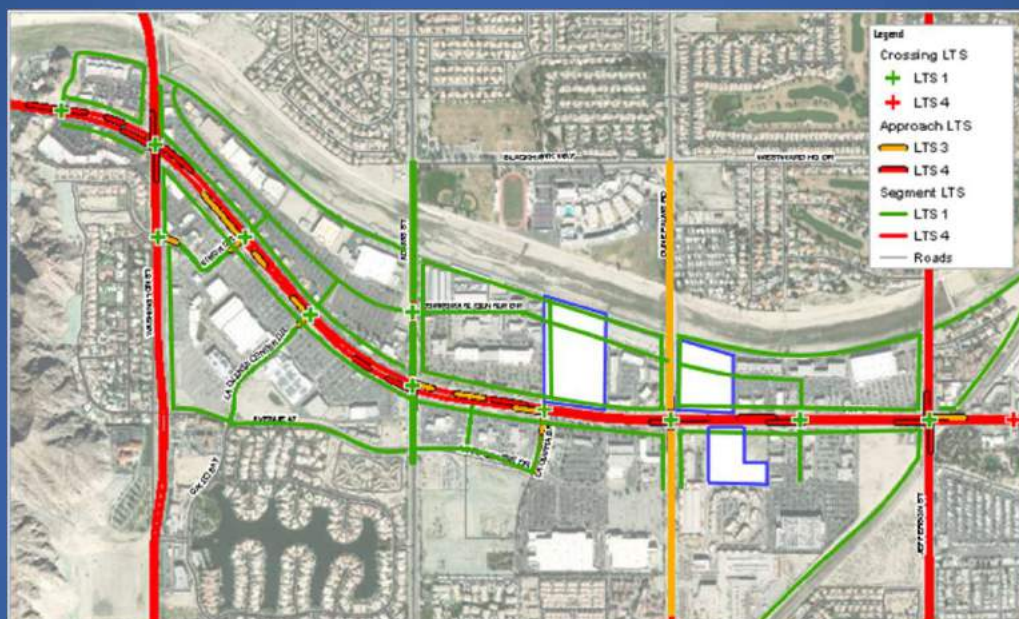
72

+ CV Link



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+ Hwy 111 Specific Plan



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Traffic Operations

- Option to revalidate conditions prior to design (2024/2025 counts)
- Adams Roundabouts: LOS A
- Adams Signal + Lane Reconfiguration: LOS D
- Protected Intersections on Hwy 111: LOS Unchanged
- Reduction in Hwy 111 Turn Lanes: LOS D or better

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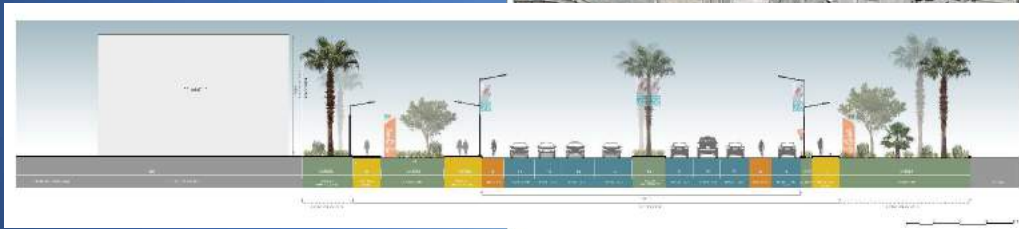
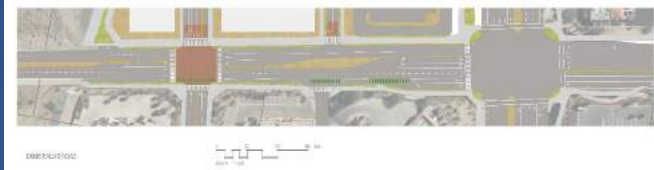
Safety Benefit

- Reduced Lane Widths → Reduced Speed
- Protected Intersections Improve Ped/Bike Visibility, Reduce Exposure (Crossing Distance, Vehicle Speed)
- Lane Reduction on Adams rebalances Street
 - Restore space for other modes across Wash
 - 26 – 43% Crash Reduction
- Roundabouts on Adams Slow Vehicles
 - 35 – 67% Crash Reduction
 - 90 – 100% Fatal Crash Reduction

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Specific Plan Integration

- Standards
- Policy
- Alignments



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City Council Meeting
March 5, 2024
PH1 – Club at Coral Mountain
General Plan Amendment 2023-1000
Zone Change 2023-1000
Specific Plan Amendment 2023-0003,
Tentative Tract Map 2023-0005
Development Agreement 2023-1000



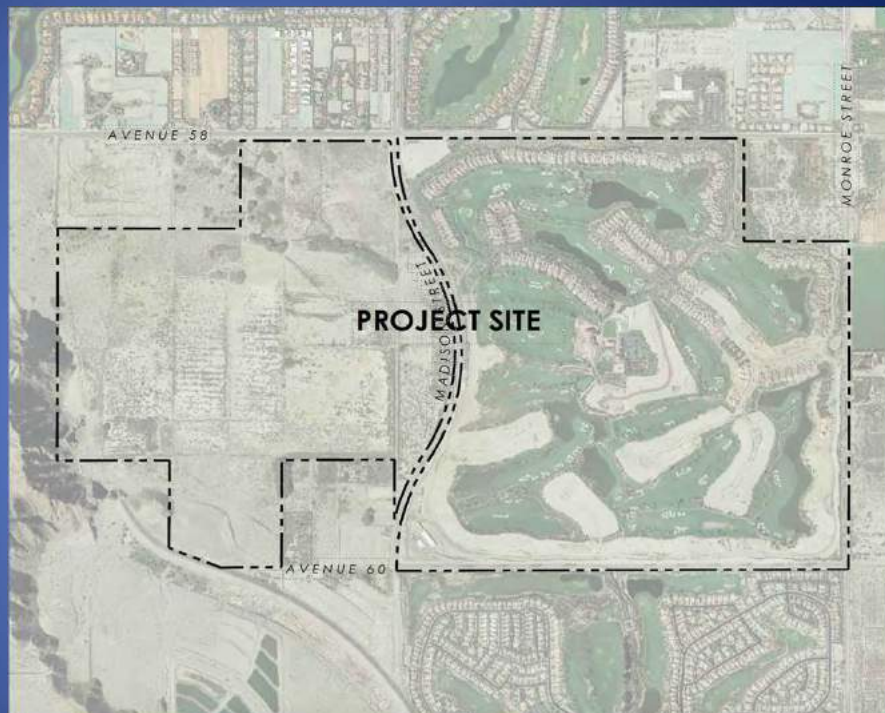
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Background

