

Welcome to the Community Forum!

March 4-6, 2025

BerryDunn

INDIO
take center stage



Agenda

- Why Strategic Planning?
- Open Discussion Question
- Demographics Presentation
- Small Group Discussion
- Poll Question
- Next Steps

Introducing Our Team



Maddison Powers Spencer

Project Manager and
Lead Facilitator



Bailey Dickinson

Research Analyst and
Facilitator

335+ Consulting Resources

Guidelines for Effective Participation



Speak from your own perspective using “I” statements.

Respect others’ viewpoints while listening respectfully and intently.

Stay focused on the discussion at hand.

Ask questions.

Speak in “we” statements when reporting out from breakout discussions.

What is a Strategic Plan?

STRATEGIC PLAN



WHAT the City will prioritize and focus on



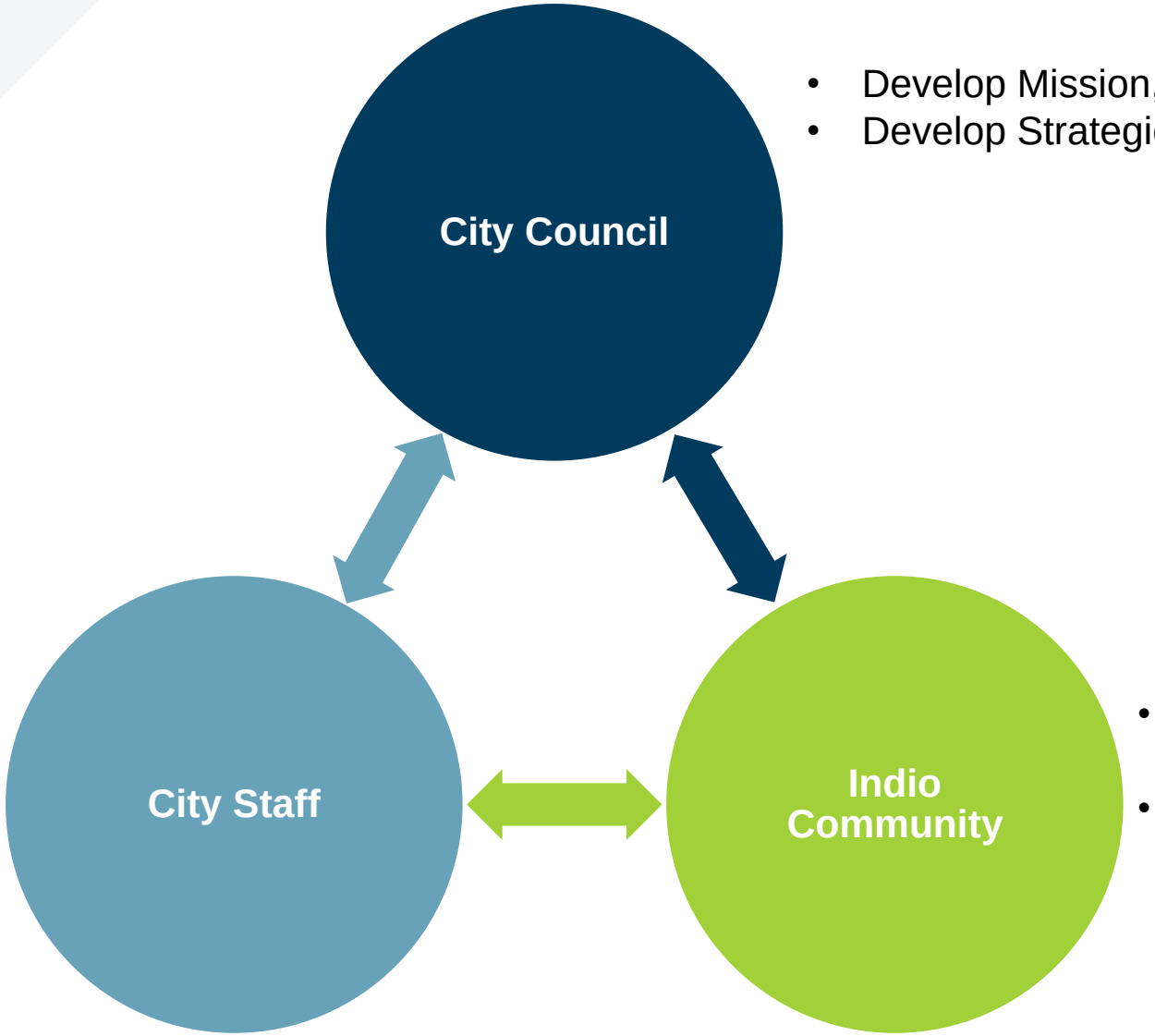
A **LIVING DOCUMENT** that guides decision making



A **TOOL** for government transparency and accountability

HOW the City carries out its strategy to reach the vision, priorities, and goals is defined in the **Implementation Plan**

