



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.

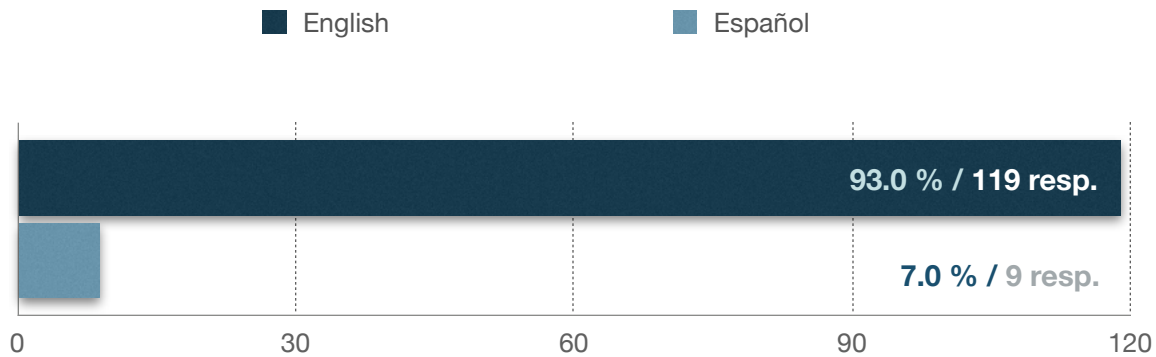
Field: Distributed 1000 QR coded cards at small businesses and city centers.

Mail: Produced a water bill insert.

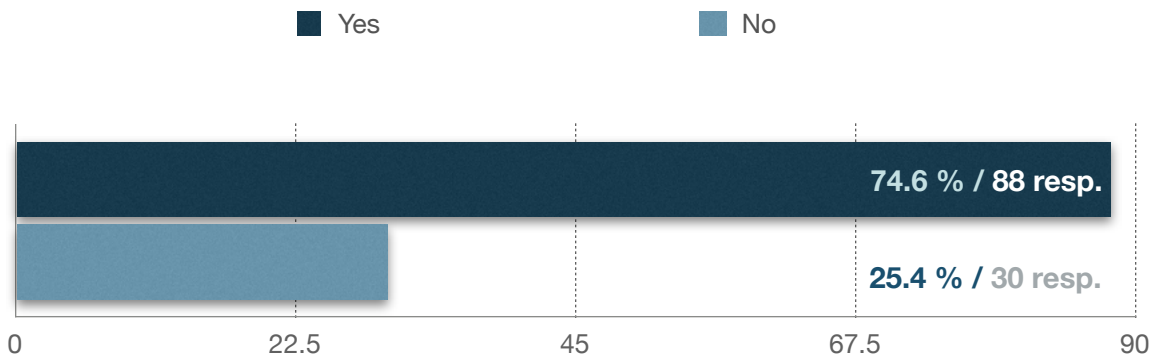
Media coverage: Telemundo, NBC Palm Springs, Uken, Patch



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.

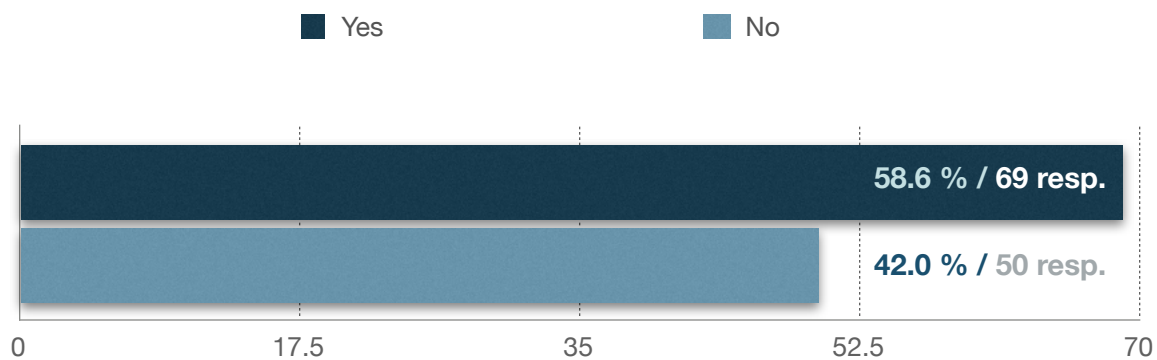
WHAT IS YOUR AGE?

