2019 Community Workshop

1.12.19
Wellness Center

La Quinta
GEM of the Desert
Building Our Community

Date: Saturday, January 12, 2019
Time: 9 a.m. - 12 p.m.
Location: La Quinta Wellness Center
78450 Avenida La Fonda, La Quinta
Approximate Number of Participants: 88

Council Members  5 (5%)
City Staff        21 (23%)
Commissioners    13 (14%)
Residents        48 (54%)

Theme: Building Our Community - La Quinta's Past, Present, and Future!

Timeline Exercise

Each table group had an opportunity to share the City's accomplishments and areas for improvement over the last 10 years, from 2008 to 2018.
Why We Love & Live in La Quinta

La Quinta's Sacred Values
- Health & Wellness
- High Quality Aesthetics
- Vibrant & Safe Community
- Visually Beautiful City
- Cultural Diversity

Fiscal Responsibility & Stability

2017/18 Completed Projects & Accomplishments

**Completed Projects 17/18**

**City Manager’s Office**
- Updated and enhanced City’s brand
- Installed Electric Vehicle Charging Stations at the Village parking lot, Wellness Center and City Hall
- Invested $300,000 in three homeless prevention service providers: Coachella Valley Association of Governments, Mench’s Village and Kitchen, and Coachella Valley Rescue Mission

**City Clerk’s Office**
- Streamlined the Municipal Code
- Established centralized electronic records public access portal
- Converted City’s historic paper records to electronic records - available online through the City’s public records portal
- Fulfilled over 600 public records requests

**Community Resources**
- Completed the La Quinta Creative Station makerspace
- Hosted 5 new community experiences: Mission LQ - Rocket Launch, Fly Over LQ - Kite Experience, Toast to LQ, Tequila & Tacos Fiesta, and Street Food Cinema
- Implemented a fully digital employee recruitment/evaluation process
- Completed classification and compensation update
- Implemented a new program to facilitate faster police response times to gated communities
- Constructed the National Fitness Court in La Quinta Park

**Completed Projects 17/18**

**Facilities**
- Completed the first phase of the Top of the Cove off-street parking
- A new skate park at Fritz Burns Park
- City entryways (Highway 111) renovation
- Perimeter fence at Adams Park, little library boxes in parks, desertscape in "Pork Chops" along Avenida Bermudez, and landscape conversion of four fountains in The Village
- 8 Pickleball courts and installed shade structures, benches and LED lighting on tennis and Pickleball courts

**Design & Development**
- Online submittal of projects and permits
- Updated the Hub lounge to enhance customer service experience
- Highway 111 corridor visioning assessment and launched planning effort

**Fiscal Services**
- Updated financial policies including: Debt Management, Reserves, and Purchasing
- Established Other Post-Employment Benefits Trust Fund for retiree healthcare
- Department of Finance approved the Last and Final Recognized Obligation Payment Schedule for Redevelopment Agency dissolution
Why We Love & Live in La Quinta

2018/19 Launched Projects

Launched Projects 18/19

City Manager’s Office
- Secured tax credit financing to remodel and expand Washington Street Apartments
- Sold 2.9 acres of vacant land to Sunridge Properties to develop a 108 room Residence Inn by Marriott
- Updated The Gem to a glossy magazine style with more focused community resources

City Clerk’s Office
- Implemented custom interactive maps for assessment districts and specific plans

Community Resources
- Remodeled Fire Station 70
- Created temporary art program in the Village, along Calle Estado and Avenida La Quinta
- Increased Wellness Center facility rentals and fitness memberships to gain further cost recovery

Facilities
- Replaced playgrounds at Monticello and Desert Pride Parks
- Installed pool heater at Fritz Burns Pool
- Soliciting vendors for year-round operations at Fritz Burns Pool

La Quinta’s Citywide Demographics

- Population increased to over 40,000
- Median age is 46.4 years
- Increase in number of people of Hispanic/Latino heritage
- Median income is $76,000
- Housing units are up at 24,500
- Increase in population of people 25 years and older
- Increase in number of people with Graduate or professional degrees
Top U.S. Trends and Areas of Opportunity in La Quinta

1. Experience Retail/Entertainment
2. Bricks & Clicks
3. Complete Streets
4. Lifestyle Residential Communities
5. Market/Food Halls
6. Affordable Mid-Market Homes
7. Ride sharing, Alternative Power (Electric), and Self-Driving Vehicles
9. Mixed Use Development
10. Smart Engagement & Connected Experience
11. Simulated Reality
12. Cannabis
13. Smart Industrial
14. Experience Art
15. Community-wide Events
16. Other - Attendee Recommendations
Voted - Top 6 Trends for La Quinta

Participants were teamed into 10 groups and asked to rank the top trends and identify La Quinta's priorities

1. Experience Retail/Entertainment
2. Market/Food Halls
4. Smart Engagement & Connected Experience
5. Complete Streets
6. Lifestyle Residential Communities