

CITY MANAGER SURVEY RESULTS

FEBRUARY 17, 2021

UPDATED APRIL 14, 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.

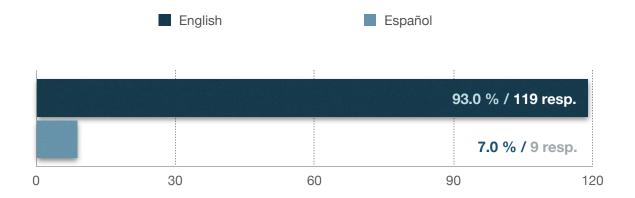
Field: Distributed 1000 QR coded cards at small businesses and city centers.

Mail: Produced a water bill insert.

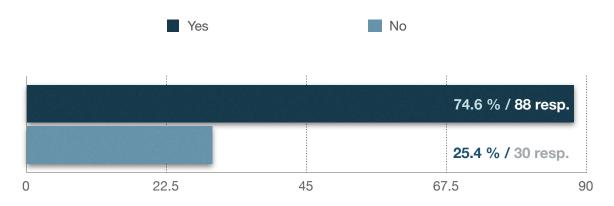
Media coverage: Telemundo, NBC Palm Springs, Uken, Patch



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.

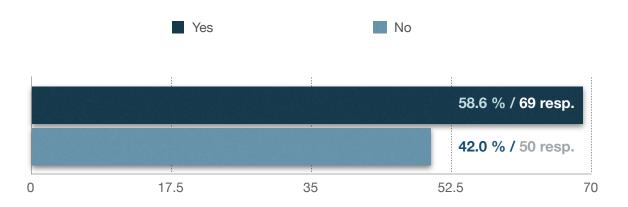
WHAT IS YOUR AGE?

Minimum: 15 yrs.

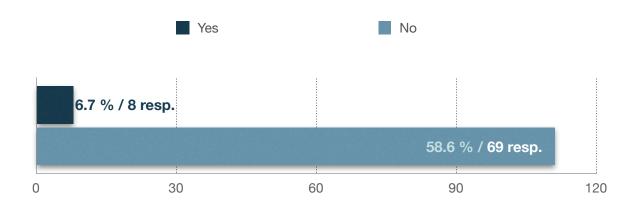
Maximum: 72 yrs.

Median: 40 yrs.

HAVE YOU ATTENDED A SCHOOL IN THE CITY OF COACHELLA?

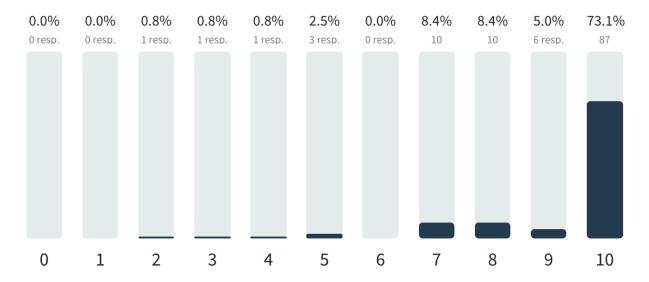


DO YOU OWN A BUSINESS IN THE CITY OF COACHELLA?



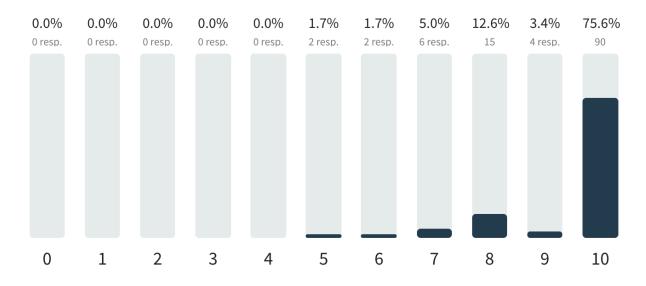
HOW IMPORTANT IS IT TO YOU TO HAVE A CITY MANAGER THAT IS FAMILIAR WITH THE CITY OF COACHELLA AND RESIDES IN RIVERSIDE COUNTY?

9.2 Average rating



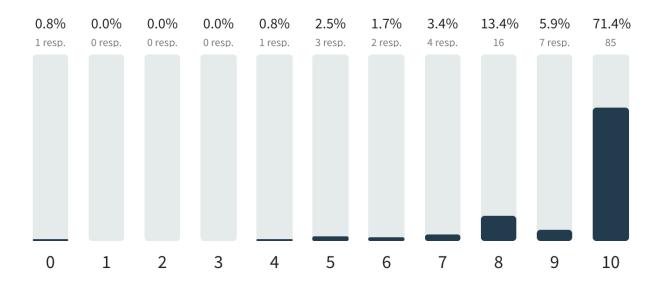
HOW IMPORTANT IS IT TO YOU TO HAVE A CITY MANAGER THAT INTERACTS MORE WITH THE COMMUNITY?

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.