Minimum: 15 yrs.

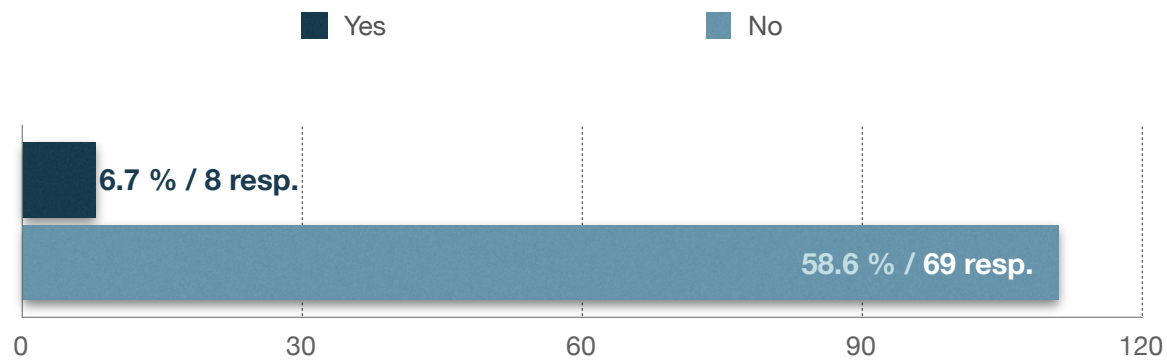
Maximum: 72 yrs.

Median: 40 yrs.

HAVE YOU ATTENDED A SCHOOL IN THE CITY OF COACHELLA?

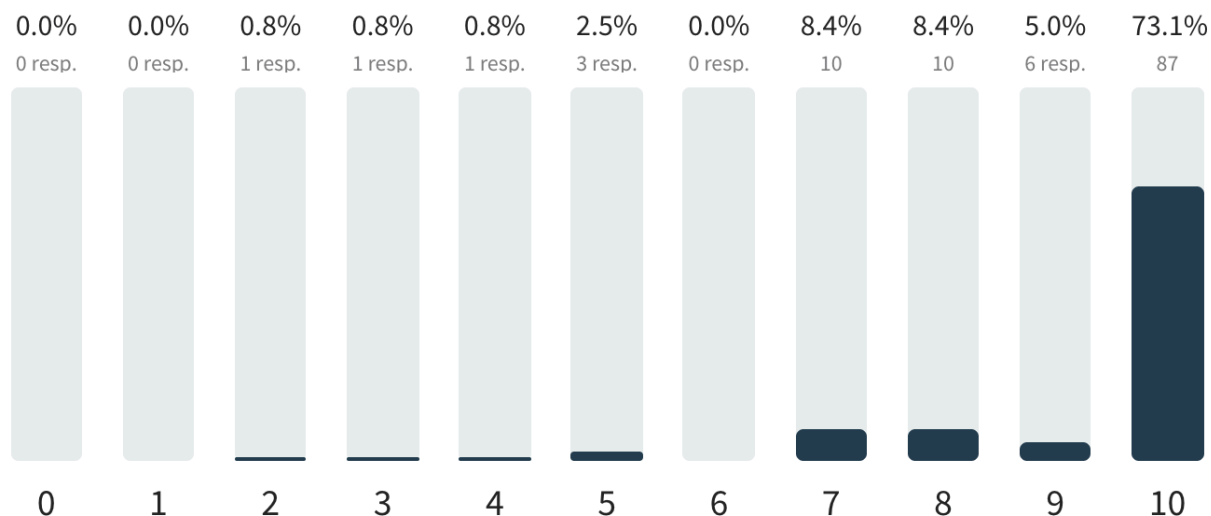


DO YOU OWN A BUSINESS IN THE CITY OF COACHELLA?