- Andalusia Specific Plan approved by County, annexed by City 20 years ago.
- Coral Mountain Resort Project, including wave basin and hotel, denied by City Council September 2022.
- New project modifies Specific Plan for west side (386 of the total 929 acres)
- Specific Plan includes minor modifications relating to land use distribution and adds new Design Guidelines for contemporary architecture.

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Vicinity Map



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General Plan Amendment Zone Change

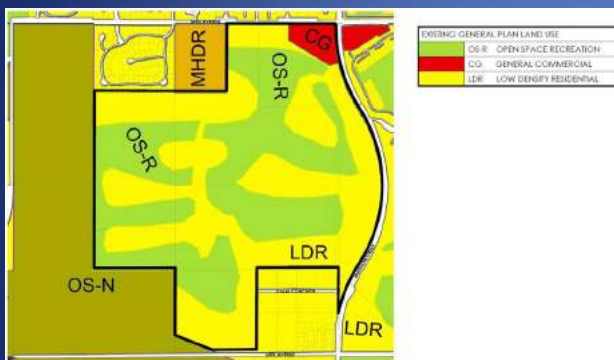
- Map amendment only.
- 386 acres west of Madison.
- Modifies the shape of the Low Density and Golf land use and reduces the Commercial acreage.

Land Use	Zoning	Existing Acres	Proposed Acres	Change (acres)
General Commercial	Neighborhood Commercial (CN)	8.4	7.7	-0.7
Low Density Residential	Low Density Residential (RL)	204.2	191.8	-12.4
Open Space (Recreation)	Golf Course (GC)	171.9	187.5	+15.6

*Note that Existing acreage is calculated on net (384.5 acres), and Proposed is calculated on gross (387 acres).

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General Plan Amendment Zone Change



Existing



Proposed

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Specific Plan Amendment

- Only applies to the area west of Madison Street.
- Modifies the acreage allocated to each Planning Area to match the GPA and ZC.
- Updates text and maps.
- Adds golf clubhouse and yard in PA III (Residential).
- Limits commercial to 60,000 SF.
- Adds new Design Guidelines and Sheep Protection Plan for the west side.



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Specific Plan Land Use Plan



- Legend**
- A Single Family Lot Residential (R.O.M. System)
 - B Commercial Corner
 - C Project Entry
 - D Single Family Lot Homesites, Typ.
 - E S.O.B./ CVWD Easement
 - F Cluster Residential Product
 - G Club Core
 - H Active Sports
 - I Golf Irrigation Lake (w/ Tower)
 - J Single Family Lot Residential (R.O.M. System)
 - K Open Space/Recreation Area
 - L Activity Lake (w/ Island)
 - M Coral Mountain Trail Connection

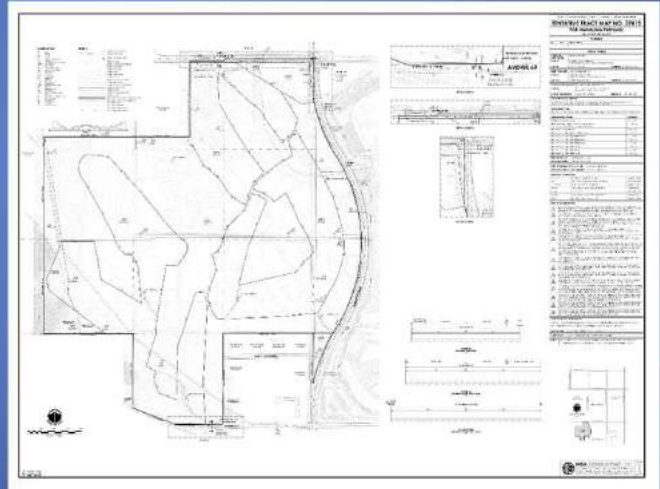
Potential A.C.M. Openness (50%)



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Tentative Tract Map

- Map is for financing purposes only (no development can occur without further permits).
- Subdivides entire 386 acres into 7 large lots.
- Future maps and SDPs will include improvements.



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Development Agreement

A contract between the applicant and the City that:

- Guarantees the implementation of mitigation measures and conditions of approval.
- Confirms STVRs for all residential units (already permitted in Specific Plan).
- Establishes mitigation fees to cover costs of providing services to the project.

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Environmental Impact Report

- Draft EIR was available for public comments for 45 days.
- Completed Response to Comments and Final EIR addressing nearly 100 comments.
- When City Council denied the Previous Project, it also approved a CEQA Exemption, and the EIR was not certified.

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Environmental Impact Report

The EIR included, as required by CEQA Guidelines Section 15126.6, five alternatives to the proposed Project:

1. No Project/No Build – the parcel remains in its current condition.
2. No Project/Existing Entitlements – the existing Specific Plan is implemented: 750 residential units, an 18-hole golf course, and 8.4 acres of retail commercial at the northeast corner of Madison Street and Avenue 58.