Plan Development

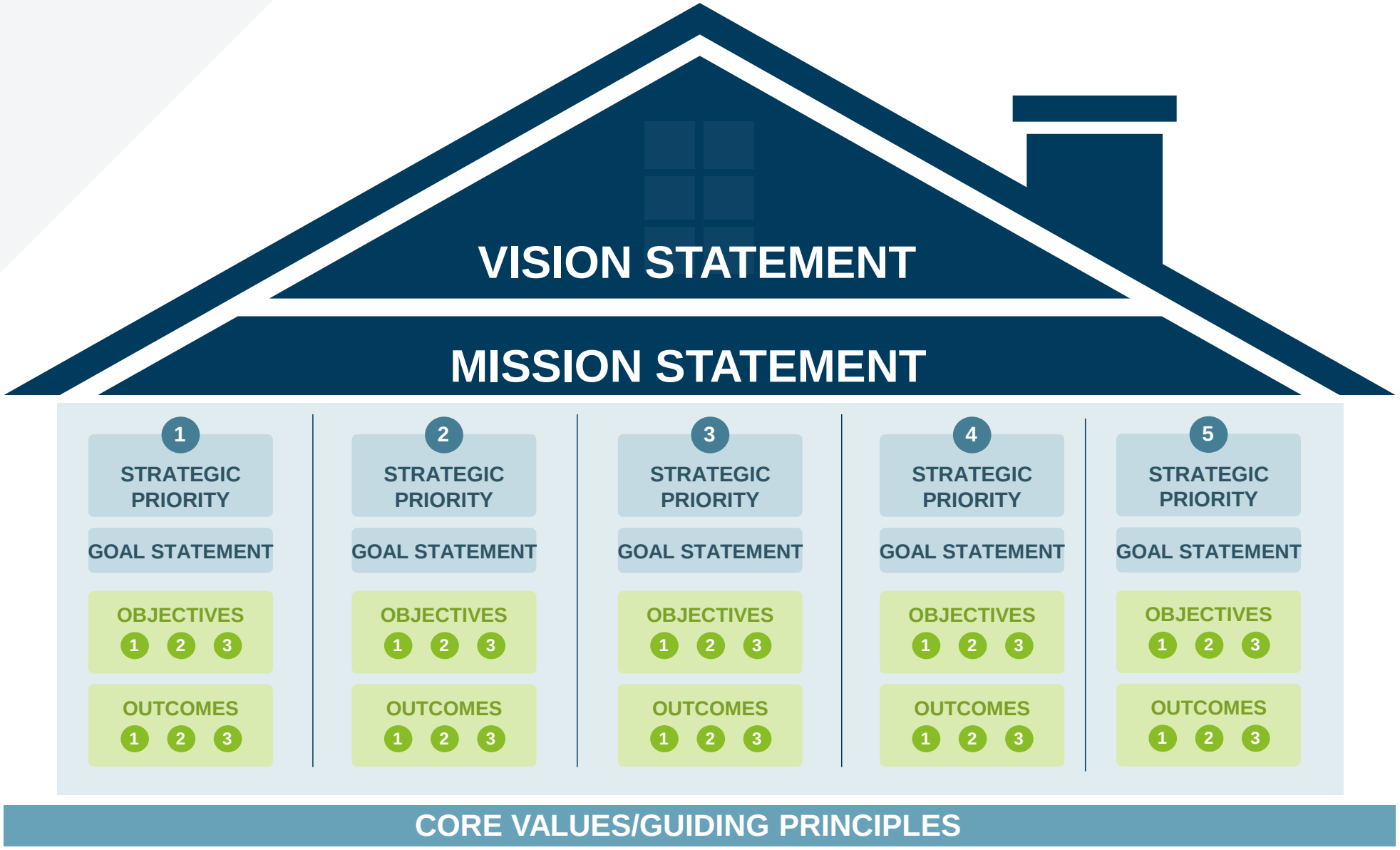


- Develop Mission, Vision, and Values
- Develop Strategic Priorities and Goals

- Refine goal statements, create objectives, outcomes, and performance measures.

- Assist in developing the City's vision statement.
- Provide feedback on the Draft Strategic Plan.

How do Strategic Plan elements fit together?



What Sources Inform the Strategic Planning Process?