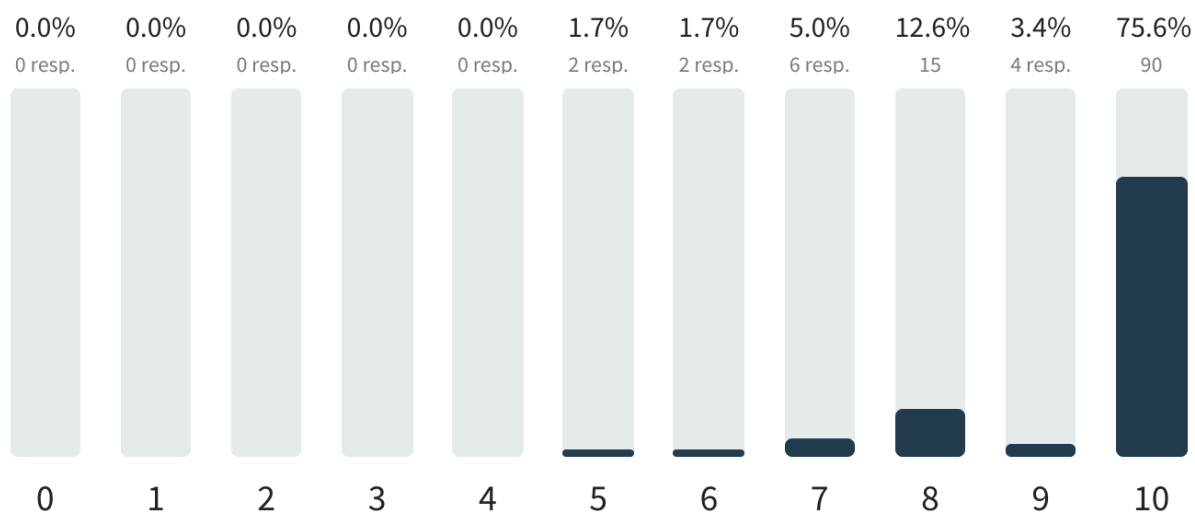
HOW IMPORTANT IS IT TO YOU TO HAVE A CITY MANAGER THAT IS FAMILIAR WITH THE CITY OF COACHELLA AND RESIDES IN RIVERSIDE COUNTY?

9.2 Average rating



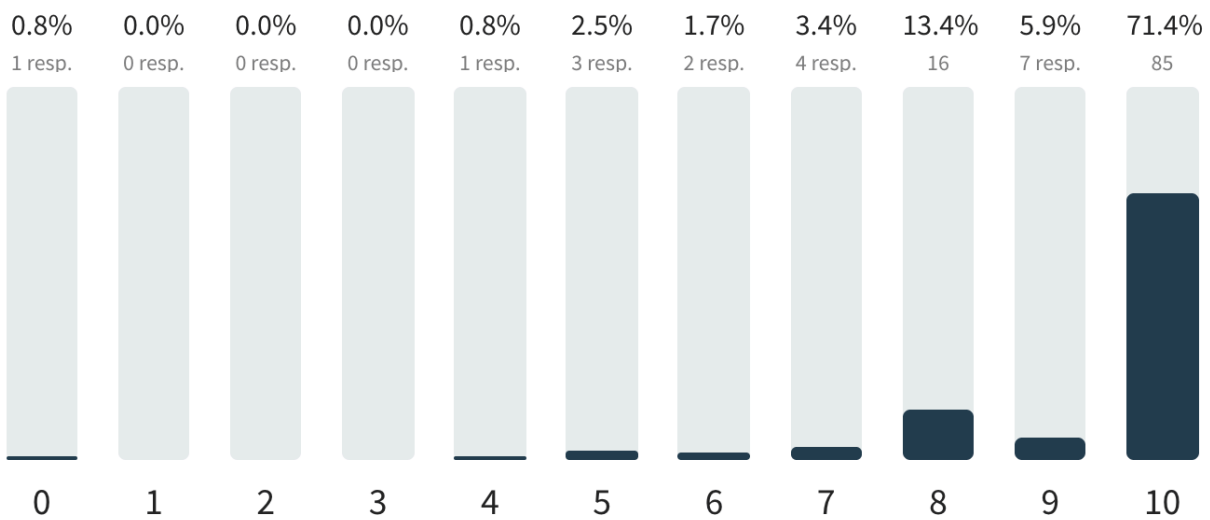
HOW IMPORTANT IS IT TO YOU TO HAVE A CITY MANAGER THAT INTERACTS MORE WITH THE COMMUNITY?