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Environmental Impact Report

3. Reduced Density – 400 residential units, 100 hotel rooms, 78,000 square feet of commercial and the artificial surf basin.
4. Golf/Resort Hotel – 150 hotel rooms, resort commercial, an 18-hole public golf course, and 600 residential units.
5. Lake Amenity/No Hotel – 750 housing units, 8.4 acres of commercial uses, and a 75-acre lake which would be used for recreation.

91

Environmental Impact Report

- Current proposal is consistent with Alternative 2.
- Additional analysis completed to confirm that the current Project would not have any more significant impacts than those analyzed under Alternative 2.
- Alternative 2 and the current Project would have significant impacts related to:
 - Aesthetics: Views of Coral Mountain will be blocked from surrounding public vantage points.
 - Air Quality: operational emissions would exceed SCAQMD thresholds.
 - Greenhouse Gases: emissions would exceed SCAQMD thresholds.
 - Vehicle Miles Travelled: project trips would exceed the City's VMT per resident threshold.

92

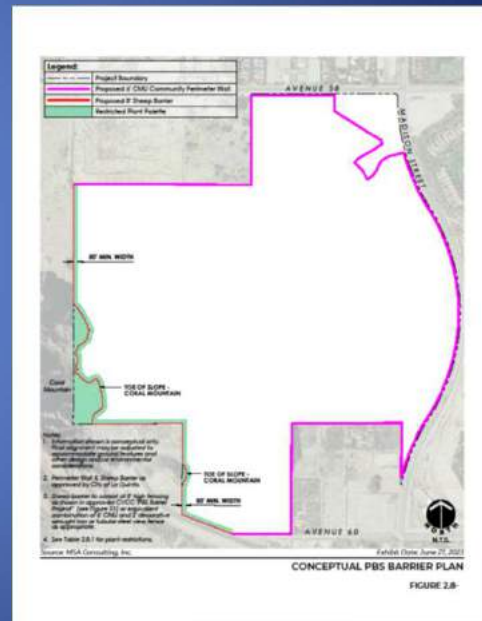
Environmental Impact Report

- CEQA allows for the certification of an EIR for an Alternative.
- Because aesthetics, air quality, GHG and VMT impacts cannot be mitigated to less than significant levels, Findings and a Statement of Overriding Considerations have been prepared.

93

Bighorn Sheep Protection

- The Specific Plan includes requirements for a Bighorn Sheep Barrier and Project wall.
- Plants along the west and south boundary are limited to CVMSHCP plant list.



94

Recommendation

The Planning Commission recommends that the City Council approve the Project, with a strong recommendation that the number of Short Term Vacation Rentals (STVRs) be limited.

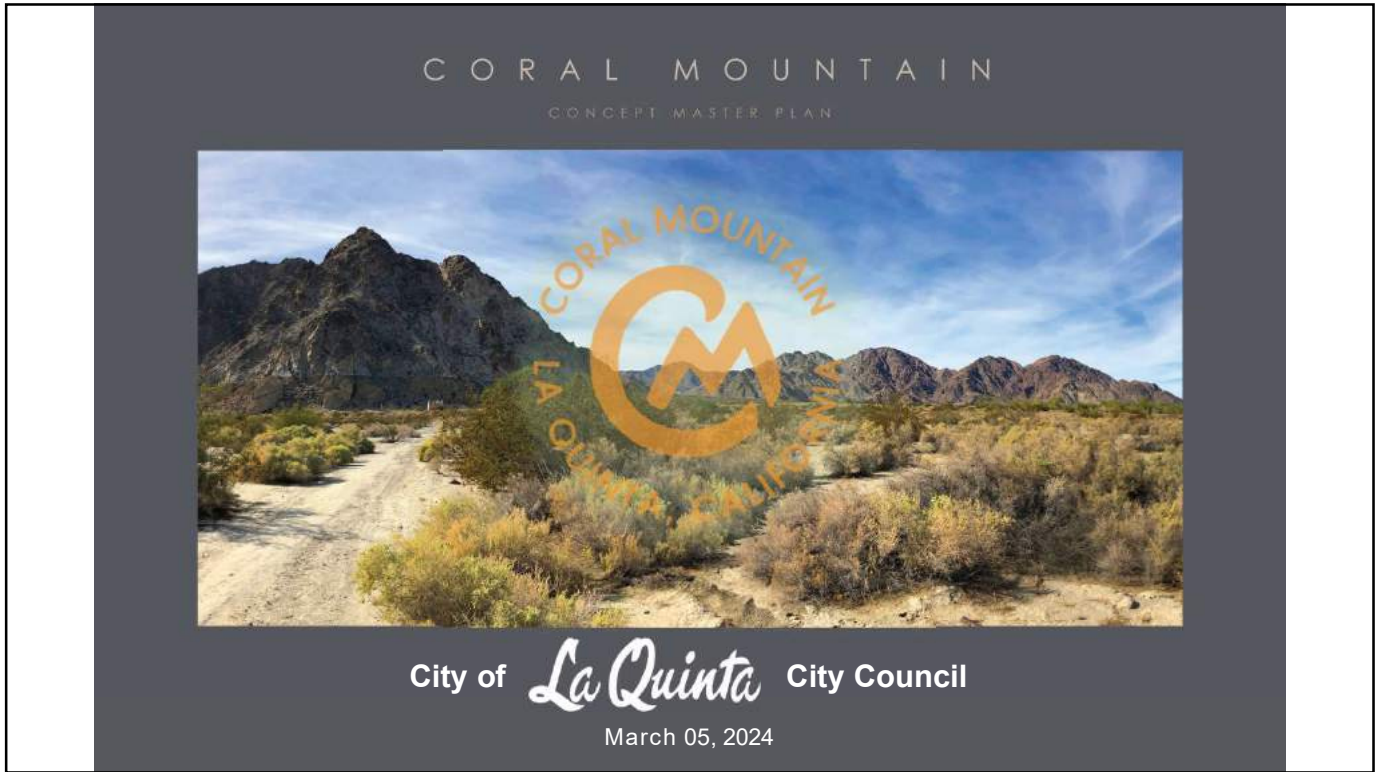
- Adopt a resolution making Findings and approving a Statement of Overriding Considerations certifying Alternative No. 2 of the Coral Mountain Resort Environmental Impact Report (SCH #2021020310).
- Adopt a resolution approving General Plan Amendment 2023-1000, Specific Plan 2023-0003, and Tentative Tract Map 2023-0005.

