



# CITY MANAGER SURVEY RESULTS

FEBRUARY 17, 2021

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## OVERVIEW

The Coachella City Manager Resident Input Survey was available to the public for 12 days from February 1 to the 12. It gathered interest from 622 participants with a total of 128 complete submitted responses.

The following outreach was conducted in both English and Spanish for City of Coachella residents.

## OUTREACH

Social Media: 4 posts. 3 Videos = 2,600+ views.

Email: 2 email campaigns.

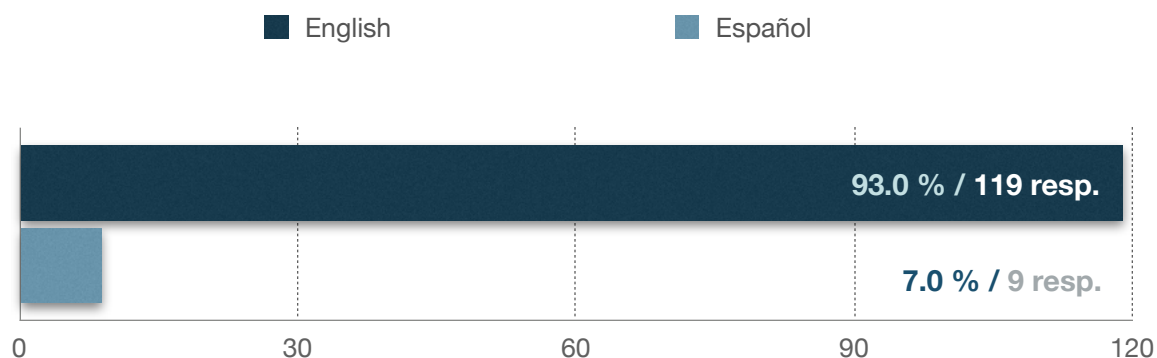
Field: Distributed 1000 QR coded cards at small businesses and city centers.

Mail: Produced a water bill insert.

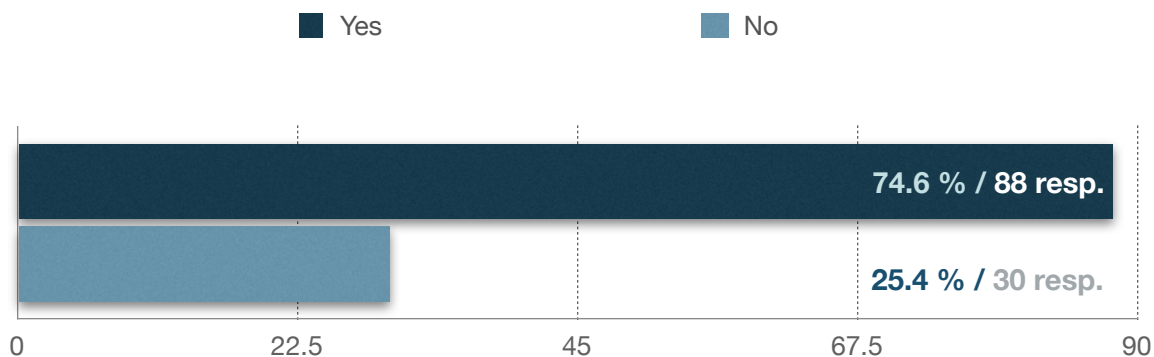
Media coverage: Telemundo, NBC Palm Springs, Uken, Patch



### IN WHAT LANGUAGE WOULD YOU LIKE TO CONTINUE?



### DO YOU CURRENTLY LIVE IN THE CITY OF COACHELLA?



### HOW MANY YEARS HAVE YOU LIVED IN OR HAVE BEEN A VISITOR OF THE CITY OF COACHELLA?

**Minimum: 1 yrs.**

**Maximum: 65 yrs.**

**Median: 20 yrs.**



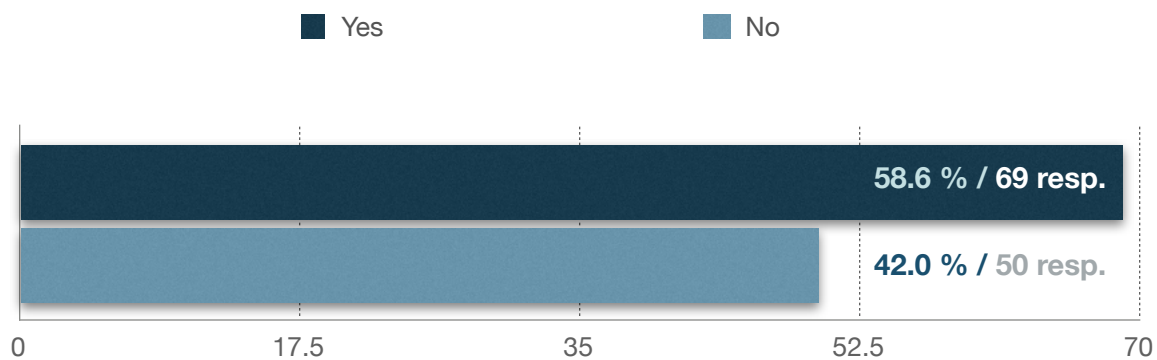
### WHAT IS YOUR AGE?

**Minimum: 15 yrs.**

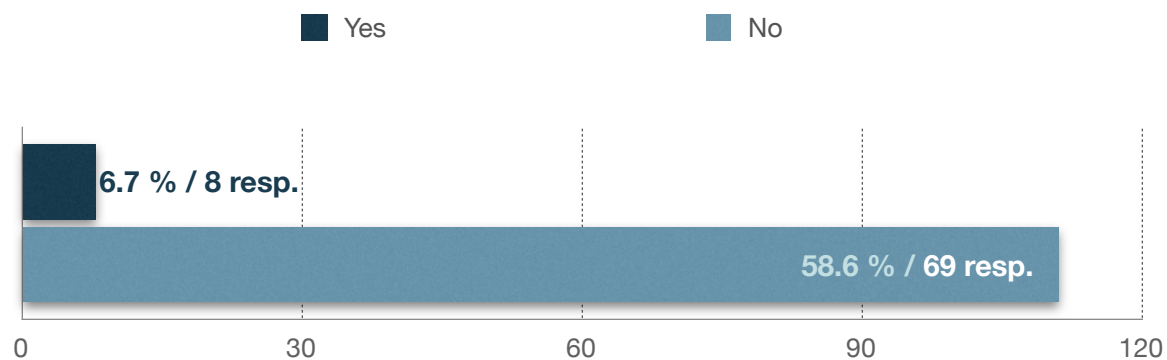
**Maximum: 72 yrs.**

**Median: 40 yrs.**

### HAVE YOU ATTENDED A SCHOOL IN THE CITY OF COACHELLA?

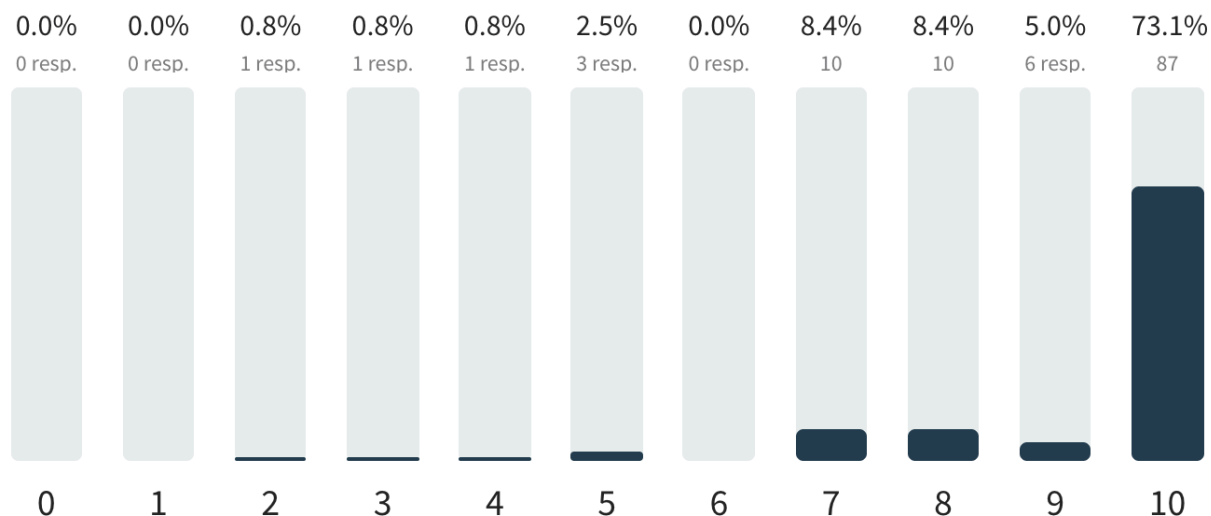


### DO YOU OWN A BUSINESS IN THE CITY OF COACHELLA?



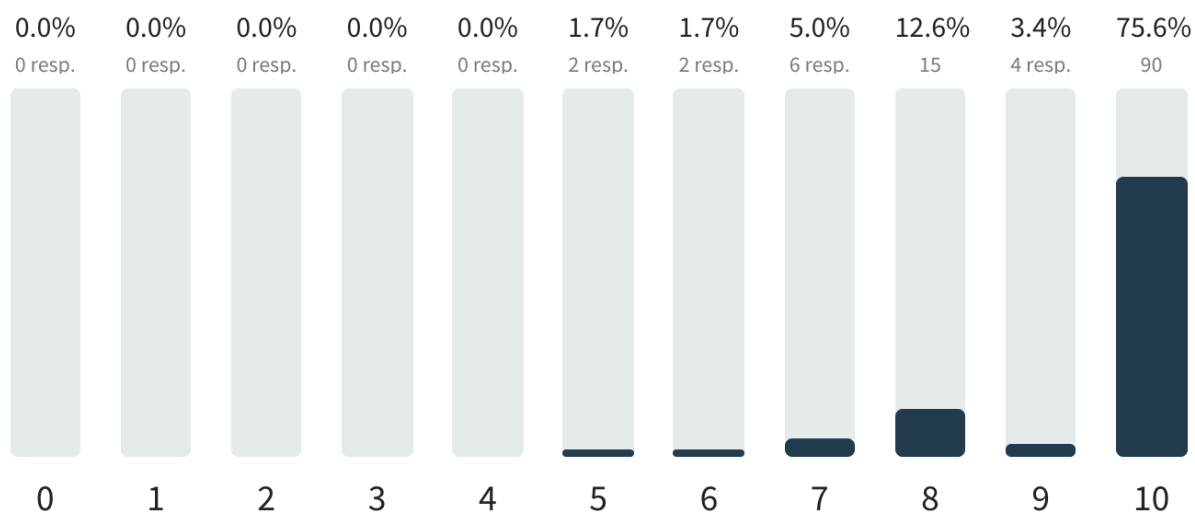
**HOW IMPORTANT IS IT TO YOU TO HAVE A CITY MANAGER THAT IS FAMILIAR WITH THE CITY OF COACHELLA AND RESIDES IN RIVERSIDE COUNTY?**