9.4 Average rating



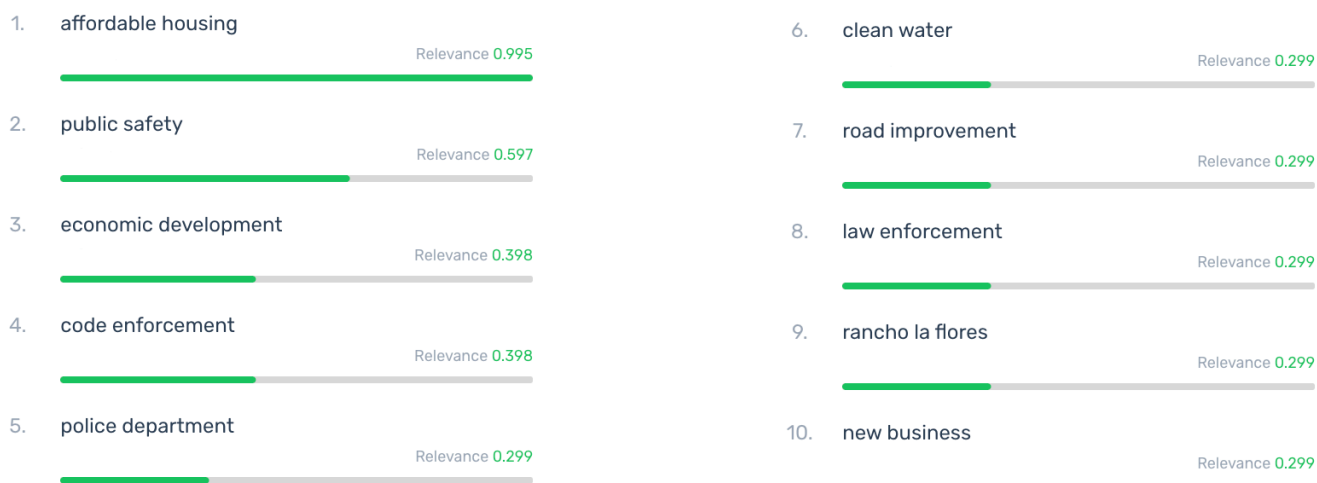
HOW IMPORTANT IS IT TO YOU THAT THE CITY MANAGER HAS EXPERIENCE IN A WORKING-CLASS COMMUNITY?