Community input including community forums



Social Pinpoint Strategic Planning website



Demographic and economic data



Current City plans, budget, and policy documents

Open Discussion Question

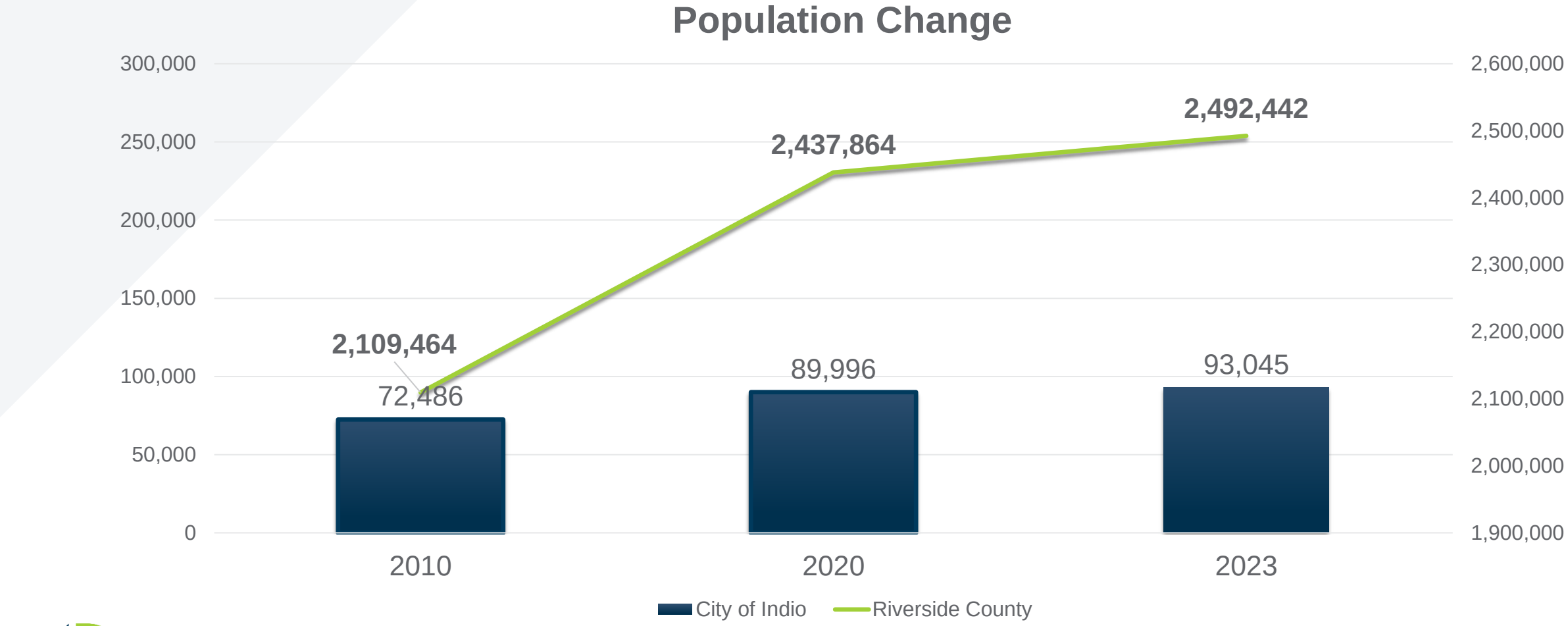
Which Words Best Describe Indio?