**9.2 Average rating**



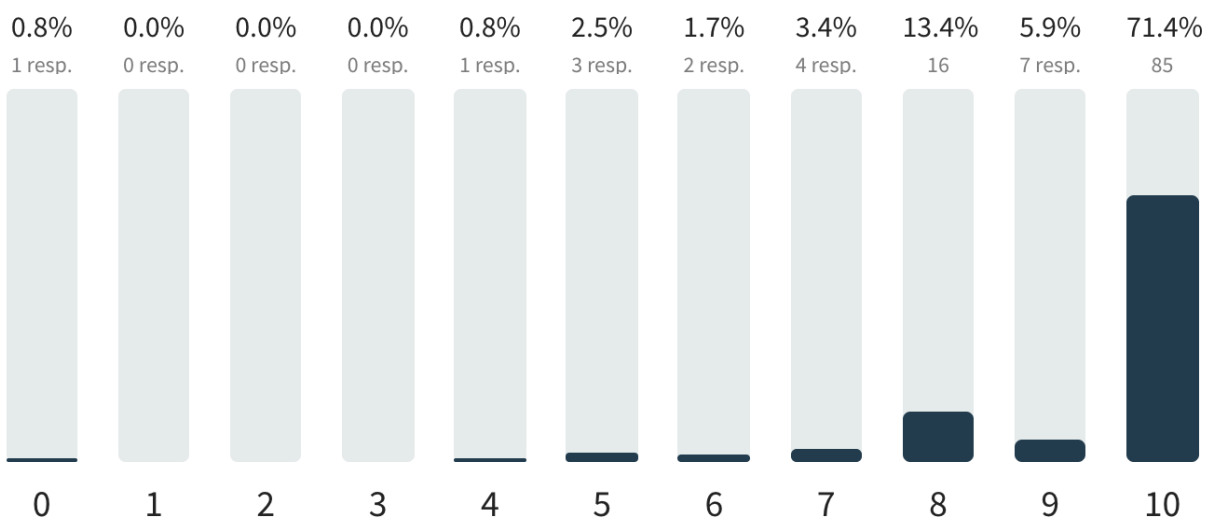
**HOW IMPORTANT IS IT TO YOU TO HAVE A CITY MANAGER THAT INTERACTS MORE WITH THE COMMUNITY?**

**9.4 Average rating**



## HOW IMPORTANT IS IT TO YOU THAT THE CITY MANAGER HAS EXPERIENCE IN A WORKING-CLASS COMMUNITY?

### 9.2 Average rating



## LIST FIVE ISSUES THE CITY OF COACHELLA IS FACING THAT THE NEW CITY MANAGER WOULD NEED TO HELP THE COUNCIL ADDRESS.

"Economic development, Affordable Housing, Job Training and Workforce Development, Senior Services, Healthcare Accessibility."

"Environmental Justice"

"Businesses like Creating a Legacy (1563 5th st) invading our neighborhoods and creating unsafe situations. Allowing their residents to harass, verbally assault and threaten neighbors including throwing items such as human feces, trash, undergarments and vandalizing and destruction their homes and property at all hours of day and night. Creating a hostile and fearful environment for families and children. Neighbors are dismayed this company invaded our community and traumatized our loved ones. They are doing irreparable damage to us and our community. We are forced to live in a unsafe environment and forced to hide, are limited in our capacity and resources to stop this or have them removed. We report incident to law enforcement, filed a restraining order, contacted code enforcement, health dept and Creating

A legacy's own management however this is still a everyday occurrence. We live in fear and this mental and physical anguish is a toll on us not to mention financially taxiing during this pandemic nonetheless as we should be safely residing in our homes and property."

"Fix streets, including alleys, Better street lighting, More security in the street, specially in the night"

"Wealth Disparity, Policing, Fund allocation"

"Affordable housing, attracting new businesses, helping build solid infrastructure."

"Transparency, community engagement, gentrification, corruption, COVID19 recovery"

"Community development, infrastructure management, Business management, positive budgeting, & open-door policy."

"Look out for Business needs, Visit the businesses, Interact with business owners, Help them boost business"

"Streets, businesses, policing, elderly, working class"

"Jobs, Vaccinations, Education, Reopening plan, and Rental Assistance"

"Condition of homes in the community, Youth activities,"

"Homelessness"

"Local Economy, Public Safety, Law Enforcement, Information about services (i.e. Library)"

"More retail so we don't have to go to la quinta or palm desert, better roads more housing , a bridge over expressway 86&ave50, know how to budget so we don't get taxed more, we need a new baseball park like the one in cat. City with batting cages for boys and girls"

"affordable housing, new programs, new roads, more business, new homes"

"Unemployment Rates, New jobs, more housing options, improved roads and new parks"

"Need speed bumps in my neighborhood Vista Escondido on Ave 54 I live on calle Sanborn"

"City beautification, Aggressive code enforcement"

"Men peeing anywhere they want likes its okay. Ive seen them peeing on the side of their cars, at the parks, basically any public place. Smoking marijuana or drinking on park grounds. Theres a lot of homeless, my kids are scared when we go out. They are injecting/smoking drugs near shopping centers."

"Too many Homeless, no lights on old streets,"

**"Better access to public transportation, Better streets, More educational programs at the Coachella Library, Better outreach to the Spanish speaking community, Have more cultural events"**

**"Fix the streets (especially Ave 52), Add street lights to busy intersections, City police not sheriffs, Affordable housing for moderate incomes, Modernize Cesar Chavez Blvd through business incentives"**

**"Please create a weekly outdoor event to have food trucks and vendors be able to make some money during pandemic"**

**"GUNS, Gangs, not enough police, robberies, etc."**

**"Fix Streets"**

**"Homeless, housing, crime"**

**"Maintaining ALL Roads up to date especially Speed Bumps for careless driving. Be on top of Code enforcement. Bring big stores that you would see in other city's like La Quinta or Palm Desert. Walmart (not neighborhood Walmart) Home Depot, Costco, UPDATE STREET LIGHTING!!"**

**"Poverty, healthcare access, street racing, available housing stock, job opportunities for high school graduates."**

**"business development"**

**"Infrastructure, housing, homelessness, fiscal responsibility, project development"**

**"Development, health, environmental, economic, social"**

**"Homeless crisis, Affordable Housing, Covid Vaccinations availability to all, Builder Fees higher than other cities in CV, Crime rate"**

**"Dont spend more than you have available, Dont break the law or get into a scandal, Allow Businesses to flourish"**

**"Help Coachella get bigger retail stores"**

**"Seniors needs, Areas of Blight, Fix Roads, Review city job descriptions and assess job performance improve quality of employees, more police aides to stop stupid drivers and illegal parking such as in disabled parking."**

**"Economy business, housing issues, ways to help families about covid 19"**

**"Street improvements, homeless people, local business help,"**

"Attracting tax revenues into the City. Attracting big businesses into the City. Positive work with local tribal entities to offset funding of City's public safety using the Community Credits program. Develop the La Entrada project. Attract hotel projects."

"A new campus for CVHS and new basketball courts on ave 52"

"New Constrution and Development, Smart Growth, Better Community Engagement, Commercial & Residential Code Compliance, Staffing Development and Retention"

"Not having a police department"

"1) Access to Educational/Training Opportunities; 2)Financial Education/Access to Banking; 3) Food Deserts + Lack of Access to Healthy Food Options; 4) Not Enough Access to Recreation + Parks; 5) Better Transportation Planning; 6) Housing Options: Townhomes, Smaller Footprint Homes; 7) Diversity in all of its Demographic Areas"

"Pandemic"

"Homelessness"

"Financial health due to Covid-19 effects, Promote the city to attract commercial development and market rate multi-family housing, assist the cannabis approved projects in opening their doors, adequately Staff all departments, and be prepared to assist the development community with processing entitlements because City growth is inevitable."

"Helping to address all the People in our Community, not just One particular race"

"Gangs, Drugs, Poverty, Education (focusing on getting parents and students more involved). Im a teacher here at Bobby Duke, and I would love a city manage that focus on education and the kiddos. Making the parents accountable!!!! Also, Im tired of hearing all my neighbors throw parties even though we are still in a pandemic. We need to be stricter with our social distancing rules in Coachella"

"Balanced budget, Crime, housing, clean water, racial diversity, feeding the hungry"

"More accountability"

"Public safety, Youth services, Housing for young families, Creating jobs, Bringing a hotel"

"Crime, Poverty"

"(1) widespread covid testing, (2) rent & income support for documented and undocumented residents who lost income as a result of the pandemic, (3) educational material on the structure of our city government and current officials, (4) educational material on participating in decision-making boards and commissions (being members, not citizens making a public comment), (5) create networks for mutual aid (food, supplies, skills)"

"Investment in our schools. We need high quality education and facilities. The second would we diversity in real affordable housing for all incomes. Last, growth for the locals not for the tourist."

"Homeless, Affordable housing, Property taxes, Infrastructure, Truthfulness, honesty, transparency, and not stealing from the community"

"1. Housing shortage 2. lower property taxes (inequities compared to other cities) 3. clean water, air, streets 4. lighting in the streets 5. more parks community safe environments"

"More outdoor activities, housing, improving living conditions, free community events and outreach."

"Crime, homelessness, farm worker housing, small business support and COVID relief and resiliency."

"Affordable housing availability, transparency, gentrification, crime/no local police, budget planning"

"Terrible roads, unfinished projects (hotel indigo), cleaner roads, improve schools"

"There are a lot of common areas specially on Avenue 50 that the plants are dead and I have been dead for months and they haven't been replaced"

"Streets, development, public safety"

"I would love for Rancho las Flores park to be finished with the baseball fields!!! And have it be bike friendly"

"Parks and recreation, Resident reimbursement programs, City Garden project, Dust control, Roads and pavements"

"Affordable housing, Attraction of retail, Cannabis, Sustainability, Economic development"

"Homelessness, City road/street quality, Availability of emergency services, Beautification of the city such as planting more trees and vegetation as to improve air quality and help reduce dust and sand, Supporting businesses and attempting to attract more to the city."

"Being out of touch with community, bending over backwards to let corporations and businesses do whatever they want, not having enough jobs for recent graduates, cost of living is expensive no new affordable housing"

"Restore old Coachellita, make city more health conscious by installing bike / walking trails. Enforce speeding cars on Cesar Chavez street. Offer incentives to new businesses on vacant buildings to beautify the city. And if gangs cant be stopped, at least have the police be respectful as well as the gangs to stop crime."