9.2 Average rating

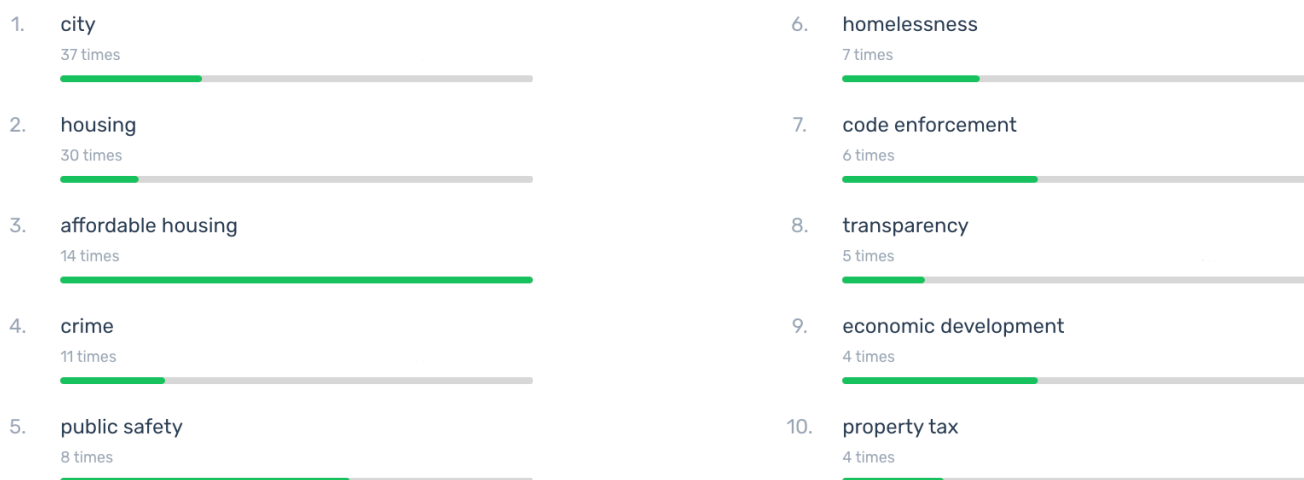


LIST FIVE ISSUES THE CITY OF COACHELLA IS FACING THAT THE NEW CITY MANAGER WOULD NEED TO HELP THE COUNCIL ADDRESS.

RELEVANCE



FREQUENCY



KEYWORDS

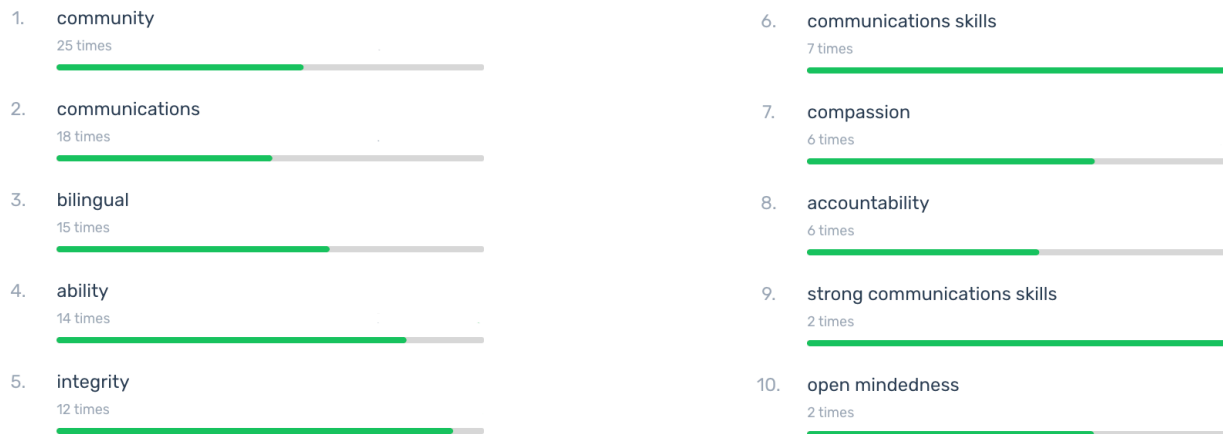
economic development, affordable housing, code enforcement, new business, public safety, police department, property tax

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

RELEVANCE



FREQUENCY

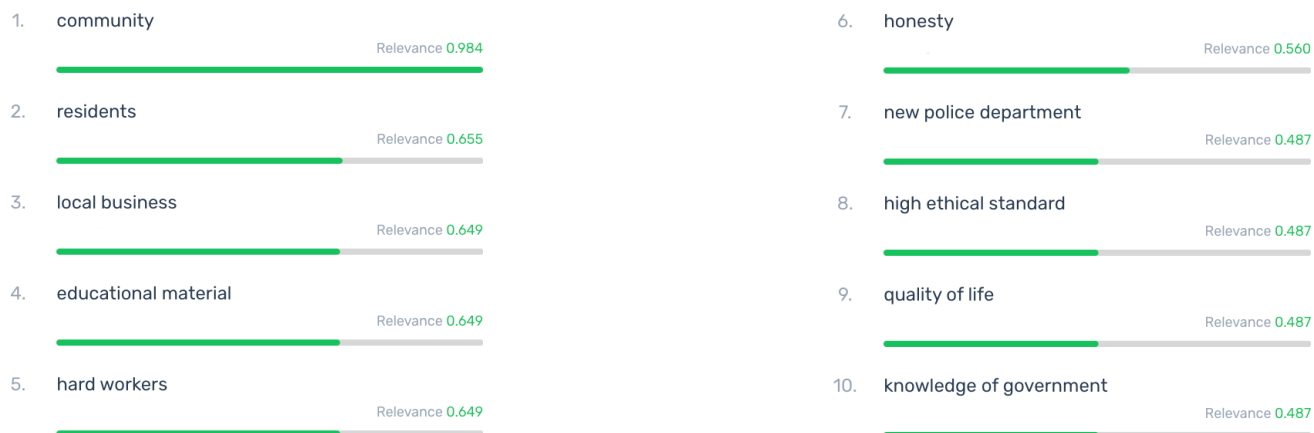


KEYWORDS

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

WHAT DO YOU EXPECT FROM A CITY MANAGER?