City of Indio
Community Profile



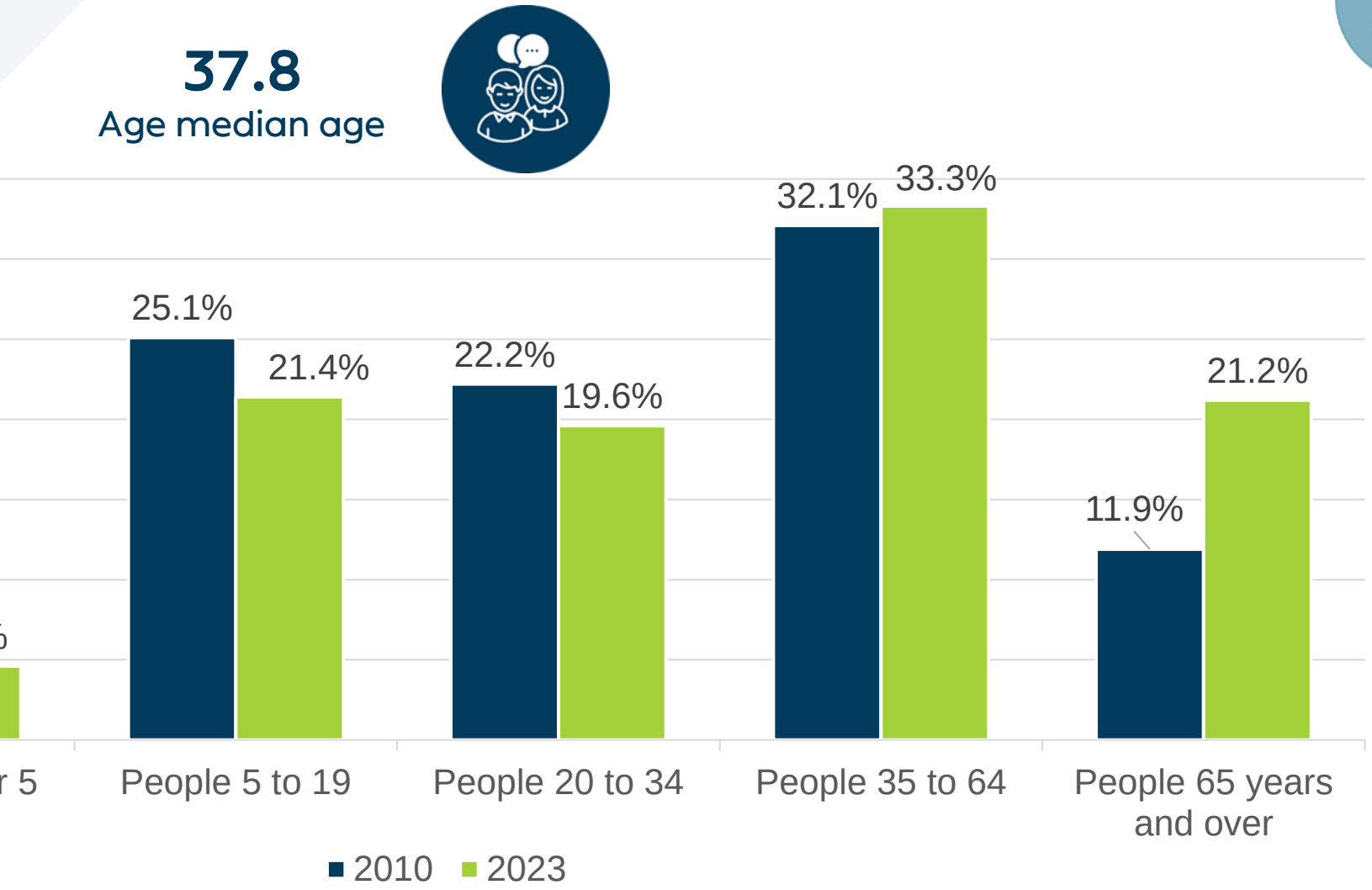
Demographics: Population



Source: U.S. Census Bureau, 2010 and 2020, American Community Survey 2023

Demographics: Age

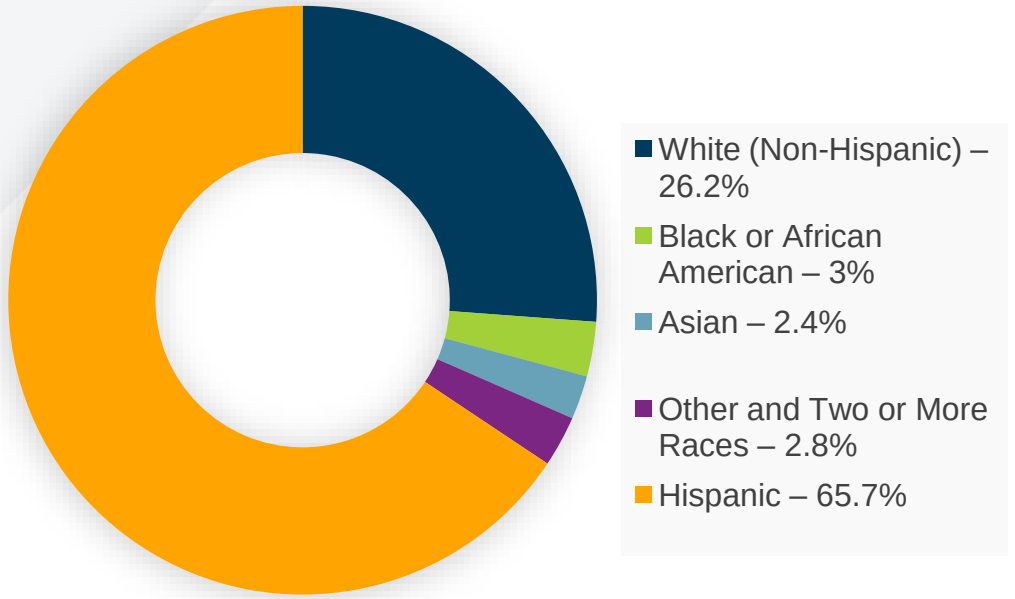
37.8
Age median age



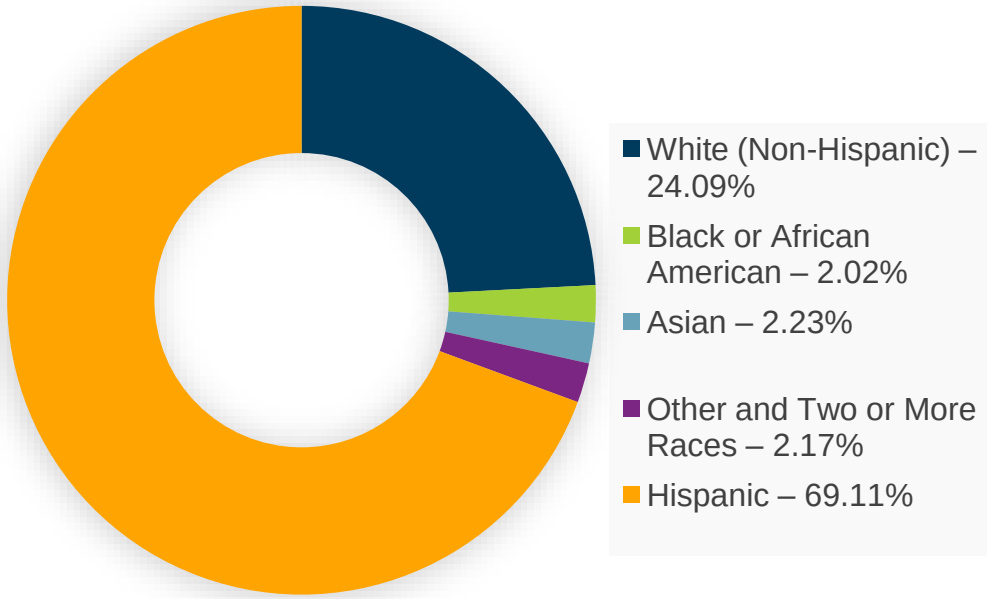
Source: American Community Survey 2010 and 2023