**"Homelessness, Street Maintenance"**

**"1. Economic Development 2. Employment 3. Code Enforcement 4. Homeless  
5. Tourism/Hotels 6. Infrastructure"**

**"Police Department"**

**"gays"**

**"New Fire Station, Public Safety, Homeless shelters, signal light on Ave 52 /Genoa"**

**"street and sidewalks, traffic inforcement, new business, repair and landscape, more law  
enforcement"**

**"Housing, Economic development, Community services, Parks & Rec, Roads"**

**"Low income housing, bring more businesses to downtown, be realistic with a budget, have  
a sense of architecture, keep it simple"**

**"Business attraction, nightlife, infrastructure, more recognition, brining in or back young  
people who went away for college"**

**"Animal control services"**

**"Drug distribution to children (drug crisis), Lack of sidewalks in outskirts of the city, High  
property taxes for low-income home owners, More youth programs focused on job training  
skills, Low to median affordable housing"**

**"Upgrading our schools, Road improvements, More city events, Updating parks, And better  
public safety"**

**"Crime, crime, schools, parks and crime"**

**"Water Price and City of Coachella taxes are too high."**

**"1. Work repair of roads into budget, 2. Police force in Coachella, 3. Covid response, 4.  
Expand community programs, 5.expand stock of affordable housing"**

**"Police Department Re-institution, Firework/Projectile Discharge, Animal Programs(Spay/  
neuter, animal awareness and preparedness classes, shelter support) to curb strays and  
make the city safer for all the pedestrian/visitor traffic it has been building for. Continue  
logistics in planning and development of low-income, and other city plans. Future pandemic/  
contagion response protocols and preparedness."**

**"Homelessness, Economic Recovery, Local Events, Crackdown on crime, Road Maintnace"**



"Equity in the communities, city clean up and restoration, improving school, securing clean water for all citizens and code enforcement for presentable and clean neighborhoods"

"I have seen so much improvement in the City it is a little challenging to pin point issues the City is facing"

"Partisan budget, moral, lack of ethics, lack of leadership, inaccurate book keeping"

"Budget, Covid, 5 year strategic planning is necessary, Transportation and access to services for all residents"

"upkeep of homes"

"Commercial and retail development, relocation of city hall back to downtown, increase of public safety"

"-specialized/accelerated job training -job growth -retail growth -school resources investment -parks and recreation investment"

"open more cov testing"

"Poverty, opportunity, recreational, health, no access to healthy foods, and literacy"

"1. Build out Rancho las Flores park 2. Finish the eye sore hotel project at the LightHouse dispensary 3. Build more houses 4. More visible public safety/officers 5. IMPROVE the school districts 6. Road Improvements"

"More area and that's for toddler, Library needs to be kid friendly, More restaurants not just Mexican food, More places to shop"

"City overall drug dealer corruption in city hall"

"improve streets condition speciality avenue 52 between vanburen and monreo"

"Homeless increases"

"1. Restore and utilize empty buildings. 2. Cleanliness of businesses parking lots 3. Preserve historical landmarks ( Palmview school should have never been torn down) 4. Maintain values in house 5. Require land owners of empty lots to fence property and maintain loose dirt"

"Not sure"

"Road Improvements, COVID-19, Jobs, Education and Parks"

"Leadership and recognition of his city staff who are his or her ground workers. Great leadership brings motivation to the city."

**"Immigration"**

**"1. Accountability and transparency particularly in the streets and park department 2. The "hotel" 3. Property taxes and city 5% utility taxes are comparable to other cities in the desert with not nearly enough ROI for residents 4. Expansion 5. Family recreational opportunities"**

**"Covid-19 spread, vaccination and impact on all, Job opportunities or lack thereof, Education I see many children out and about when they should be attending school (virtual)"**

**"Housing and labor needs, young families, recent graduates obtaining quality jobs, long term plan for the prosperity of city residents."**

**"Schools"**

**"1. Cost of police service 2. More fire service 3. Repair city street 4. Increase tax base 5. Medical services."**

**"Transparency, lack of communication, more affordable housing, less kick backs to high end business"**

**"Utility growth. Police accountability, ethics, establishing standards, staffing."**

**"Lack of code enforcement"**

**"Gentrification and displacement of low income residents. We need to focus on affordable housing and community support/resources BEFORE businesses and developers. We can't grow when we can't even provide for existing communities."**

**"1.TRASH around the community!! 2.Terrible Roads 3.Broken/Lifting Residential Sidewalks 4.More Trash Clean-Up 5.Illegal Dumping of Trash in Unoccupied Land"**

**LIST FIVE MANAGEMENT AND LEADERSHIP ATTRIBUTES THE NEXT CITY MANAGER SHOULD HAVE.**

**"Finance, Communication, Accessibility, Openness, Servant Leadership"**

**"Great communication with residents. Ability to reach out and encourage participation. Public forums."**

**"Compassion, fair, honest, hardworking, and open"**

**"Interested in improving the city, Dedicated to work, Knowledge in laws and policy creation Educated, Caring"**

"Able to communicate in Spanish, budget efficiency, contact transparency"

"Availability, Dependability, Empathy, Transparency, Ethical"

"democratic leadership, equity lens, community focus, supportive of employees, progressive and open minded"

"Positive Economic development, Positive budgeting, Progressive foresight into the 21st century, Work well with other Council members, & able to offer and adjust mindset for the betterment for the City."

"Respect, Knowledgeable, Educated, Competent, Organized"

"Pro Life, Honest, Pro American, Serve the People, Obey the Constitution"

"Decisive, Well-informed, goal-oriented, hard working, community advocate"

"Collaborative, Service minded, open minded, courageous leadership."

"Humble"

"Trustworthy, Respectful, and having good approachable character and the utmost integrity"

"good listener, young, visionary, good communication, fun"

"Bilingual, open minded, diverse, experienced and willing to move Coachella forward"

"Look in to property taxes are high in certain areas should be looked into I pay 5000 a year in taxes very high I pay more than my mortgage payment"

"Bilingual, Strong vision, Listening to all stakeholders"

"Family oriented, Fear God, Bilingual, Educated, Mexican 😊"

"Professional, family's values, family oriented, Conservative, common sense, knows right from wrong"

"Great interpersonal skills, Flexibility, Great time management skills, Patience, Bilingual"

"People friendly, Local hire, Approachable, Honest, Integrity"

"Knows what it's like to survive paycheck to paycheck"

"Get involve with the real issues of the city."

"Knowledge"

"Seek godly wisdom, A person of your word, Integrity, Humble, Endurance"

"accountability of their staff, strength to lead against punitive punishment by the sheriff, spanish speaker, ability to grow city budget without taxation."

"how about a female!"

"Active listening, Emotional Intelligence, decisiveness, self-evaluation on past actions, team player"

"Bilingual, cultural sensitive, knowledge of business. Leadership, empathic"

"ability to interact at all socioeconomic levels, differentiate order of importance in solving issues, be able to make important/urgent decisions and lead by example with follow through"

"Be good with numbers, Avoid workplace mischief, See the big picture for city's success"

"Better assortment of Restaurants."

"Executive administration experience, Financial Fiduciary experience, College degrees in Business Administration with Law degree a plus. Ability to lead & properly train staff."

"Fair, communication, accountability, relator, teamworker"

"Accountability, progress, direction"

"Competent leadership from the top. Good communicator with public safety departments. Strong work ethic. Skilled at delegation of assignments. Ability to be a good motivator. Ability to be a good mentor."

"Full time park & Rec. Commissioner"

"Authenticity, Visionary leadership (Vision Casting for the future), Staff Development Accountability from the top down, Goal Setting for all Departments"

"Accountable to the community"

"1) Tenacity; 2) Capacity; 3) Professionalism; 4) Compassion; 5) Seasoned/Experienced"

"High level of education"

"Integrity and communication"

"Communication with City Staff, have an open door policy, motivate Staff, promote customer service, and help the Council be successful in carrying out their policies."

"Leadership, Financial Savvy, Open mindedness, Willingness to make help the City with Advancement, not a person that is looking to have their pockets padded financially not like others have!!!!"

"Fair, Honest, Open-Minded, Great communication skills, and pro-active"

"seeing both sides of a conversation, effective communication, presence in the community, growing small business, deregulation mentality"

"Idk"

"Bilingual, Good communicator, Business oriented, Pro-development, Fiscally responsible"

"Fearless"

"Collaborative, transparent, accountable, passionate, strategic"

"1. Should be knowledgeable of the economic, racial and age demographic of the city. 2. Knowledgeable and acknowledges the inequality of investment between the west and the east of the valley. 3. Uplift the voice of the resident and not the personal agendas of the mayor or council members. 4. Should enforce any conflict of interest policies. 5. Be respect and empower all residents Of the city."

"Trustworthiness, Loyalty, Commitment, Truthfulness, Roots and ties to the city and live in the city"

"1. Create partnerships within the Coachella Valley 2Transparency with funding and initiatives 3. Community Organizing 4. Grant writing/Fundraising/experience allocating more funding"

"Compassionate, caring, outgoing, knowledgeable and passionate for the work he/she does."

"Strong communication skills (bilingual), initiative to get things done, engages with constituents in the community, ability to work with other cities and unincorporated areas of the county to promote resiliency in the face of a pandemic, and empathetic."

"Experience both in and out of the community, positive track record, highly qualified, willingness to work with the community"

"Dedication, good relationship with the community, eager to help and improve the city"

"Talk to the community. Speak English well. Drive around the city to check up on city workers that I always see sitting down or on the phone. Be honest. Install more trees on Avenue 50."

"Hard working, friendly, integrity"

"Compassionate, adaptability, innovative, cultural and hardworking"

**"Ethical, Transparent, Fiscally conservative, Bold, Progressive"**

**"Patience, eagerness to learn, ability to adapt, communication skills, an understanding of how to acquire appropriate advisors to help give guidance for specific individual issues."**

**"Bilingual, knows how to delegate, is authentically trying to better the community, integrity and transparency."**

**"It seems like Coachella is 98% Mexican/latino so it makes more sense to have someone that understands the culture and have the new leader be latino. Also someone that can talk to residents and be more approachable. A finance degree to manage money in the right areas. There's alot streets in rural Coachella that can use repair. Also someone that can remove old trailer parks and built apartments to make the city a better place."**

**"Ability to listen, Academic, Personal Management, Teamwork, Communication"**

**"1. Budget management 2. Community interaction 3. Staff Oversight 4. Collaboration with others city leaders 5. Able to take direction from the City Council"**

**"Integrity, communication, vision, confidence"**

**"white male"**

**"Communication Honesty Integrity Leadership skills"**

**"Honesty, Integrity, trustworthy, loyalty, accountability."**

**"People skills/approachable, Delegating skills, Problem solving, Lead from behind/Empowers employees, Communications skills"**

**"Listen more talk less you don't have to know it all and please everyone"**

**"organized, able to listen, make tough decisions, bilingual, committed to the Valley"**

**"Compassion, Critical thinker, Problem solver, Reliable, Ability to communicate"**

**"vision, integrity, compassion, strong communication skills, ability to generate support for ideas and actions"**

**"Be aLeader not a manager!, Bilingual, Involved in the community, Problem solver, Transparent"**

**"Honesty, accountability, leadership, community oriented, community involvement, humble, integrity and passion for the city."**

**"Finance background, experience working with community development, experience with working with farm worker communities, pro affordable housing, pro youth programs."**

"Fact-driven, law abiding, community member, experience with multi-cultural/income divided towns, progressive views."