RELEVANCE

1.	affordable housing	Relevance 0.995	6.	clean water	Relevance 0.299
2.	public safety	Relevance 0.597	7.	road improveme	nt Relevance 0.299
3.	economic development	Relevance 0.398	8.	law enforcement	t Relevance 0.299
4.	code enforcement	Relevance 0.398	9.	rancho la flores	Relevance 0.299
5.	police department	Relevance 0.299	10.	new business	Relevance 0.299
F	REQUENCY				
1.	city 37 times		6.	homelessness 7 times	
2.	housing 30 times		7.	code enforceme 6 times	nt
3.	affordable housing 14 times		8.	transparency 5 times	
4.	crime 11 times		9.	economic develo	ppment
5.	public safety 8 times		10.	property tax 4 times	

KEYWORDS

economic development, affordable housing, code enforcement, new business, public safety, police department, property tax

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

RELEVANCE

1.	communications skills	Relevance 0.984	6.	open mindedness	Relevance 0.656
2.	strong communications skills	Relevance 0.984	7.	common sense	Relevance 0.656
3.	integrity	Relevance 0.912	8.	small business	Relevance 0.656
4.	ability	Relevance 0.803	9.	council member	Relevance 0.656
5.	compassion	Relevance 0.658	10.	community advocate	Relevance 0.656
FR	EQUENCY				
1.	community 25 times		6.	communications skills 7 times	
2.	communications 18 times		7.	compassion 6 times	
3.	bilingual 15 times		8.	accountability 6 times	
4.	ability 14 times	<u> </u>	9.	strong communications skills 2 times	

KEYWORDS

5. integrity

12 times

Ability, compassion, bilingual, community advocate, integrity, common sense, open mindedness, communication skills, small business, strong communication skills

10. open mindedness

WHAT DO YOU EXPECT FROM A CITY MANAGER?

RELEVANCE

1.	community	Relevance 0.98 4	6. honesty	Relevance 0.560
2.	residents	Relevance 0.65 5	7. new police department	Relevance 0.487
3.	local business	Relevance 0.64 9	8. high ethical standard	Relevance 0.487
4.	educational material	Relevance 0.64 9	9. quality of life	Relevance 0.487
5.	hard workers	Relevance 0.64 9	10. knowledge of government	Relevance 0.487
FF	REQUENCY			
1.	community 27 times		6. integrity 5 times	
2.	residents 10 times		7. local business 2 times	
3.	city 10 times		8. educational material 2 times	
4.	people 9 times		9. hard workers 2 times	
5.	honesty 5 times		10. new police department 1 times	

KEYWORDS

Community, residents, honesty, hard workers, educational material, quality of life local business, high ethical standard, new police department, knowledge of government

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

RELEVANCE

1.	community	Relevance 0.984	6.	new business	Relevance 0.623
2.	community events	Relevance 0.934	7.	community engagement	Relevance 0.623
3.	residents	Relevance 0.908	8.	community member	Relevance 0.623
4.	educational material	Relevance 0.623	9.	identification of policy	Relevance 0.46 7
5.	young people	Relevance 0.623	10.	small business support	Relevance 0.46 7
FR	REQUENCY				
1.	community 43 times		6.	educational material	
2.	residents 16 times		7.	young people	

1.	community		
	43 times		
2.	residents		
۷.			
	16 times		
3.	business		
	15 times		
4.	need		
	6 times		
_			
5.	community events		
	3 times		

6.	educational material 2 times	
7.	young people 2 times	
8.	new business 2 times	
9.	community engagement 2 times	
10.	community member 2 times	

KEYWORDS

Community, residents, community engagement, new business, community events, community member, young people, educational material, small business support, identification of policy

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

1. transparency

1.	transparency	Relevance 0.985
2.	city management	Relevance 0.926
3.	better customer services	Relevance 0.926
4.	clean neighborhood	Relevance 0.617
5.	social media	Relevance 0.617

6.	new ideas	Relevance 0.617
7.	many car tickets	Relevance 6.617
		Relevance 0.463
8.	steward of everything	Relevance 0.463
9.	role of city	Relevance 0.463
10.	efficient organizational chart	Relevance 0.463

FREQUENCY

community 16 times		
transparency 10 times		
city managemei 3 times	nt	

6.	clean neighborhood 2 times
7.	social media 2 times
8.	new ideas 2 times
9.	many car tickets 1times
10.	steward of everything 1times

KEYWORDS

City management, transparency, role of city, better customer services, steward of everything, clean neighborhood, social media, efficient organizational chart, many car tickets, new ideas

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

RELEVANCE

1.	experience	Relevance 0.986	6.	coachella	Relevance 0.823
2.	small business	Relevance 0.851	7.	community	Relevance 0.673
3.	hispanic community	Relevance 0.851	8.	working class	Relevance 0.567
4.	similar demographic	Relevance 0.851	9.	team player	Relevance 0.567
5.	proven track record	Relevance 0.851	10.	long time	Relevance 0.567
FR	community 39 times		6.	working class 4 times	
2.	experience 32 times		7.	hispanic community 3 times	
3.	city 11 times		8.	similar demographic 3 times	
4.	coachella 7 times		9.	proven track record 2 times	
5.	small business 4 times		10.	team player	

KEYWORDS

Long time, community, experience, working class, similar demographic, small business, Coachella, hispanic community, proven track record, team player

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

RELEVANCE

1.	coachella Releva	6. ance 0.988	understanding of way Relevance 0.358
2.	residents of coachella	7. vance 0.716	thorough vetting process
3.	new manager	8. rance 0.477	type of race
4.	great candidate	9. rance 0.477	best fit candidate Relevance 0.358
5.	coachella valley	10. rance 0.477	record of success
FR	REQUENCY		
1.	coachella 17 times	6.	new manager 2 times
2.	city 13 times	7.	great candidate 2 times
3.	community 11 times	8.	coachella valley 2 times
4.	person 11 times	9.	understanding of way 1 times
5.	residents of coachella	10.	thorough vetting process

KEYWORDS

Coachella, great candidate, understanding of way, Coachella Valley, new manager, record of success, residents of Coachella, type of race, thorough vetting process, best fit candidate