Demographics: Race and Ethnicity

2010 Race and Ethnicity



2020 Race and Ethnicity



Source: American Community Survey 2010 and 2020

Cost of Living Indicators

- City of Indio $78,709
- Riverside County $89,672

Median Household Income

- City of Indio 7.3%
- Riverside County 11.3%

Residents in Poverty

- City of Indio 75.4%
- Riverside County 83.3%

High School Graduate or Higher

- City of Indio 6.7%
- Riverside County 6%

Unemployment Rates

- City of Indio $424,700
- Riverside County $510,333

Median Home Value

- City of Indio $2,313
- Riverside County $2,486

Median Gross Mortgage

- City of Indio $1,392
- Riverside County $1,814

Median Gross Rent

- City of Indio 68.3%
- Riverside County 68.9%

Owner-occupied Housing Units

- City of Indio 1.77%
- Riverside County 2.15%

Gross Rent as a % of Household Income

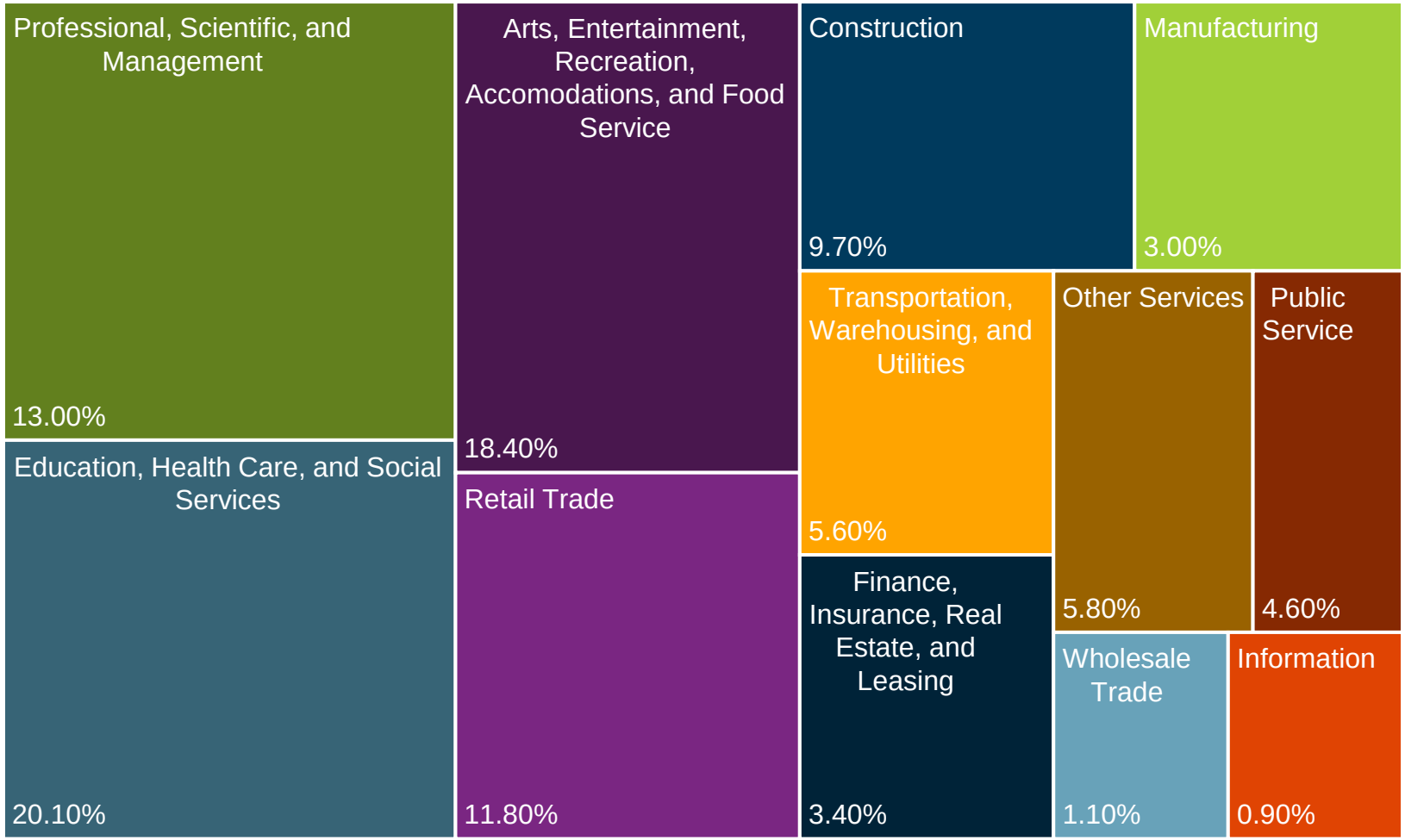
Source: U.S. Census Bureau, 2010 and 2020, American Community Survey 2023; State of California Employment Development Department 2025

Employment by Industries

The most common employment sectors for those who live in the City of Indio are:

- Educational services, and health care and social assistance
- Arts, entertainment, and recreation, and accommodation and food services
- Professional, scientific, and management, and administrative and waste management services

This chart shows the share breakdown of the primary industries for residents of Indio though some of these residents may live in the City and work somewhere else.