RELEVANCE



FREQUENCY



KEYWORDS

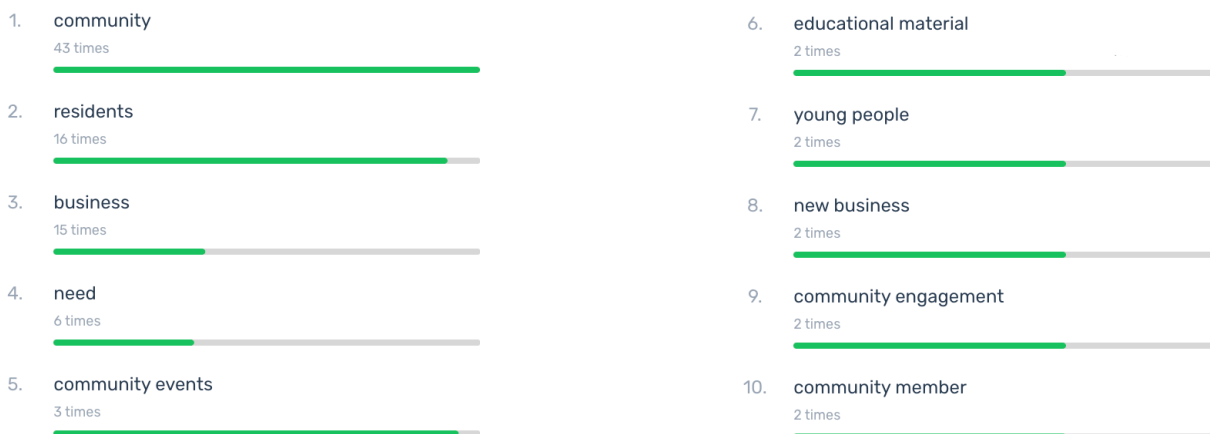
Community, residents, honesty, hard workers, educational material, quality of life local business, high ethical standard, new police department, knowledge of government

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

RELEVANCE



FREQUENCY



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?