95

Recommendation

- Move to take up Ordinance No. ___ by title and number only and waive further reading, approving Zone Change 2023-1000.
- Move to introduce at first reading, Ordinance No. ___ approving Zone Change 2023-1000.
- Move to take up Ordinance No. ___ by title and number only and waive further reading, approving Development Agreement 2023-1000, for the Club at Coral Mountain project.
- Move to introduce at first reading, Ordinance No. ___ approving Development Agreement 2023-1000, for the Club at Coral Mountain project.

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General Plan & Zoning

CORAL MOUNTAIN

Current GP Exhibit




Proposed GP Exhibit

"moving blobs of around..."



Current Zoning Exhibit



Proposed Zoning Exhibit



VISION

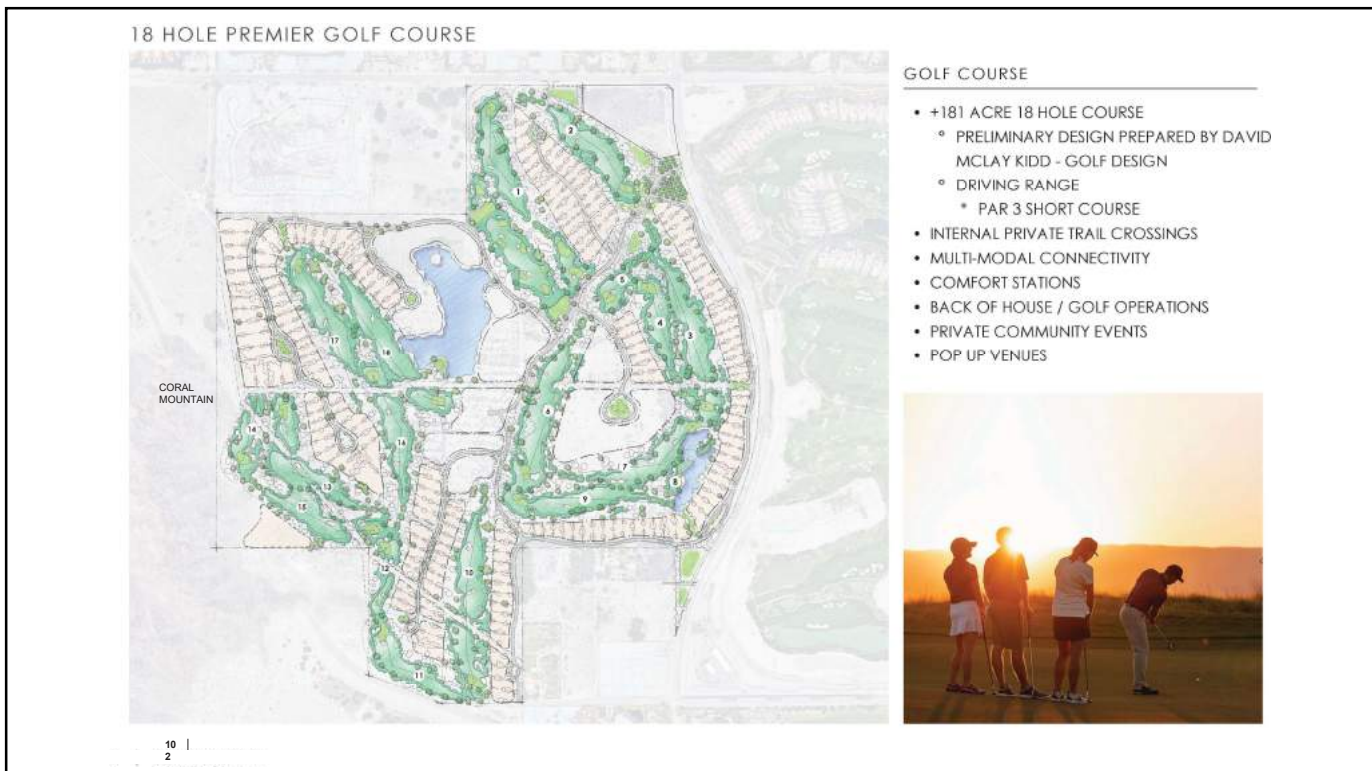
The spiritual qualities of the desert have attracted people for centuries, becoming a sanctuary in which to rest and renew ourselves or our relationships with others. The first new community in 20 years, and likely the last, Coral Mountain is a next-generation desert resort that seeks to connect its residents deeply with the desert and the spectacular mountain setting.

Anchored by a David McCloy Kidd 18-hole championship golf course, Coral Mountain will target a new buyer for the desert with an incredible suite of amenities ranging from cutting edge fitness and recovery, pump track, purpose built pickle and paddle, kid-friendly aquatics, outfitters to tackle the endless trails system out our door, farm to table cuisine, all set in a stunning, highly-curated place to simply hang and create community.