"Fiscal responsibility, Communicating with the community over city projects,"

"Ability to work with working class and agriculture workers, supports diversity, works to help small businesses, does not believe in conspiracy theories and is transparent with citizen of the city and will work for us, not their own self interest."

"Attention to detail, knowledgeable and resourceful, knows their community,"

"ethics, leadership, impartial, moral and organized"

"Strategic Planner, Neutral Voice, Skilled at moving Council initiatives forward, one who is capable of treating all elected officials fairly and equally."

"transparent, reachable, bilingual"

"Humility, meekness, open mindedness"

"-job specific skills in finance, law, and politics -results focused -influencer -team player -judgement"

"Communication, Lead by example, listener, supportive in all aspects,"

"they help ppl"

"Compassion, someone who understands abject poverty, someone who speaks Spanish, is great with finances, has a real vision for the City, and someone who isn't here for financial gain"

"1. Bilingual in spanish 2. A resident of Coachella 3. Someone who will listen to cities concerns/open minded 4. Someone with government & public sector experience 5. Isn't scared to make changes for the betterment of the City"

"Bilingual, Friendly"

"Leadership honesty and transparency"

"safety , help seniors , youth, parks with better lighting,"

"Help clean are city"

"1. Lead by example (be involved) 2. Ability to listen (all concerns are valid) 3. The ability to learn (to adjust to changes) 4. Good track record 5. Willingness to educate, teach, promote."

"Not sure"

"Good communication skills, good leader, understands finances and hard worker"

"Leadership, Bilingual, consistent, professional and fair"

"Trustworthy, caring, knowledgeable, bilingual, young"

"1. Firm but fair, not looking to be friends but running a tight ship 2. Leader-not micromanager 3. Common sense 4. Knowledge 5. Friendly/approachable/receptive to opinions and constructive criticism"

"Empathy, compassion, listening skills, communication skills in both English and Spanish, passion to act not just think"

"Understanding of a working class community, capable of working/communicating with all residents/staff of the city, have a vision for all residents of the city, is capable of ensuring all city services are functioning for the benefit of the community, is able to bring different opportunities to the community."

"Get the job done"

"1. Make themselves accessible to the public 2. Strong leader 3. Building a strong business and tax base."

"Resilient Leader"

"ethical, transparent, team builder, impartial, organized."

"Development of community outreach"

"Community advocate, policy advocate, progressive"

"1.Honest/Integrity 2.Listen/Communicate 3.Innovative 4.Inspirational 5.Empathic"

## WHAT DO YOU EXPECT FROM A CITY MANAGER?

"That long and short-term issues will be resolved and the city improved for the future of our community and help our children live in a cleaner, healthier, vibrant city."

"Not to prioritize businesses or "economic development."

"Equity"

"Team builder, renew staff confidence, develop priorities."

"To be a commander and communicator"



"Someone that represents the community and its values! It is time the city have a representative that listen to the residents and is not bullied by city council members or controlled by them"

"Get 5he job done"

"I expect professionalism, respect, vision, responsibility, communication, and ability to work with people with different ideas and backgrounds."

"An understanding, compassionate, empathetic person who is from the community because those from the community are vested in it so they want to see things get better for not only the community but their family and friends too."

"Transparency, honesty, leadership."

"To work for the people of Coachella"

"To lead by example interact with community hear the concerns first hand."

"To be knowlegable and available"

"Responsibility and communication with the community"

"someone who takes pride in the city and community they serve"

"To help are city"

"hard worker"

"The outmost respect"

"To be out and open to list to the community"

"A person who takes pride in the City & who will continue to make it better."

"I expect him/her to be extremely professional, courteous, kind, smart, present, and who wants to be in our city—not someone who is not fully invested in our city"

"help farm workers"

"Be a voice of the city, be a mediator between the people and the council when needed.."

"work smarter for the working class, poor, and immigrant people of Coachella"

"Clear messages and communication to the public and stakeholders"

"represent the city well"

"Leadership and implementation capabilities"

"Have enough sense not to date staff"

"Improves the aspect of the City as a whole"

"To work hard for the city of Coachella to make improvements, address homelessness, improve our neighborhoods and put the interest of the city before themselves. Always tell the truth and have integrity"

"Make our city a better place to live"

"Knowledge, follow through, accountability."

"Someone who is active in the community. Knows and understands the needs of Coachella and wishes to develop the city's budget to address the needs in the community. Someone who understands that helping families obtain affordable housing will help them in turn stabilize their lives."

"To bring professional growth and wealth to the city."

"Over all involvement with his city, staff and community"

"Someone who commands respect, guards the dignity of constituents, is knowledgeable of methods that can achieve goals, is able to develop the right projects to meet Coachella's needs"

"I expect transparency and communication. Whether physically and virtually. There should be visibility on what they are doing and how they will do it"

"Ensure a clean city"

"That this city isn't just a stop on the way to a bigger plan, that they want to be here"

"Realistic pay and benefits, shop, eat, live and worship there"

"Some one that under the leadership of council and own's experience will work to take the City of Coachella to new levels"

"To complete tasks given."

"Work with council and city residents"

"extreme nationalism"

"Leadership, intelligence, ethical and moral character"

"All of the above"

"To think outside the Box, get things started and continue them. Also to interact with the community and ask them where money should be spent. Probably offering also more health clinics. And be all around a people person. I don't think we need someone just sitting in the office all day."

"I expect a city manager to know their community and make decisions that make sense for a community that the Median income is about 30,000"

"Someone who is eager and willing to put time and effort into researching issues they may not know much about. Has the ability and drive to seek out knowledgeable experts for help and expertise"

"To move our city to the next level...it's time to level the playing field for Coachella! Garner respect and due regard for our city."

"Bring events or business that benefits the city and its citizens"

"Community outreach"

"Manage the city efficiently"

"To be honest and wants to help the city Grow and helps to city make it more beautiful"

"I expect him/she to make Coachella a city people would like to live in."

"Honesty, accountability, impartiality, efficiency"

"Honesty and reliability to their constituents."

"Represent its people and their needs"

"Someone who is not afraid to take action and doesn't have a personal agenda but really care about the people who live in the city and wants to see it grow and flourish."

"That he focuses on the city not his wallet"

"I expect the manager to be heavily involved in the community and ensure the city government is serving the community. The manager is expected to service the resident and residents before any government official local or otherwise."

"(1) widespread covid testing, (2) rent & income support for documented and undocumented residents who lost income as a result of the pandemic, (3) educational material on the structure of our city government and current officials, (4) educational material on participating in decision-making boards and commissions (being members, not citizens making a public comment), (5) create networks for mutual aid (food, supplies, skills)"

"Well rounded person"

"Manage the operations of the city, according to the majority will of the city council"

"Have a more proactive approach to community needs, not just sit behind his/her desk."

"Responsibility, treating everyone the same and a effective leader who is seething humility"

"Just to really look out for its people!"

"I expect him or her to carry out the Council's policy and be a mentor to his or her employees"

"Someone that is looking out for the city and not themselves"

"A good leader that is fair and ethical."

"I expect the new City Manager to lead and that his or her actions ultimately improve the quality of life of the residents of Coachella while also improving their livelihoods."

"Honesty"

"I expect the City Manager communicate with staff and have a macro and micro knowledge of each department (not to micromanage but to show a value for the work"

"Honesty, integrity, talking often with business owners including employees working for Riverside County facilities"

"Whatever is best for our kids"

"Fair, accountable, creative thinker, supportive and a team leader."

"To be able to relate with the people, and fair decision-making, and be accountable with the budget."

"Action"

"Know the jobs and tasks to properly serve city residents including the ability to delegate a talented team. Integrate volunteers such as wise senior citizens to help manage community projects. Execute fiducially responsible budgets with auditing to achieve original plans and promote growth. General duties completed with integrity with the mind of protecting Coachella assets."

"Help expand businesses."

"Fiscally strong city that gets things done"

"To be "Hands On" at all times"

"To be respect and professional"

"Properly guide the council to make Coachella survive this pandemic and support local business since a large portion of the city's revenue is hard to recover."

"leadership abilities, family atmospher"

"Respect, responsiveness, and just action."

"Truth, Commitment"

"To work with the council"

"Hands on the problems that affect the city."

"Effort"

"A sincere care for our community"

"I expect them to accomplish their work without incident."

"Trust, hard worker, respectful."

"Integrity, High ethical standard, Leadership by example"

"To follow through check all complaints and figure a solution"

"Efficiency running the City"

"To be part of the community and not just work there and check out at 5pm"

"To keep our city safe,form a new police department in our city"

"Reducing overall costs to citizens and making for a smooth connection to daily work and life in the city."

"Good leadership"

"Focus on continued growth of the community."

"All the answers from the previous question"

"To help out the business's"

"Open-mind, make the city better and with positive development."

"To manage the city to meet the needs of the residents, instead of just "being" a city and telling residents all the things it can't do. And to be fair and independent - stay out of politics and don't just do what the mayor wants."

"Someone who puts the best interest of the city and it's citizens before all else."

"I will expect someone who has proven to work with the community and understand that this community had a long history of government distrust and I hope he/she/they are able to engage with all community members."

"Good work ethic, Responsible , Not corrupted"

"Advocates for and protects residents and local businesses and community."

"Integrity."

"Experience and knowledge of government and public administration."

## WHAT ARE WAYS THAT A NEW CITY MANAGER COULD UPLIFT OUR COMMUNITY?

"Inspire us to look forward to a brighter, cleaner future."

"Prioritize affordable housing and other community resources, put an end to prioritizing development for tourism and businesses when we can't even provide for or support our residents."

"Be transparent with upcoming projects"

"Renew staff confidence, review HR department operations. focus on customer service, transparency."

"Communicate with the community."

"community engagement and actually reside in the desert community. NO more outsiders who only work here and do not reside here full time"

"More community involvement"

"By networking broadly and bringing opportunities for city residents and businesses as well as bringing resources for the residents and businesses in Coachella."

"A great way is by being out there, not just behind the scenes. We all know the person who runs the city is the City Manager. (At least I know from previous local government experiences). The mayor is the face. If there has to be a negative, find a positive to offset it, even if just by a little."