RELEVANCE



FREQUENCY

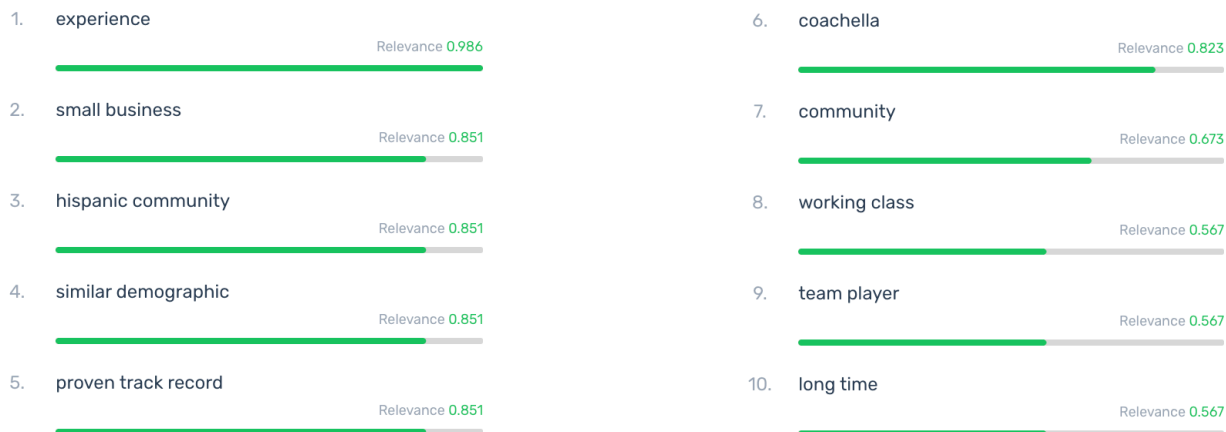


KEYWORDS

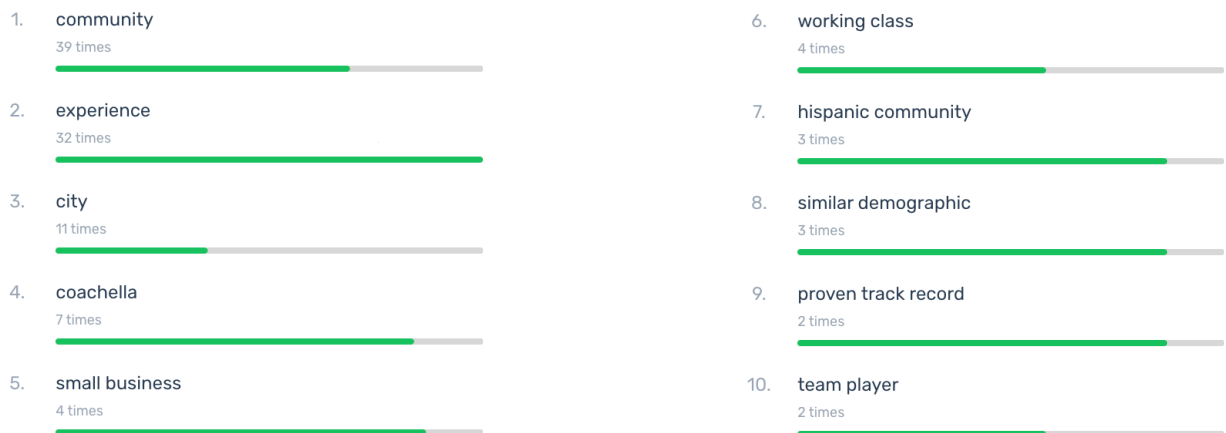
City management, transparency, role of city, better customer services, steward of everything, clean neighborhood, social media, efficient organizational chart, many car tickets, new ideas

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

RELEVANCE



FREQUENCY

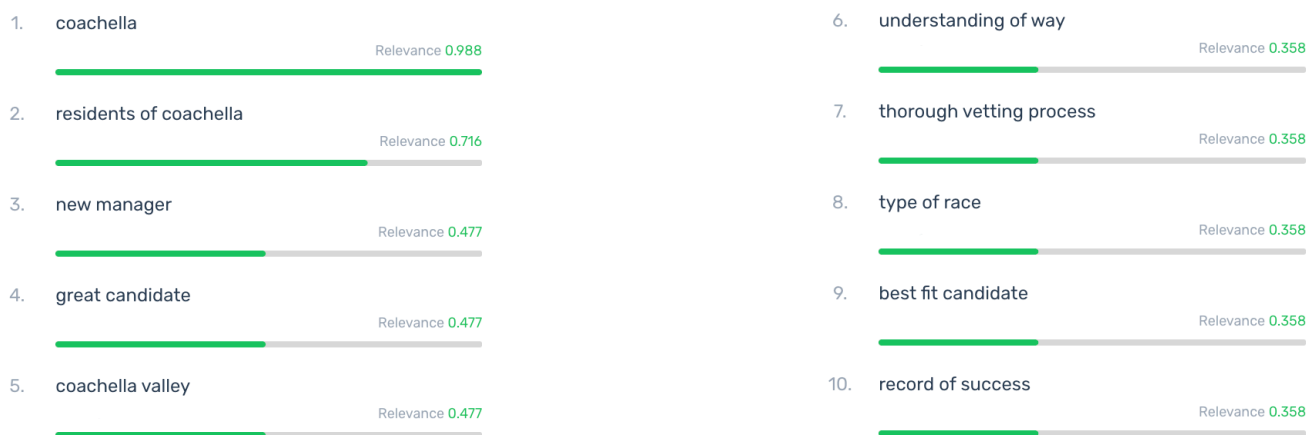


KEYWORDS

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



FREQUENCY



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