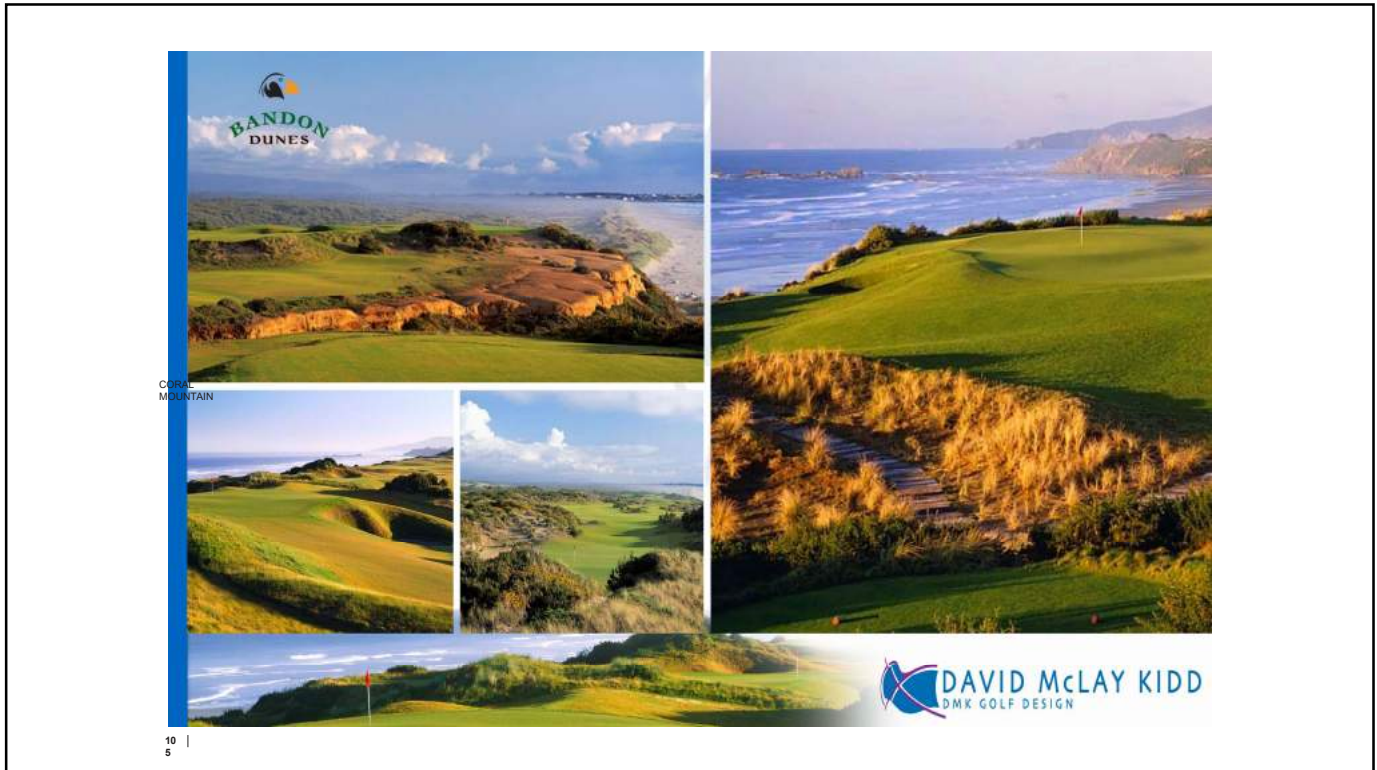




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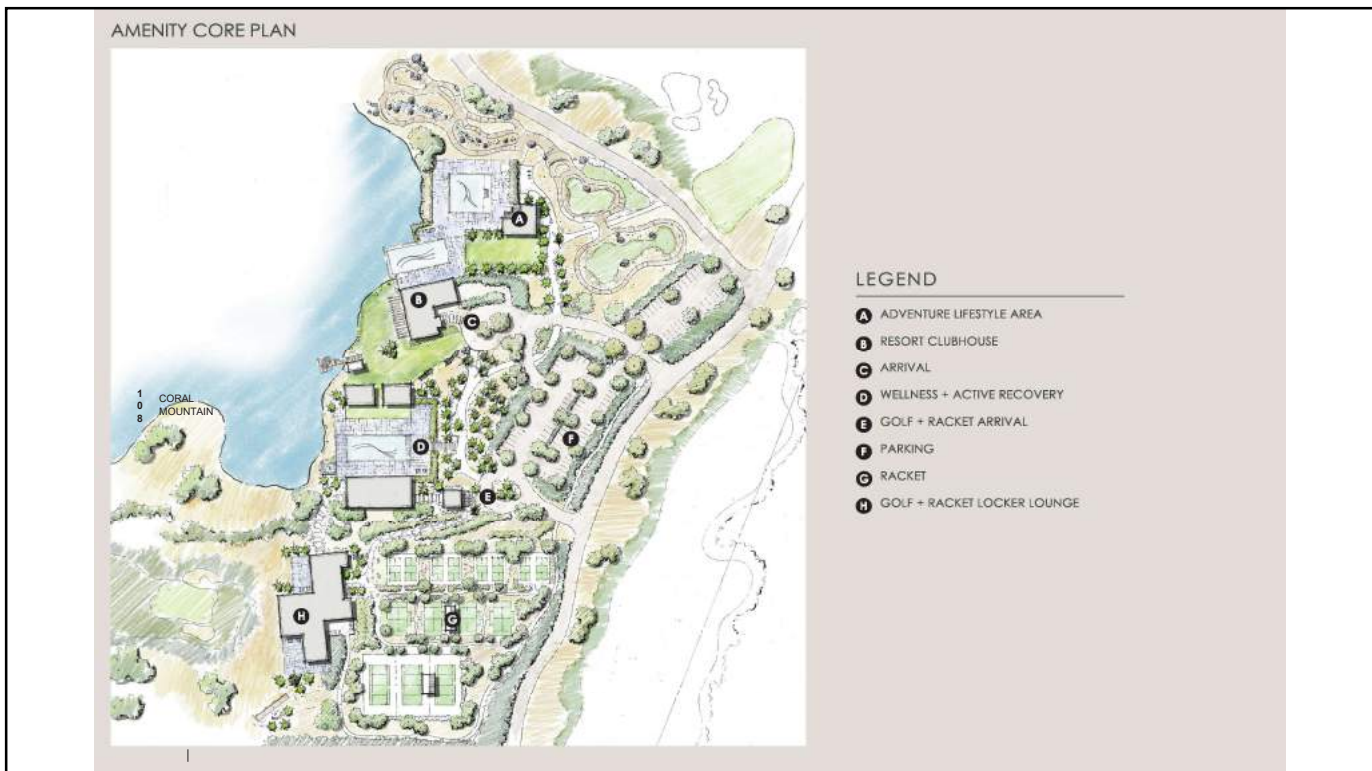
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108