"Trim the fat and lower pay at the management positions (including their own) they do not deserve PD or PS pay until our city is on par with those 2. They've got to earn it"

"To engage with its residents."

"Be transparent inform the city of what's happening or take their input into consideration."

"by knowing our community in order to help it."

"To be more in contact with the community"

"Be involved in all aspects. Create safer environments and create a multicultural city."

"By helping the businesses"

"better roads"

"More kids area, Connect community to not be left out"

"Having outreach community programs & family focused events"

"Bringing in investment"

"less tax"

"Through information and communication"

"invest for a brighter future"

"Bring more development giving more employment options for residents"

"work well with residents and business owners"

"By having a history in the community"

"Get involved, do more than collect a check"

"Being involved"

"Community outreach, be accessible to citizens and make every effort to address our concerns. Improve our streets and neighborhoods. Work with code enforcement to support city improvements and areas where homeless people populate and litter the city. Strive for the same appeal and improvements of 6th street all over the city."

"More local events. Like the food truck event, car shows, tacos and tequila, etc"

"More active/interactive and updated website or digital "community board""

"Support community development in all aspect and be an advocate for the needs of all residents."

"Incentives for community and businesses reduce water use and cost."

"City events, Local farmers markets , Down town events"

"Art festival, Art programs/competitions, Music competitions, microenterprise support"

"Initiate a farmers market, Community garden, Youth internships, Appreciation events for farm workers, Local business scavenger hunts"

"Parks"

"getting Coachella recognition out there, working with the valley and other cities"

"....."

"Being engaged and opened to learn from the community. Having that understanding and relationship will result in better policies and leadership."

"Bringing new businesses to the city, beautification of city, more law enforcement."

"Public visibly"

"stop misuse of taxpayers money"

"Reports to the community"

Walk the community

Live in our community"

"Provide more community events"

"Like I said, someone more interactive..."

"A new city manager that is from the community could have valuable insight regarding what this community wants and what they need."

"Clear and regular communication with an emphasis on giving every citizen of the city an easy ability to reach out with questions, concerns, or thoughts."

"Engage with the community, be visible, and be an ambassador for our city."

"Involving community to events like tacos & Chabelas & Tequila. Mariachi night etc"

"Community events"

"By putting in more trees and flowers around the city"

"Watch the city grow"

"By denouncing hate and racism, encouraging small business owners, creating equitable access to resources for community members of all economic and social backgrounds."

"Outreach to the community and listening to the needs of the people"

"creating community events and safe places for young people to gather and stay away from crime, create opportunities for young people, parks for sports, boys and girls club, cultural events etc"

"Make it a gem not a dump"

"By being involved. Residents should be able to know from the top of their head who the manager is."

"(1) widespread covid testing, (2) rent & income support for documented and undocumented residents who lost income as a result of the pandemic, (3) educational material on the structure of our city government and current officials, (4) educational material on participating in decision-making boards and commissions (being members, not citizens making a public comment), (5) create networks for mutual aid (food, supplies, skills)"

"New programs to help people!, Encourage people to open businesses!!, Clean the city"

"Have neighborhood meetings"

"Involve the community"

"bringing all races together so we can all act as one"

"Maybe more activities for the stakeholders in education, and its students"

"By being proud of the City and promote the City and its culture."

"Look to help the City advance financially and not give away all the money to certain things that interest them or Certain minorities"

"Not sure."

"The new City Manager could uplift the community by promoting inclusivity and equity; providing access to health and healthier options; bringing financial education and banking; empowering residents to contribute to creating neighborhoods of opportunity; providing linkages to valuable resources; bringing in economic opportunity, including education and training; and enhancing active transportation mobility within the city in order for people to get out of their cars and on a bike or walk."

"Transparency"

"By highlighting the direction of the city and provide solutions to areas that need corrective action. Ask the customers (residents) what their needs and assessments are."

"Consult all community members when building and planning new facilities insuring at minimum 85% of the results are common sense"

"Clean up old neighborhoods"

"Attract job creating businesses and hotels, etc."

"Implementing the policies that Coachella Council does, and oversee the budget to see if the decisions over it actually benefits the community. The manager is familiar with Coachella, and make recommendations to the City Council."

"Involvement in community."

"Create a regular town hall meeting with special guest speakers (new business intros, Health Announcements from local hospitals.) Recruit retired seniors who have management knowledge and leadership qualities on a voluntary basis. Pandemic issues reduce many activities tho."

"Help it grow"

"Attract and retain good businesses and housing"

"by making himself/herself available to the entire community in order to address their needs"

"Bringing unity"

"Small business support, coordinating sites for vaccinations, and finding creative ways for families to enjoy some time out of their home in a safe way."



"Being in the media promoting good progress; working with the local special districts within the city; being a strong partner to the nonprofits that do a lot to serve coachella residents."

"A person of your word"

"Introduction feedback about his experiences"

"Listen to the people."

"Actions not words"

"Being approachable"

"They could increase accessibility to the City Council meetings, and try to increase community engagement in those events."

"Healthy mental families"

"Family oriented activities for the city."

"Vision, Being visible in the community, Moved to community policing. Trust is everything."

"Meeting with all the different home communities"

"Increase marketing and social media presence"

"new ideas, open to some of the ideas in past that were over looked, works well with others"

"Be more involved cruise our city go to the poorest part of the city and go door to door and talk to the people and see what there needs are"

"Promote true unity without the sacrificing of anyone's sense of self-worth."

"Being out in the community"

"Going directly to the resident and hearing their needs."

"Education programs to build trust in vaccinations and mask wearing"

"Do those things listed previously"

"Reach out to the businesses and community"

"Explore what works with other cities that would benefit the city."

"Tackle equity issues in city management, work on equity issues impacting the city from the outside, interact and really listen to residents, be proactive in identification of policy and admin growth for the city, create a city culture that values employees."

"I believe transparency is key to building trust within the community, a community who trust their officials are more involved and interested."

"Begin to build trust and actually listen to youth involvement"

"Improve infrastructure, Fix street and dirt alleys, Add lighting to residential streets and alleys, Add patrols and security to Streets"

"Research companies such Creating a Legacy and barring them from invading our neighborhoods and Creating unsafe communities."

"Open communication with resident"

"Getting out in periphery, getting hands dirty in the barrios and neighborhoods to hear from residents."

#### WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE IN CITY MANAGEMENT, WHICH COULD BE SOUGHT IN A NEW CITY MANAGER?

"Give at least one warning before handing out city tickets to the community, give us a chance to comply with city rules. Have empathy for those who may be struggling for a next meal. Encourage the community to speak out more about ongoing issues that perhaps city management has been unaware of. Get things done asap."

"Affordable housing and stop catering to tourism because its unsustainable"

"Involve front line staff input"

"Professional manager not a enabler for council."

"Transparency"

"transparency and proper customer service treat people with respect"

"Get the job"

"That they are able to communicate efficiently with the community and help people understand not just their role but the role of city offices and the opportunities/resources these could be or provide for the benefit of all."

"I'd like to not see nepotism. As much as local government says there is no nepotism, there is. We've heard too many people say, "My [relative] works in the city, so they can take care of [that].""

"Knowledge of all ordinances, fixing of our mess of a city website, true leader not micro manager"

"New leadership that is community oriented."

"Be a leader set the best example."

"I don't know"

"More being connected with the community"

"Same as mentioned in previous questions."

"More activities for family's"

"to be honest"

"This is a waste of time"

"Safer street on Fredrick between ave 53 and ave 54"

"Better customer service rolling up your sleeves to make the City of Coachella a place to live & work"

"Be better stewards of everything in Coachella including finances — and be a strong manager that holds his/her position with the council"

"keep coachella clean"

"Ethics"

"new face, diversity"

"A CM who can entrust his staff to be in the weeds while the CM guides the Council at 10,000 feet"

"Develop trust and confidence"

"N/A"

"Address homelessness and littered areas of the city, work with code enforcement to establish standards for clean neighborhoods and enforce them properly. Ensure schools are equitable, work with agriculture workers, ensure clean water is available for every person in the city of Coachella. Covid relief for small businesses"

"More transparency/communication about what is happening to improve our city."

"Someone who is active socially as well as on social media."

"Parks and Recreation availability"

"Safer communities, clean neighborhoods"

"Public safety"

"Better attitude. Better lines of communication. More transparency."

"Not sure"

"Hard to say, I think that's more of an insider question"

"Do your research before you roll out the red carpet for outsiders wanting a break"

"Greater accountability, cross training, & open door policies"

"accountability."

"Just make our city better now and future"

"have no personal bias"

"Forward planning and strategic thinking"

"Communication and collaboration"

"Please refer to the other questions responses..."

"I would like to see more transparency in city management, less back door deals with businesses"

"Someone who enjoys problem solving and welcomes the community to come forward and share problems and concerns to solve. Regular and easy communication with encouragement for everyone to get involved"

"Approachable and personable, unlike Bill."

"Good customer service"

"Please hire someone that wants to help the city of Coachella grow and make more beautiful"

"Let the residents know how out properly taxes are being used"

"No family, friends, former associates of current leaders. Leads to questionable decisions and dirty politics."

"Transparency, ability to create policies that reflect the current populations, and ensure access to resources for future generations."

"Responsiveness to the community"

"Be able to delegate the right things to the right people that know how to do the job."

"To care for the city"

"More efficient organizational chart"

"Working happy face staff, clearly the morale is low."

"I don't know enough to answer the question"

"I want to see more ideas for activities (but social distanced of course) and cleaner parks, and a Safer Coachella"

"Transparency, communication, and support his or her employees"

"Someone that is going to work to improve our city and make it their home,"

"Not sure."

"I would like to see city management help the City Manager develop a plan for prosperity that: begins with a network of residents, community-based organizations, decision-makers, and funders who believe Coachella can be a healthy, thriving community—and that equity and racial justice are both necessary and achievable. Management needs to be dedicated to eliminating racial, health, and economic disparities and to transforming how Coachella creates health and well-being for all people. Together, they will advance community-based priorities, tapping into existing community expertise and leadership, and shaping policies to promote equity."

"Public relations to the community."

"Appreciation of staff at the front line level"

"Experience in working for the people who pay their salary"

"A leader of its team members, values its employees and willing to listen and provide adequate resources to employees."

"Continued improvement on road infrastructure"

"Hire a top rated individual who won't steal or accept bribes. A complete background check including sealed records!"

"Set up it"

"Boots to the Ground, get their hands dirty"

"Young progressive ideas"

"Sometimes experience isn't everything, it can also be a candidate's creativity in solving a problem."

"I already answered this"

"See changes, real ones not only on social media."

"Work together as a team for the community"

"I do not know enough to answer."

"Lights on old streets"

"Too many car tickets are handed out by the city, and theres more important issues going on. Like men on the child molesters list being at school grounds."