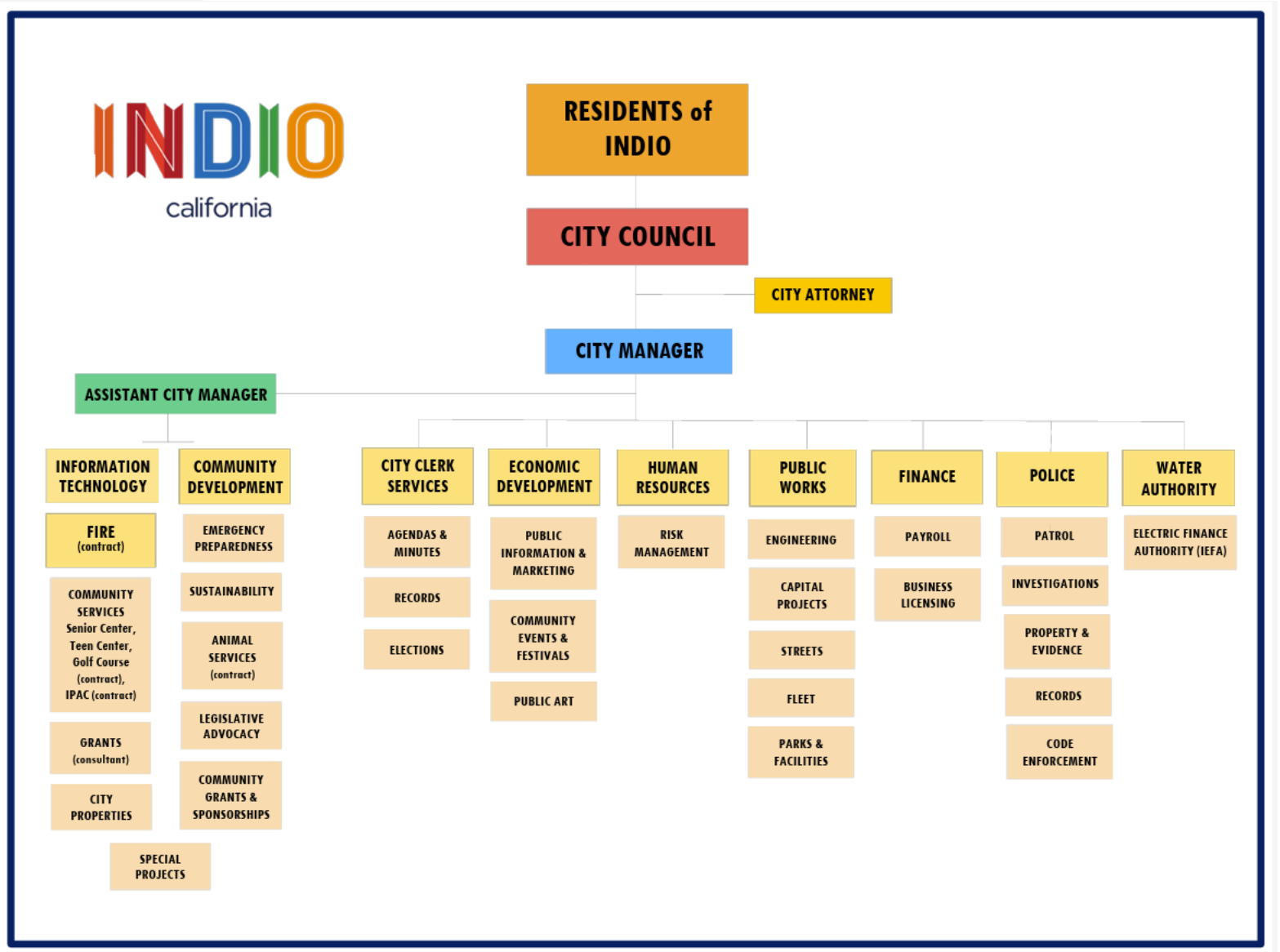


Source: US Census Bureau, American Community Survey

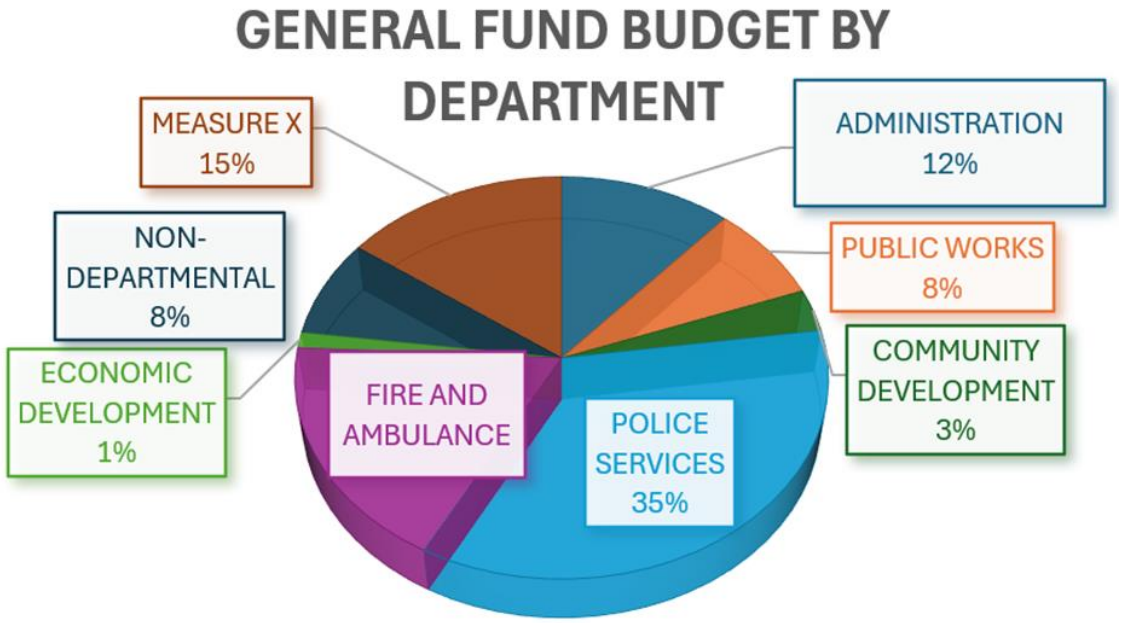
City of Indio Government



Organizational Chart



Indio Budget

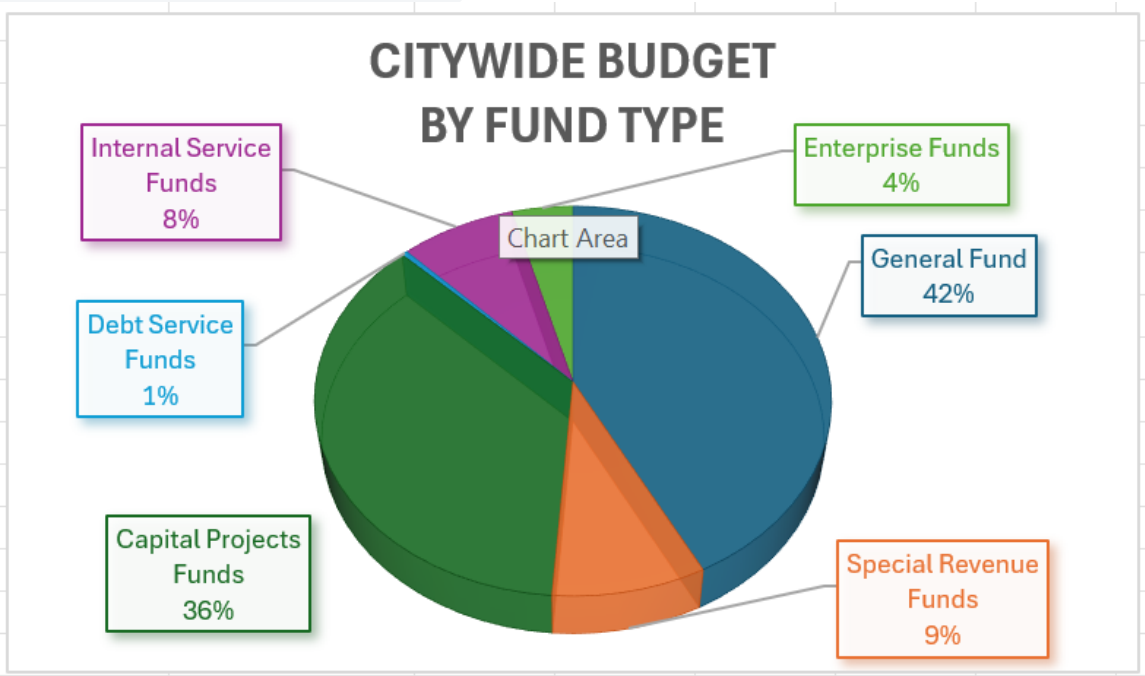


GENERAL FUND APPROPRIATIONS BY DEPARTMENT AND DIVISION

Department/Division	2024/2025 Adopted Budget	December 2024
ADMINISTRATION	14,108,396	5,349,440
PUBLIC WORKS	9,678,959	4,014,382
COMMUNITY DEVELOPMENT	4,204,717	1,616,042
POLICE SERVICES	43,143,174	16,461,203