COMMUNITY CLUBHOUSE + RESORT POOL



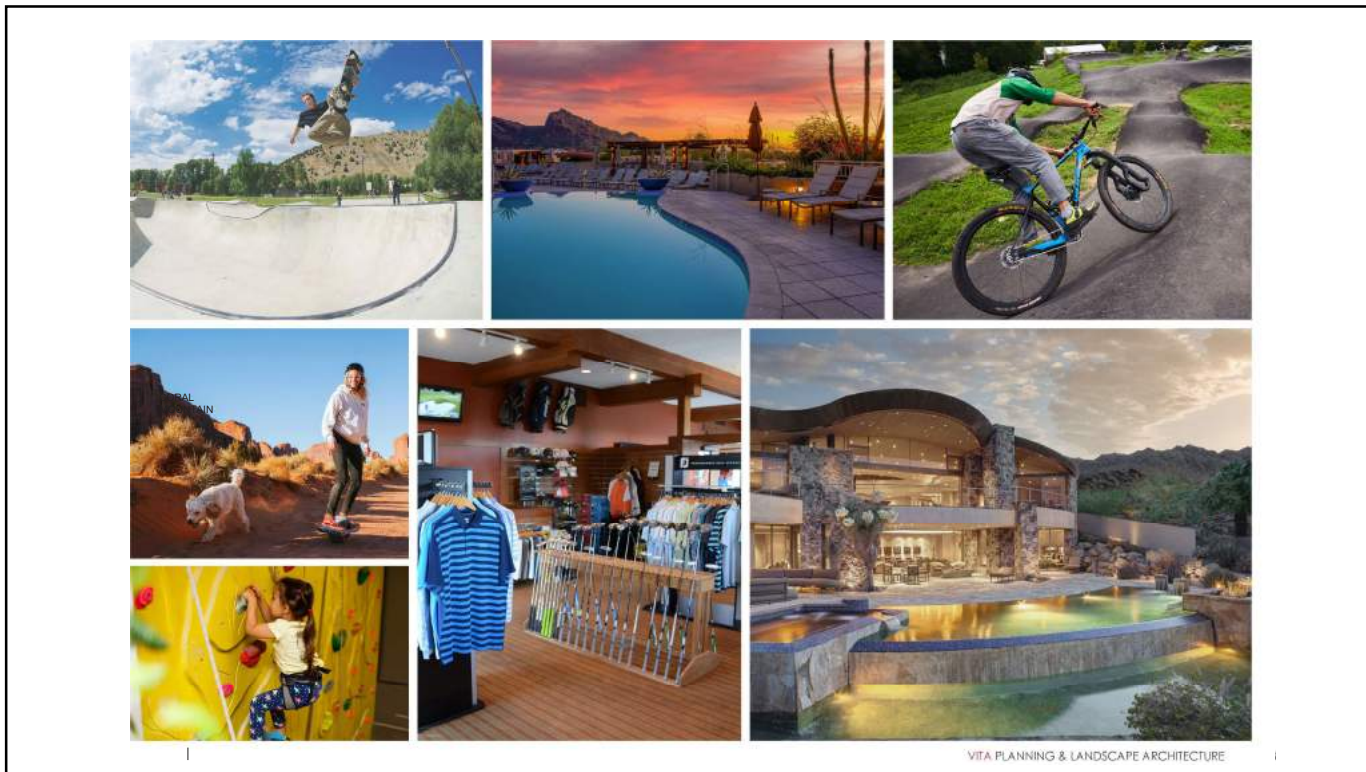
109



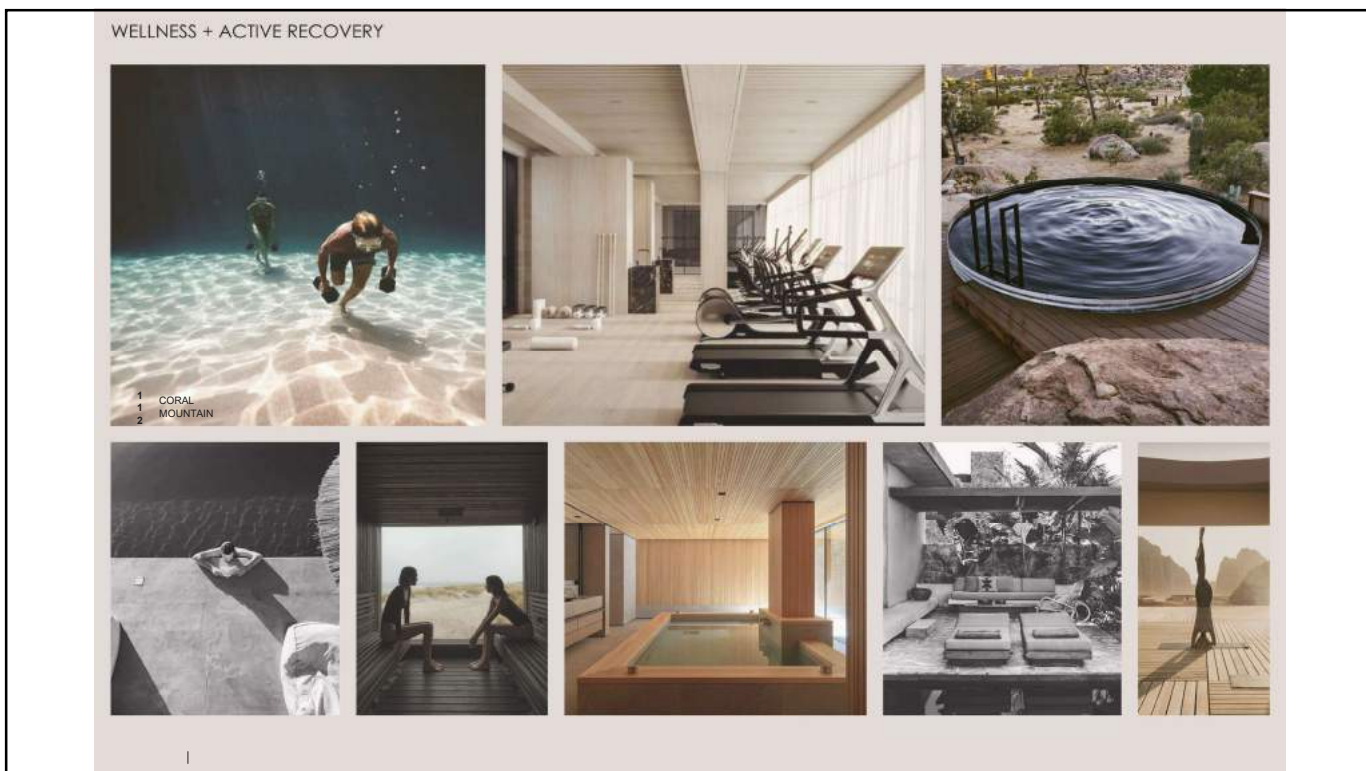
1
CORAL
MOUNTAIN

VITA PLANNING & LANDSCAPE ARCHITECTURE | 15

110



111



112

OUTDOOR LIFESTYLE



113



VITA PLANNING & LANDSCAPE ARCHITECTURE | 17

114

CORAL MOUNTAIN AMENITY ZONE



1
1
6
CORAL
MOUNTAIN

115

TRAILS + BIKE AMENITIES



- Extensive multi-modal trails network on property
- Access to larger regional trail networks for extended adventures in the surrounding mountains
- All Ages programming and training for hiking, biking, and trail-running

LEGEND

- A COMMERCIAL CORNER
- B PUMP TRACK + PUTTING AREA
- C MOUNTAIN AMENITIES
- D BIKE PARK + SKILLS AREA
- E CORAL MOUNTAIN
- F CORAL MOUNTAIN INTERPRETIVE PARK
- TRAIL CIRCULATION

1
1
6