"Repair most roads"

"better customer service and transparency"

"Be part of community"

"Just keep our city safe"

"Understanding of the hard skills beyond the political skills."

"N/a"

"Collaborative Leadership"

"New personnel , new idea to enhance the city"

"Simplify the city development with more family oriented development with the main downtown area."

"Transparency, separation from the mayor who thinks he's king, refreshing of city community engagement and inclusion strategies, proactive COVID19 recovery approach"

"The city has been in an upward trajectory, I'd like to see someone come in and continue trying to push forward with new ideas and creative ways to involve the citizens"

"Transparency. No idea who our last on was."

"Same mentioned on previous reponse"

"Removal of Creating a Legacy and its unsafe residents."

"Accessibility to public information."

"More cohesiveness and less rigidity."

#### WHAT EXPERIENCES OR EXPERTISE DO YOU BELIEVE OUR NEXT CITY MANAGER SHOULD HAVE TO LEAD OUR CITY?

"Not be afraid to make the changes we've needed done in the city for a long time. Take action. Be honest with the community, empathize with the communities concerns and help resolved these issues. Be more involved with the community as a whole."

"Community and policy advocate"

"Urban planning"

"Team builder"

"Knowledge in city practice, politics and policies."

"someone who has extensive background and knows how to work with a community like ours"

"Get the job done"

"Good networking, excellent communication skills, realistically visionary."

"Public service is like nothing else. They should have customer service experience, accounting experience as well as government service experience"

"They should have experience in ALL levels of city business, finance, etc. particularly a city like ours"

"Community leader, friendly, approachable, innovative, inspiring"

"Be familiar with the city speak the language, and listen to your community."

"Progressive and knowledgeable"

"To be someone who cares about the community and that communicates with them"

"Budgeting, overseeing various departments, community service,"

"More knowledge"

"understand infrastructure"

"No such thing as a coach"

"A lot"

"Public sector experience, economic development experience & to be bilingual in Spanish"

"Be well rounded, highly educated with lots of knowledge of all city departments"

"don't know"

"same as attributes"

"Financial expertise"

"someone with experience in other cities, comes from humble beginnings, has worked in both working class and wealthy cities, knows how to beautify neighborhoods"

"Experience in a community with similar demographics."

"Team building"

"Great leadership qualities and involvement with the residents"

"Working with the community, small businesses and the working class, improving schools, budget management, code enforcement"

"Previous leadership role, either from the public or private sector. Ideally having experience from both worlds."

"Experience, or proximity to daily life and living in Coachella."

"Finance, housing, community development."

"City codes knowledge, community growth and development management"

"Needs to understand the city's diversity and bilingual!"

"Housing, Finance, Infrastructure, Social development"

"Experience handling high-stress situations. Experience with community organizing and public speaking."

"Expertise in homeless services"

"working with a largely hispanic community, revitalization, looking to stay somewhere a long time"

"20 yr plus"

"Previous experience in a high level management position, preferably in a related field"

"community Involvement."

"Leadership"

"top tier knowledge"

"empathy, humility for the working class"

"Public Service management leadership"

"Some work in the private sector"

"Please refer to the other questions responses...."

"They should be empathetic and community centered"

"A background in city planning, bonus points to someone whose lived in Coachella a while, someone with skills in delegating task and knows how to seek out expertise in issues they may be unfamiliar with."

"Well rounded in all facets of local government, not just finance"

"Leading a similar community"

"Needs to at least have worked in another city for at least 10 years"

"Experience in making growth happened"

"Experience with managing a city with a local police department. Experience with latino communities"

"Experience managing large budgetary funds, working in underrepresented communities, managing employees, etc"

"Similar background to that of its people, knowing and understanding its community"

"Someone whom can spend money wisely or direct those that follow him"

"Managing contracts, city like budgets, should have done prior work with either our community of other communities with similar demographics, needs and priorities. Preferably have a background in community advocacy, public policy and be fluently (reading, writing and speaking) in Spanish."



"Awareness"

"Public administration, Public finance, City planning, Labor negotiations"

"Positive attitude and a vision"

"small business management and ownership in a diverse area and the ability to lead people"

"Working in a city similar to Coachella, Working with a hispanic community."

"Be a motivator and believe in his or her employees, be experienced in not following what others are doing and think outside of the box, be a risk taker."

"College educated, prior experiences with running a financially Stable City, Willing to get out and get involved in the community. Not just once the job because it pays well financially"

"Experience in government and some knowledge of the area and local demographics"

"The new City Manager should be familiar with the process of empowering a local community like Coachella, to identify its priorities, which exist at the intersection of health, housing and economic opportunity in an effort to bring positive change to a place like Coachella that has struggled for much too long."

"Knowledge of government."

"Managment Development can go a long way when you have a younger demographic that may not be exposed to professional development"

"Proven track record of dialogue and competent action within the previous community for which it worked"

"Someone who grew up in Coachella"

"Primarily a sound manager of people."

"They have experiences with business and or housing. They should also have experience with workers of all ranges."

"Experience in budgets"

"Former management level experience that has a successful track record. An excellent understanding of Fiduciary Financial responsibility. Positive relationships with police & fire departments (First Responders)."

"s own police force."

"Experience growing a city"

"longtime involvement within the whole community"

"Humble beginnings,familiar with working with folks from diverse backgrounds"

"Finding creative solutions to problems that impacts small businesses."

"Budget growth without raising taxes. Bilingual media training. Nonprofit board leadership or participation."

"I already answered this"

"Working with the public"

"Working with the people."

"Help small businesses"

"Be a team player and think of all people living in our community, Have experience with budgeting, Experience in how a city is run"

"They should have experience leading a organization."

"Family values"

"He should be someone who grew up in this city."

"Prior experience working in minority communities"

"Ability to work collaboratively with unions. No surprises!"

"Not sure what but just do the best they can"

"job creation and economic development"

"team player"

"Know that this is Hispanic community and meet the needs of our people I don't think our manger has to be Hispanic but has to love to work and knows and understand the Spanish language"

"not able to make an educated answer"

"He should be able to understand working class individual"

"Working within a city system."

"If they do those thing previously list would help the city"

"University graduate"

"Work experience is a big plus including a degree in management and development."

"Bilingual English / Spanish, demostracion of caring for the community (not just managing in govt)"

"The city manager should have experience working in a city/town with similar demographics/economy as Coachella, a proven track record of strong relations with community"

". "

"Government, politics experience, Community involvement, Care for his city and constituents"

"Community and Community outreach, management experience."

"Local resident. Understand the need of the community."

"Communication skills. Fluent English and Spanish skills."

#### IS THERE ANYTHING ELSE YOU WOULD LIKE THE CITY COUNCIL TO CONSIDER WHEN SELECTING A NEW CITY MANAGER?

"Someone who knows hard work, someone who cares about family and keeping the city clean and safe for our children."

"NA"

"Speaks spanish"

"Coachella has had a problem with confidence in administration. departments don't interact to the point of being dysfunctional , employee moral is dismal"

"Knowledge of the Latino culture."

"The city council should be unbiased and ensure they do not hire someone just based on paper but on the personality of the individual"

"Get someone from outside"

"The importance of continuing to involve and educate the community in the process."

"I've also thought the Employees in local government should be those living in that city. It makes them more vested and more dedicated in my opinion."

"Don't hire someone just because they're your friend or look good on paper. Look in depth at what these applicants have accomplished throughout their careers and check their references. Finally, please don't give them a ridiculous contract"

"To look for a new vision that will help place a path for new leaders."

"Select the best fit let city know their resume, and why they are the best selection. Don't hire only because they are friends of a friend."

"Someone that helps council achieve their group goals"

"No"

"Stay away from hiring relatives"

"No"

"older person"

"Honesty"

"Bilingual"

"In my opinion the City Manager should be Bilingual in Spanish as a 98% Spanish speaking city that should be very high on the list. Next, someone who wants to bring new projects & essential businesses, such as hospitals, medical facilities & colleges. Last, a person who has a vision to make the City of Coachella "the City" people want to live, work, & play in."

"We personally like Gabriel Martin—not sure he applied, but he's a great candidate. So is Jonathan Hoy."

"keep cochella clean and more programs for kids"

"N/a"

"Stay with someone from So Cal, a city manager that reflects the population of the city, outgoing person that's easy to talk to and knows their stuff."

"Hire someone all Councilmembers can agree upon. Even if you disagree, the public should not see it. Leave the disagreement in closed session, hire the right person and move forward."

"vision to make Coachella a leader instead of a reactionary in the valley."

"Yes, Mr. Gabriel Martin has shown to be a great candidate for this position. He isn't only knowledgeable in business affairs but has involvement with residents. He is approachable and has demonstrated resourcefulness in City and business issues"

"Someone who lives in the city of Coachella so they have a clear understanding of the city and ways to improve it. This is the only real way they can grasp what this city needs and how to fix it."

"Balanced approach to improving our community."

"Someone with a fresh and progressive outlook on what the city needs."

"Involvement with community and School District."

"Someone from the Coachella valley would be nice"

"Consider hiring a woman"

"Think kindness and compassion on top of what a resume shows. Someone who is currently part of the community would be best."

"No"

"not at this time"

"Just focus on this if it's really that important"

"I would like the council to consider looking for the new city manager within the current staff or hiring someone local."

"experience, willing to work for the community and involved in city. and time ."

"Motion to Elect Emmanuel Martinez for City Manager"

"that they aren't leaning to any political side. they consider the economy in decisions. they don't add ethnicity to the argument. they don't fabricate fictitious problems that they would supposedly solve."

"Spanish speaking would be a perk"

"Lots of past experience and understanding the City of Coachella and its residents as well as local businesses"

"their record of success."

"Please refer to the other questions responses. I hope this questionnaire was not in vain, thanks."

"They should be from the area not have to drive an hour to get here."

"Age isn't always an indicator of someone's ability, nor their gender, the most important detail is a clear eagerness to connect with the community and help give a voice to their concerns, thoughts, and feelings."

"Good luck...hopefully you discover talent right here in the valley! There are a couple of all-stars in our neighboring cities of Indio and La Quinta!"

"Familiarity with city needs must be resident of city understand population"

"No"

"Best if they are familiar with the city and wants to help it grow"

"The perfect candidate does not have to be a Coachella native and/or CVHS grad. Also does not have to agree 100% with the mayor and his group. Easy is not always best."

"People are the root of our democracy. Not money, not profit."

"No"

"I would prefer a person who is not related to city council members who can be neutral, who can be objective. It seems there is a family or (group of buddies) in there with personal interests. We need someone who is objective and has experience!"

"Just make sure he has a good background and is not involved with other corrupt individuals"

"An orientation period should be incorporated to ensure the person selected is in fact the best fit for us."

"Longevity"

"Consider the experience they bring and if they line up with the communities needs"

"no"

"Nope. Thats about it. Thank you for reading my responses! Sincerely, Ms. Jennie Vasquez."

