

**City of Coachella
Mayor and City Council
Strategic Planning Meeting Agenda
September 18, 2021**

**Facilitated by Patrick Ibarra
The Mejorando Group**

1. Open Meeting and Public Comments – (8:30 – 8:40)

2. Identify and discuss benefits from Good Government. Group discussion about the benefits of Good Government. (8:40 – 8:50)

3. Lasting Community Impacts – Mayor and each Councilmember will briefly share in what way he/she would like to make a long-lasting impact on Coachella. (8:50 – 9:00)

4. Enhancing Credibility as a Governing Body: Review the Seven Factors which comprise a credible Governing Body. (9:00 – 9:15)

5. Strategies for Creating a More Credible, Effective Governing Body – Review and discuss the various dimensions essential to ensure sufficient credibility by residents in the governing body. (9:15 – 9:30)

6. Refresher on the Council-Manager form of government: Discuss the various roles for elected officials, city manager, department directors, city staff and community members. (9:30 – 10:05)

7.

Break 10:05 – 10:20

8. Review and Update - City Manager will share major initiatives planned for 2021-22. (10:20 – 11:00)

9. Complete STEEP (Social, Technology, Economic, Environment and Political) Analysis - Explore trends and their potential impact to the community and city organization. (11:00 – 11:45)

Lunch 11:45 – 12:30

10. Discuss potential strategic objectives– Based on the discussions held so far in this process, the Mayor and Council will begin to identify possible strategic objectives for the foreseeable future. The following list are those topics identified during pre-session interviews: (12:30 – 2:45)

1. Growth/Development
 - General Plan
 - Role of Planning Commission
 - Development Standards
 - Affordable housing
 - Impacts on infrastructure and public facilities
2. Community
 - Code Enforcement
 - Homelessness
3. Financial stability/healthy
4. Economic Development
 - Cannabis
 - Other opportunities
 - Grants
5. Infrastructure including utility rates
 - Water
 - Treatment Plants and Operations
 - Safe Drinking Water Act
 - Drought
 - Sewer
 - Electric – Imperial Irrigation District (IID)
 - Coachella Valley Energy Commission
6. Public Safety
7. Environmental
 - Climate Change
 - Salton Sea
8. Organizational Effectiveness
 - Continuing impacts from COVID 19
 - Staffing levels
 - Contract monitoring
 - Reorganization

11. Discuss next steps – City Manager, partnering with his staff, will prepare the draft strategic plan and add resources necessary for successful execution along with a schedule. This will be brought back to Mayor and Council for their consideration and adoption. (2:45 – 3:00)

BENEFITS FROM GOOD GOVERNMENT

“Role of local government is to be the protagonist/advocate for a better quality of life.”

ENHANCING CREDIBILITY AS A GOVERNING BODY



STRATEGIES FOR CREATING A MORE COLLABORATIVE, EFFECTIVE COUNCIL

- 1) Develop a sense of team – a partnership with the city manager to govern and manage the city
- 2) Civility and Council Member Behavior
- 3) Think and Act Strategically
- 4) Respect “shared constituency”
- 5) Understand and Demonstrate the Elements of Teams and Teamwork
- 6) Have Clearly Defined Roles and Relationships
- 7) Honor the Council-Staff Partnership
- 8) Allocate Governing Body Time and Energy Appropriately
- 9) Have Clear Rules and Procedures for Council Meetings including the voting process
- 10) Practice Continuous Personal Learning and Development as a Leader
- 11) Communication and Problem Solving
 - a. Separate the people from the problem
 - b. Focus on interests
 - c. Invent options for mutual gain
- 12) Distinctions between Values, Interests and Positions
 - a. Insist on using objective criteria
 - b. Be attentive
 - c. Ask clarifying questions
 - d. Let people know you are listening
- 13) Effective Public Engagement

REFRESHER ON THE FORM OF GOVERNMENT

- Role of Elected Officials
- Role of City Manager
- Role of Department Directors
- Role of city staff
- Role of community members

STEEP EXAMINE THE PRESENT AND THE FUTURE



1. What are the potential impacts from COVID-19 and other recent events on our role as community builders?
2. What types of services will residents require in the future that are not already provided? What might be required to fund and staff these services?
3. Which city processes and practices might need to change to serve a larger and more diverse population?

POTENTIAL STRATEGIC OBJECTIVES

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