CORAL
MOUNTAIN

116



WHO WE ARE · CORE FOCUS · ETHOS: DESIGN-BUILD-RIDE



1
1
7

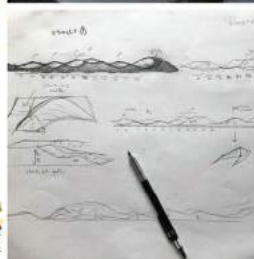
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DESIGN

YOU DREAM IT,
WE BUILD IT.

1
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8
CORAL
MOUNTAIN



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118

RESORT COMMUNITIES

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VISION • EXPERIENCE • APPROACH



|

119

COMMERCIAL CORNER

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2
0

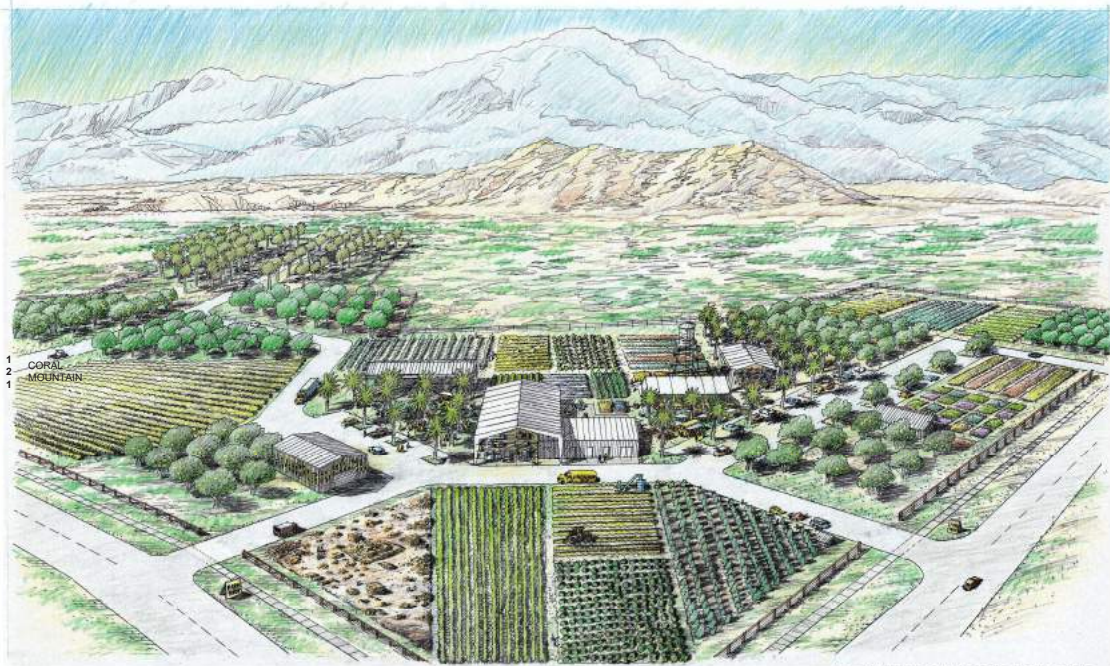


- Community-serving Coral Market bodega
- Farm and garden operation with farm-to-table production for resort restaurants and corner market.
- Long-term expansion spaces to host events and farmers markets