"I would like the Council to consider hiring someone with big dreams for Coachella and make sure that promises are delivered, someone that can transform Coachella into a City with technology, support education, and turn it into a 21st Century City maintaining its roots and culture at the same time."

"I would like to see the city get back on track with the help of a new City Manager and a City council the cares!!!!"

"No"

"The City Council should consider hiring a City Manager who is an effective communicator, strategist, with fiduciary ability, personal and professional integrity, who is technologically literate, who is committed to serving the residents of Coachella, and be someone who facilitates policy implementation, but most importantly, hire a person who can relate to the residents and demonstrates commitment to improving the lives and livelihoods of Coachella's residents."

"Complete vetting."

"Fairness needs to be apparent and not guessed"

"No"

"Some one young home grown"

"Integrity, Emotional Intelligence, Positive Attitude, Comfortable at Decision Making and Approachable."

"they should consider the recommendations as well as the person's will and commitment to complete the duties."

"Unbiased hiring process"

"Recruit an articulate and groomed professional that is multi lingual. Don't let the opportunity slip through the cracks. Be open minded. Consider any type of race, creed, sexual orientation and all ages with respect to their abilities."

"allow more input from residence before hiring."

"Coachella has a very bright future - need to make it happen"

"Must have passion for Coachella's growth"

"Must be bilingual, preferably a personal familiar with farm working communities"

"Someone who is not near retirement."

"Someone who will move to the Coachella Valley. A manager that has worked in other locations for a long time. Someone closer to the median age and ethnicity of the residents of Coachella."

"Pray before selecting one."

"No"

"That really wants to work for the community."

"Pick someone who was raised here"

"Make sure she/he is homegrown from our community because they know our needs and have a passion for our city"

"They should consider if the person can speak Spanish."

"Conservative,"

"Hire a servant leader not a politician on the rise."

"Background check"

"Someone that will be innovative and move the City forward"

"promote from within if you can so they already know what Coachella is all about"

"Yes that he has to live in our city that must be a top priority to be our city manager"

"Ethical and moral stances. Previous cities I worked in had issues with this."

"N/a"

"NO"

"Follow the previous list"

"No"

"It's great that the City Council is asking its citizens for their opinion and expectations of a new City Manager."

"Please do not just hire the mayor's friends again."

"A thorough vetting process and selection of the most qualified/best fit candidate"

"N"

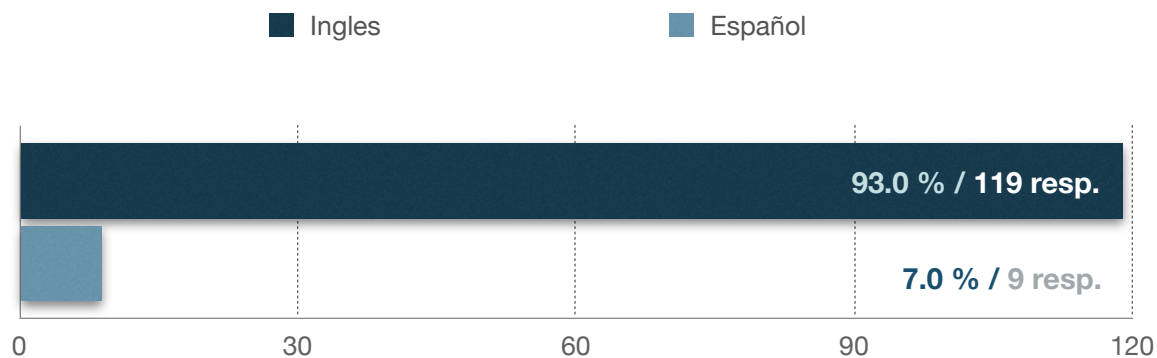
"Someone with principles and integrity"

"Be approachable and community oriented."

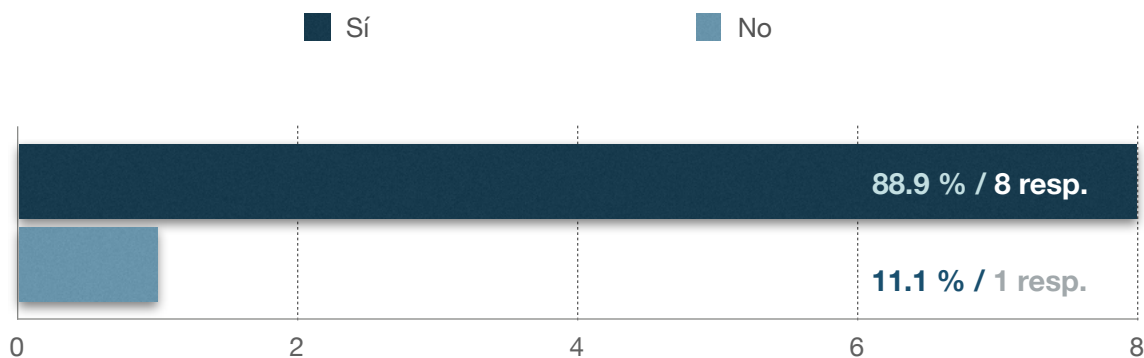
"Give Coachella the chance to meet the potential candidates before appointment of duty."

"No"

### ¿EN QUÉ IDIOMA LE GUSTARÍA CONTINUAR?



### ¿ACTUALMENTE VIVE USTED EN LA CIUDAD DE COACHELLA?



### ¿CUÁNTOS AÑOS HA VIVIDO O HA SIDO VISITANTE EN LA CIUDAD DE COACHELLA?

**Mínimo: 1 año**

**Máximo: 40 años**

**Media: 20 años**



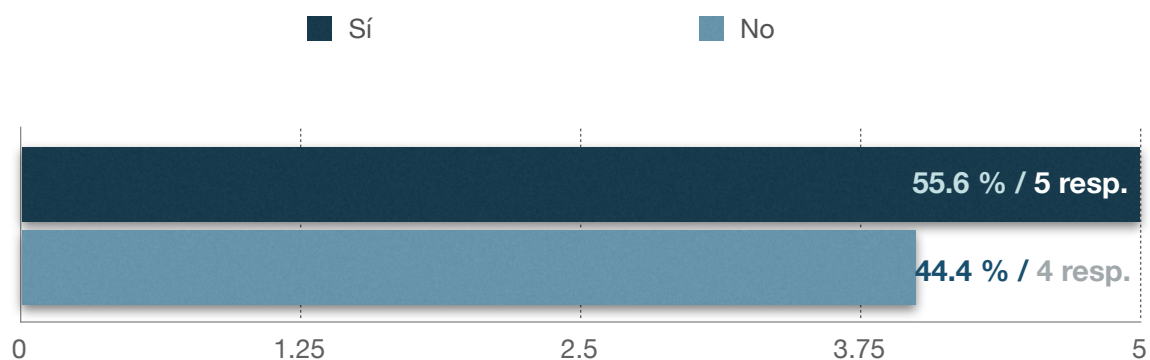
### ¿CUÁNTOS AÑOS TIENE?