FIRE AND AMBULANCE	22,128,324	932,099
ECONOMIC DEVELOPMENT	1,526,724	567,163
NON-DEPARTMENTAL	9,706,955	1,326,647
MEASURE X	18,500,000	-
Grand Total	$ 122,997,249	$ 30,266,976

Source: City of Indio adopted Budget 2024-2025

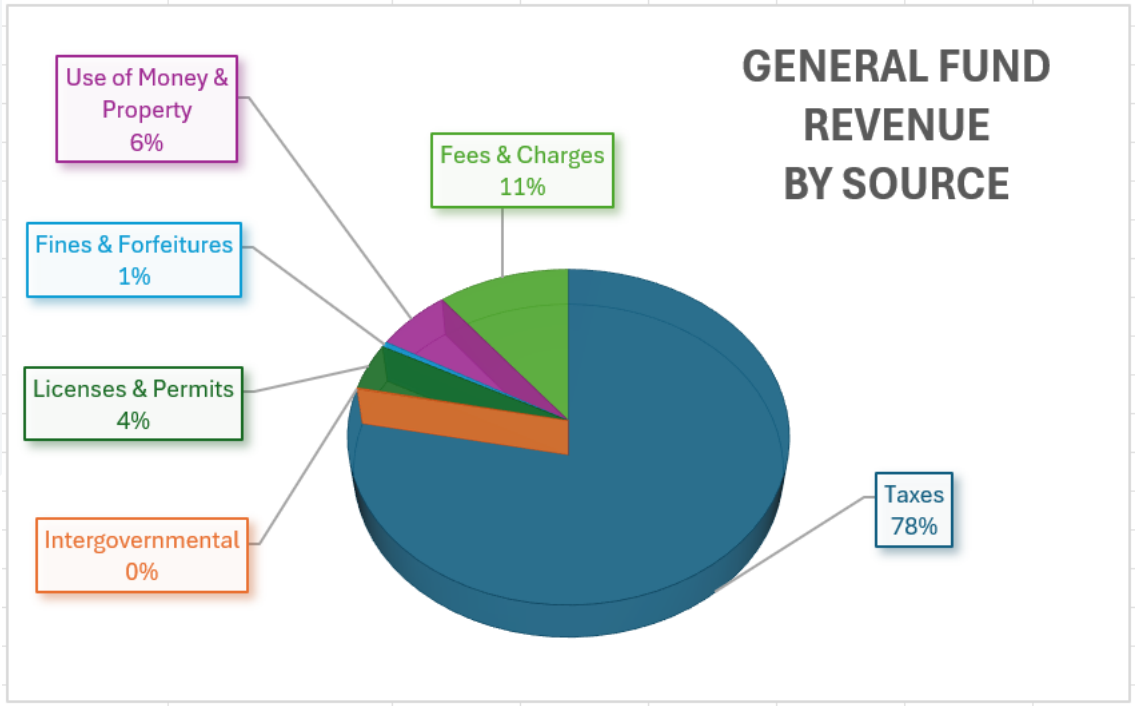
Indio Budget



General Fund	122,997,249.00	42.4%
Special Revenue Funds	25,577,622.00	8.8%
Capital Projects Funds	105,257,920.00	36.3%
Debt Service Funds	1,172,322.00	0.4%
Internal Service Funds	23,116,237.00	8.0%
Enterprise Funds	12,200,880.00	4.2%
	290,322,230.00	