|

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1
2
1
CORAL MOUNTAIN

VITA PLANNING & LANDSCAPE ARCHITECTURE | 7

121

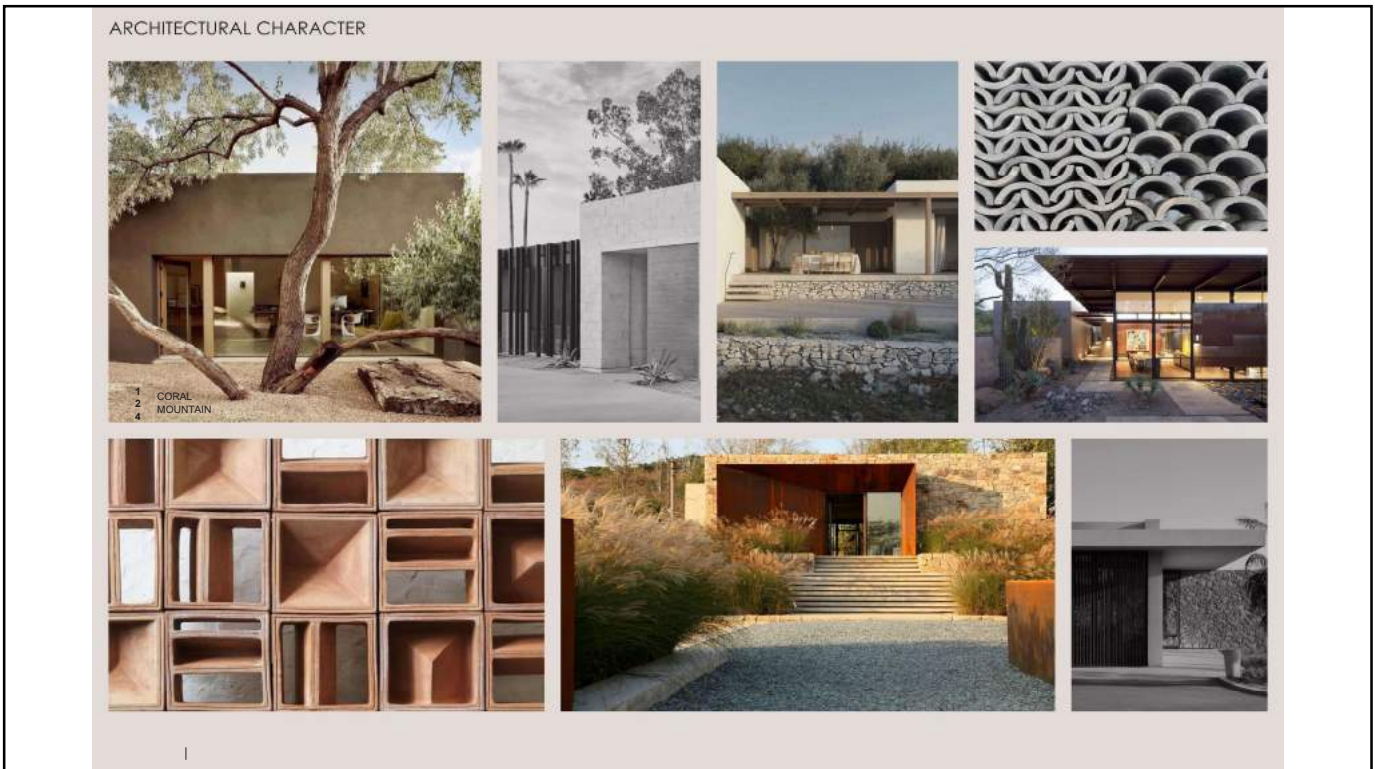
COMMERCIAL CORNER



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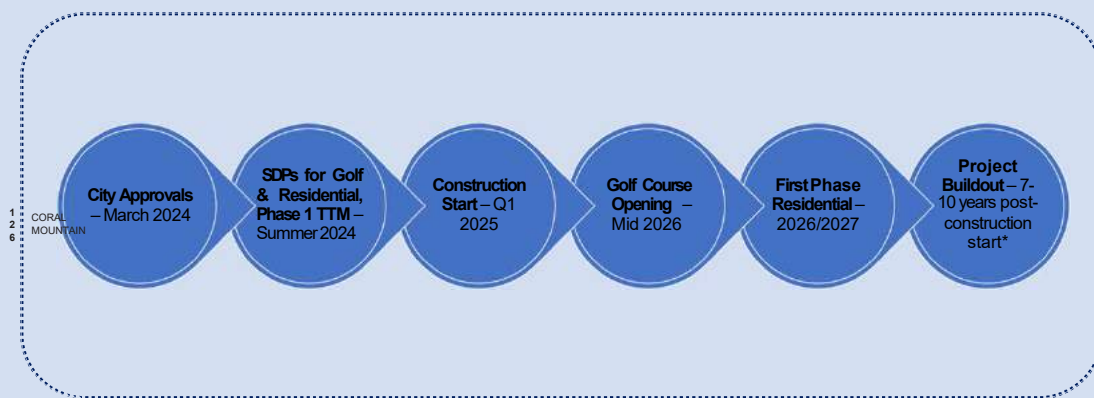
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ARCHITECTURAL CHARACTER



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Estimated Development Timeline¹



¹ See Development Agreement for more specificity regarding development timeframes and phasing

* Depending on market conditions



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