Mínimo: 24 años

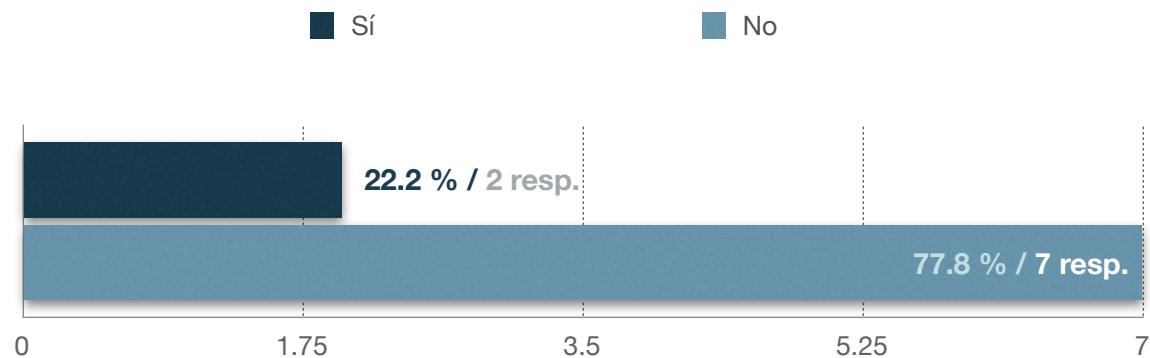
Máximo: 55 años

Media: 38 años

### ¿ASISTIÓ A LA ESCUELA (DE CUALQUIER GRADO) EN LA CIUDAD DE COACHELLA?

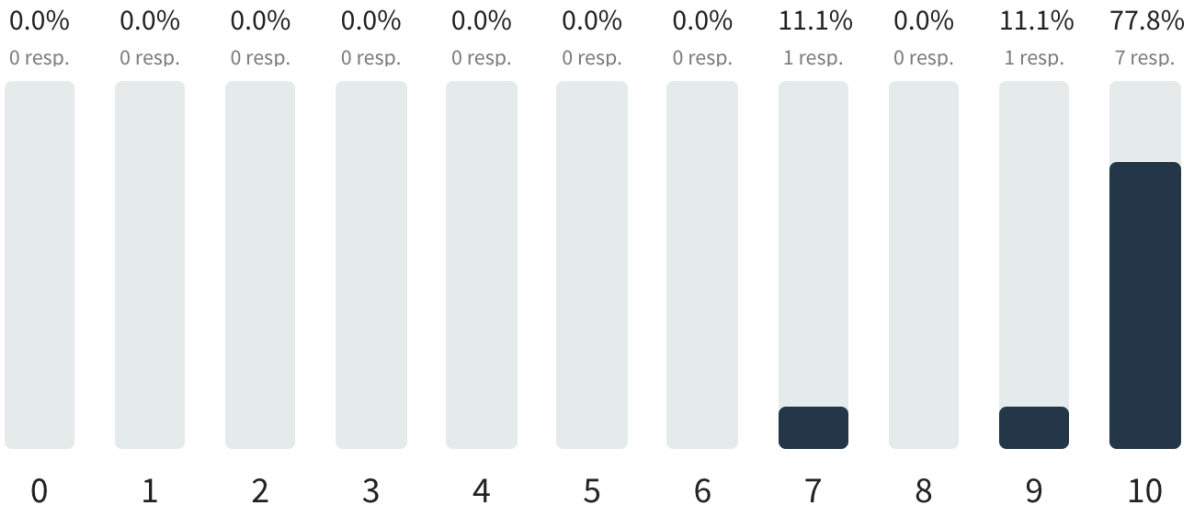


### ¿ES DUEÑO DE ALGÚN NEGOCIO QUE ESTÉ LOCALIZADO EN LA CIUDAD DE COACHELLA?



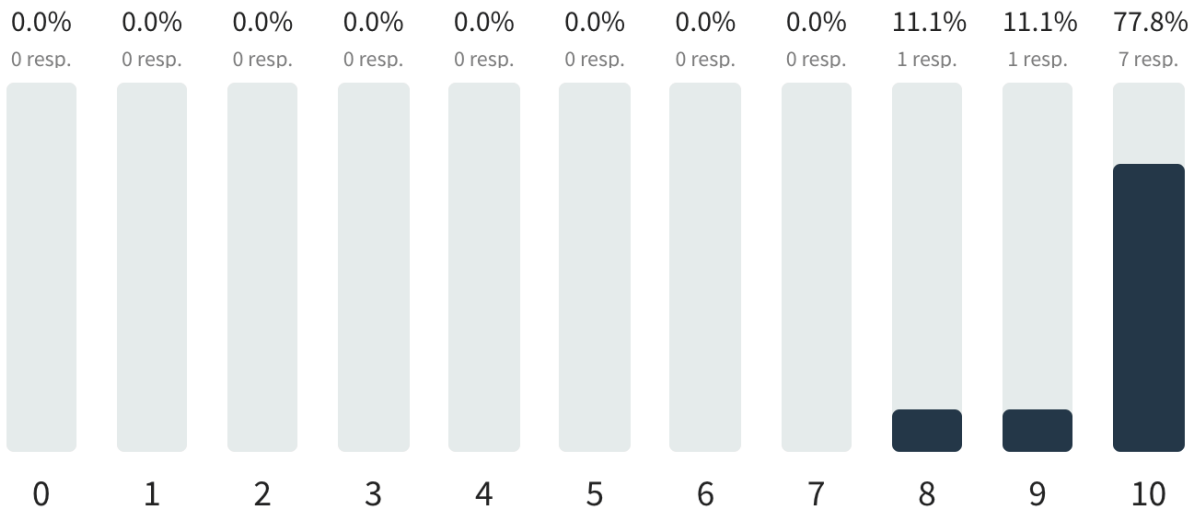
**¿QUÉ TAN IMPORTANTE ES PARA USTED TENER UN DIRECTOR MUNICIPAL QUE ESTÉ FAMILIARIZADO CON LA CIUDAD DE COACHELLA Y RESIDA EN EL CONDADO DE RIVERSIDE?**

**Promedio de 9.6**



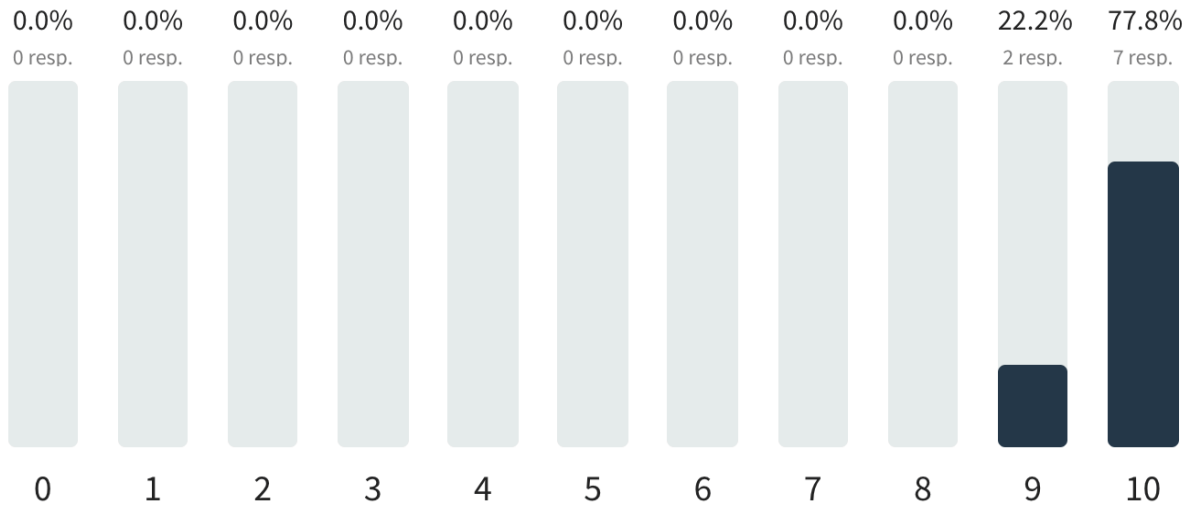
**¿QUÉ TAN IMPORTANTE ES PARA USTED TENER UN DIRECTOR MUNICIPAL QUE INTERACTÚE MÁS CON LA COMUNIDAD?**

**Promedio de 9.7**



**¿QUÉ TAN IMPORTANTE ES PARA USTED QUE EL DIRECTOR MUNICIPAL TENGA EXPERIENCIA CON UNA COMUNIDAD DE CLASE TRABAJADORA?**

**Promedio de 9.8**



**ESCRIBA CINCO TEMAS QUE EL GOBIERNO MUNICIPAL DE COACHELLA ENFRENTA QUE EL NUEVO DIRECTOR MUNICIPAL NECESITARÍA SOLUCIONAR JUNTO CON EL AYUNTAMIENTO.**

**"tener las calles limpias"**

**"Las personas sin hogar ,se es tan multiplicando en la ciudad , El costo del agua ,La seguridad,programas para los niños y jóvenes, mejorar el señor center con mejores programas para las personas mayores"**

**"1. para jóvenes 2.Centros culturales con clases de arte y música 3.Detonaciones de armas 4.Autos en alta velocidad en vecindarios 5. Luces en las calles"**

**"Drogas, eventos culturales, actividades de recreacion para las familias, salud y medio ambiente"**

**"Educación, Trabajadores indispensables, Trabajos, Seguridad"**

**"Parques públicos. Mas escuelas.Mejorar las que ya tenemos.Apoyo a los comercios locales.Apoyo a la comunidad agrícola."**

"Más libros en español, Más actividades al aire libre, Gimnasios, Mejorar el nivel de educación en las escuelas, Más áreas verdes"

"Más casas y apartamentos, mejor alcance a la comunidad, personal del gobierno municipal que hable español, más áreas para hacer actividades de recreación , información con detalle de lo qué pasa en la ciudad"

"visitar los negocios al menos una vez cada 36 meses"

### ESCRIBA CINCO CUALIDADES DE GESTIÓN Y LIDERAZGO QUE EL PRÓXIMO DIRECTOR MUNICIPAL DEBE TENER.

"pos hacer caso a la gente"

"Buena disposición de ayudar a la comunidad. Interés en mejorar la seguridad de la ciudad. Escuchar la necesidad que tiene la comunidad. Bajar el costo de el agua"

"1.ser bilingüe 2. Hispano/ con experiencia en manejar presupuestos 3.residente o originario de Coachella 4. Persona con integridad y bien currículum 5. Que mantenga relación con la comunidad"

"Amable, organizado, buena comunicacion, servicial"

"Que le interese y se preocupe por las necesidades que hay en coachella"

"Ablar español.conocer los diferentes distritos.hacer visitas recurrentes a las comunidades.involucrarse en las actividades comunitarias."

"Estabilidad emocional, Liderazgo, Empatía, Emblemático, Conocimiento de los locales"

"Entendimiento de la comunidad, ser residente de la ciudad de Coachella, tener claridad en las obras que propone, no a la gentrificación, ser más conocido con la comunidad"

"tener personal que este dispuesto a escuchar sin juzgar."

### ¿QUÉ EXPECTATIVAS TIENES DE UN DIRECTOR MUNICIPAL?

"ayudar a coachella"

"Que mire la situación en que esta realmente la ciudad y no actúe conforme a su criterio. Que sea mas accesible."

"Persona responsable y empatica que sea responsabl con el manejo de los fondos de la ciudad"

"Que ayude a hacer realistic las metas de la ciudad para la comunidad"

"Amable, interesado en la comunidad"

"Altas"

"Bien"

"Que desarrolle y brinde nuevas ideas que ayude a TODOS los residentes de la ciudad"

"tener un policia patrol que escuche las quejas de los que pagamos impuestos y que se alguien mas supervise su trabajo"

### ¿CUÁLES SON LAS MANERAS EN QUE UN NUEVO DIRECTOR MUNICIPAL PODRÍA ELEVAREL NIVEL DE NUESTRA COMUNIDAD?

"tener mas activities oara ninos"

"Interactuar con las residentes de Coachella y cuando tengan junta se publique de manera que todos podamos mirar cuando sera el día y la hora"

"Tomar iniciativas para mejores condiciones de vida de los residentes de la cuidad"

"Mayor educacion a los jovenes"

"Creo que estar comunicado u enrolado en nuestra comunidad"

"Conocer las necesidades de la comunidad."

"Mejorar la calidad de la educación financiera"

"Escuchando a la comunidad en sus necesidades"

"uma vez por año hacer junta para los negocios .no para quejarse ecactamente lo mismo que se esta haciendo ahora con este cuestionario y espero saber con un si que al menos alguien de tu departamento si se tomo el tiempo de escuchar tu preguntas.."

## ¿QUÉ CAMBIOS QUISIERA VER EN LA ADMINISTRACIÓN DEL GOBIERNO MUNICIPAL QUE PODRÍAN APLICARSE AL NUEVO DIRECTOR MUNICIPAL?

"no"

"Que sea mas objetivo"

"Na"

"No estoy segura"

"Apoyo a los distritos escolares para ayudar a quienes seran el futuro de la comunidad( los estudiantes)."

"Ahí no se"

"Más claridad en las decisiones tomadas"

"Hracias ppr escuchar es muy inportante saber que podemos ayudar para mejorar nuestra ciudad asi me siento yo.."

## ¿QUÉ EXPERIENCIA CREES QUE NUESTRO PRÓXIMO DIRECTOR MUNICIPAL DEBERÍA TENER PARA DIRIGIR NUESTRA CIUDAD?

"tener mas programas"

"Mirar la realidad de la ciudad y su necesidad. Y tener en claro servir a ella"

"Algo de servicio a la comunidad como maestro, abogado, etc"

"Comunicación, economía y estrategias"

"Actitud y humildad."

"Puede adquirir experiencias nuevas"

"Saber trabajar con una comunidad agrícola como lo es Coachella"

"poes que tenga conocimiento en servicio a la comunidad"

## ¿HAY ALGO MÁS QUE LE GUSTARÍA QUE EL AYUNTAMIENTO CONSIDERARÁ AL SELECCIONAR UN NUEVO DIRECTOR MUNICIPAL?

"las calles mas limpias"

"Si que no sea por recomendado que sea por sus cualidades y el interés de ayudar a la comunidad."

"Na"

"No"

"Visitar las comunidades!!"

"Áreas de conocimiento local con la comunidad"

"Tener a los residentes en cuenta al hacer esta decisión"

"que sea honesto .."