Source: City of Indio adopted Budget 2024-2025

Indio Budget



Taxes	90,780,221.00	**75.1%**
Intergovernmental	155,000.00	**0.1%**
Licenses & Permits	5,210,000.00	**4.3%**
Fines & Forfeitures	600,000.00	**0.5%**
Use of Money & Property	7,116,496.00	**5.9%**
Fees & Charges	12,373,168.00	**10.2%**
Transfers	4,505,000.00	**4%**
Other Revenue	150,000.00	**0%**
	120,889,885.00	

Source: City of Indio adopted Budget 2024-2025

Indio Budget – Schedule

CITY OF INDIO

2025/2026 Budget Schedule

February 19, 2025 - 2nd Council Meeting in February - ***Mid-year Budget Update***

March – April – Internal Department budget preparation. CM/DH/FD Meetings.

May 7, 2025 - 1st Council Meeting in May – City Council Study Session

May 21, 2025 - 2nd Council Meeting in May – if needed, City Council Session

June 4, 2025 - 1st Council Meeting in June – Presentation of Recommended Budget, with recommendation for adoption

June 18, 2025 - 2nd Council Meeting in June – Tentative for budget adoption, if item continued from the 1st Council Meeting in June. Recommendation for adoption.

Demographics Discussion



What did the demographics information reveal to you? What stood out in the presentation?



Did you learn anything new?



Which themes are the most important in shaping your thinking about the future direction of the City?

Small Group Discussion

In an ideal world, what should the City of Indio prioritize five years from now, and beyond?





Poll Question

On a scale of 1 to 5 with 5 being the most confident, how confident are you that City of Indio will be an even better place to live 5 years from now?

If you chose a 3 or lower, what would have to happen to make it a 5?

Next Steps...



Phase 1

Project Management and Planning

January 2025 - February 2025

Phase 2

Environmental Scan and Strategic Analysis

February 2025 – April 2025

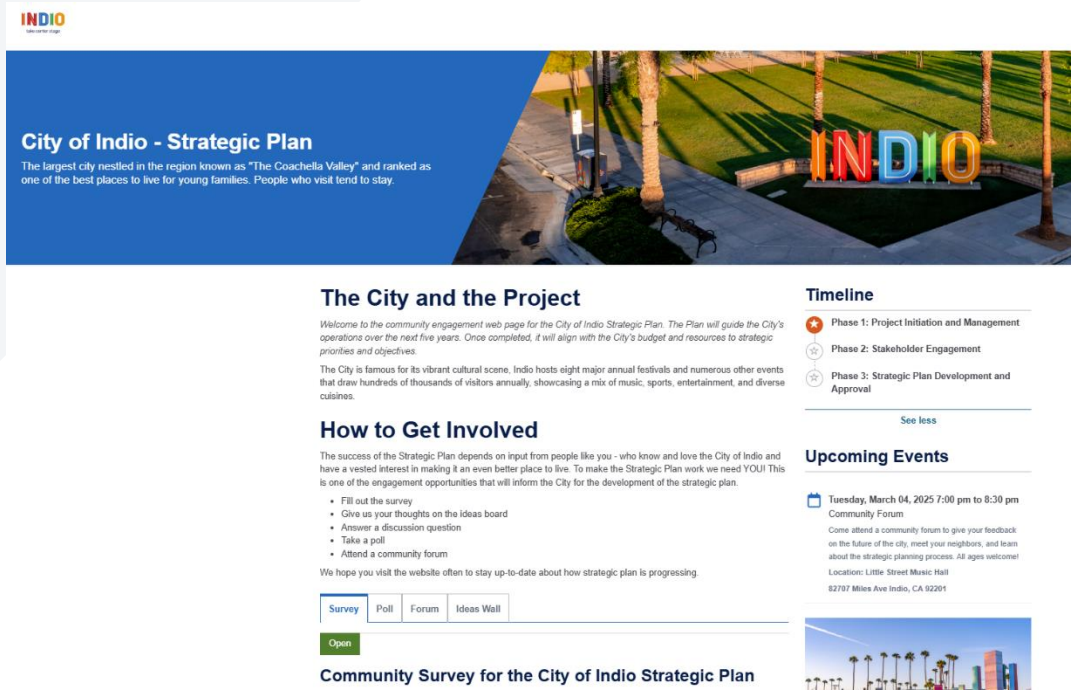
Phase 3

Strategic Plan Development

April 2025 - May 2025

- Complete Environmental Scan and Strategic Analysis
- Conduct Plan Development sessions with City Council and City Staff
- Create the Initial Strategic Plan Draft
- Final Strategic Plan Adoption by City Council

Stay Engaged in the Strategic Planning Process!





engageberrydunn.mysocialpinpoint.com/city-indio-strategic-plan