

2023



# IMPERIAL COUNTY DRAFT STRATEGIC PLAN

Presented by:



September 26, 2023

*To all community members,  
county Administration and staff  
who contributed observations, concerns,  
ideas and aspirations to the  
County Strategic Planning Process,  
we owe a debt of gratitude.*

*The inclusion of diverse perspectives is  
crucial to planning the County's future.*



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# Executive Summary

What follows is the draft 2023 Imperial County five-year Strategic Plan. This draft is unique in its design and development to ensure it includes input from the diverse communities and people of Imperial County. The emphasis on community input was a priority set by the Board of Supervisors. This draft includes comments gleaned from a survey and from meetings, events, small group, and individual interviews with more than 900 local residents from various demographic groups, ages, and communities throughout the County. Business and civic groups and regional organizations also participated in the extensive community visioning process. Members of the Board of Supervisors, County administrators, and staff also provided comments and ideas in an extensive schedule of meetings and workshops.

Modified Mission and Vision Statements are included for the Board of Supervisors' consideration. The draft contains goals and strategies. However, the development of robust objectives, including timelines and specifics needed to realize some plans, was limited by County staffing, funding, and other concerns.

❖ Details of issues (i.e., funding, changes in state and federal mandates, aging infrastructure, etc.) impacting the County's current operations and its ability to overcome challenges and realize opportunities are discussed further in a section of this summary labeled "Observations."



Creating mechanisms to overcome these challenges to create a better future for the people of Imperial County is important.

## PROCESS:

- ❖ Received input from members of the Board of Supervisors about issues facing the County.
- ❖ Designed an extensive community outreach and information-gathering plan to ensure that the diverse people and communities of Imperial County are at the heart of the Strategic Plan.
- ❖ Developed an Imperial County visioning questionnaire based on 20 key issues identified that was used for meetings with County administrators and staff. A bilingual version of the questionnaire was adapted to gather comments in community and interest group meetings.
- ❖ Held a series of workshops with County department heads and staff to identify concerns and challenges within the County government and those facing the people of the County, as well as suggested changes.
- ❖ Developed a community outreach and information-gathering process that invited dialogue by asking open-ended questions about issues, perceptions, ideas, and proposed changes.
- ❖ Met with County community advisory committees to get their input.
- ❖ Developed a community vision survey that was administered at the California Mid-Winter Fair, at various community, civic, and business group meetings, and on the homepage of the Imperial County website. A total of 123 surveys were collected. (A copy of the survey and a spreadsheet of comments are included in the appendix.)
- ❖ Input from community members was also gathered at meetings held throughout the community that focused on issues such as lithium development, Salton Sea concerns, and proposed geothermal development.
- ❖ Altogether, comments from more than 900 people were captured.
- ❖ Held multiple meetings with County department heads and staff to refine objectives and invite proposed projects for their departments to implement to attain goals of the draft County Strategic Plan.

## OBSERVATIONS:

From the start of the process, change and challenge were a constant for Imperial County.

For instance:

- ❖ The potential closure of El Centro Regional Medical Center announced in December and state legislation to create a single hospital district.
- ❖ Lithium Valley and the permitting of Energy Source lithium extraction facility near the Salton Sea.
- ❖ The drought on the Colorado River that threatens the Imperial Valley's sole water supply.
- ❖ The governor's executive order mandating the end of the sale of combustion engines in the state by 2035, which has a dramatic impact on the County's fleet and charging infrastructure.
- ❖ A governor-proposed plan to divert some of Behavioral Health funds to homeless housing.
- ❖ Two major flooding events hit Imperial County in the space of two weeks, necessitating an all-out emergency services response and disaster declaration.
- ❖ Increasing fragmentation of local media coverage.



These and other changes come as the County administration and local communities continue to reel from employment and social issues exacerbated by the pandemic.

A pervasive sense of burnout and frustration over staffing and funding complicated the County administration process of developing objectives with detailed budgets and timelines.

And in meetings with community groups, there was a frustration over isolation and a skepticism about whether anything would change.

But the one constant in all the meetings held is that the people of Imperial County love their community and they want to see it improve and provide more opportunities.



# Strategic Plan Outreach

Visioning Meeting / Group	# of Individuals Contacted	Communities Represented
Dec - Jan <i>Supervisors</i>	5	
Jan 17 <i>IC Departments, Public Safety</i> <i>IC Departments, Finance, Gen Gov</i>	18 28	
Jan 19 <i>IC Lithium Specific Plan Workshop, Calipatria High School</i>	125	Various demographics, including North-end communities, electeds, EJ and Social Justice Leader
Jan 23 <i>IC Departments, Land Use, Environment</i>	25	
Jan 25 <i>IC Departments, Health, HR</i>	17	
Jan 30 <i>IC Local Health Authority</i>	14	
Feb 22 <i>IC Transportation Committee</i>	14	Cities, county, IID
Feb 23 <i>Northend Action Council</i>	20	Calipatria, Niland, Bombay Beach, Slabs, Salton Sea communities; EJ and Social Justice representatives, media
March 2 <i>Equity/Social Justice Leader</i>	1	Calexico
March 3-12 <i>CA Mid-Winter Fair Booth (completed surveys counted separate)</i>	120	Various Communities
March 6 <i>Ocotillo Community Advisory Committee</i>	10	Ocotillo Area
March 8 <i>COLAB Strategic Plan Workshop</i>	14	Various Communities
March 10 <i>EC Kiwanis Club</i>	12	El Centro
March 20 <i>Farm Bureau / Veg Growers</i>	11	Various Communities
March 22 <i>ICTC Visioning Session</i>	12	Cities, County, IID
March 27 <i>Heber Community Advisory Committee</i>	4	Heber



## Visioning Meeting / Group

## # of Individuals Contacted

## Communities Represented

March 28

IC Ad Hoc Election Advisory Committee

5

Electeds, EJ County Staff

April 4

West Shores Community Advisory Committee

75

Salton City, Desert Shores, EJ Social Justice groups

April 12

IV Regional Chamber of Commerce

10

AB 617 Committee, Heber

18

El Centro, Imperial, Westmorland Social, environmental justice, Heber, Calexico and various other areas

April 18

IC Mental Health Advisory Committee

12

Various communities

April 19

ICOE Schools' Superintendents

12

Education

May 1

Los Amigos de la Comunidad

1

Civic engagement, equity, inclusion

May 2

IVC Leadership Cabinet

6

Education

May 3

Imperial Rotary Club

17

Imperial area

May 5-16

Workshop on the Salton Sea Management Plan

75

Various communities including EJ, Social Justice Leader and communities around the Salton Sea

May 22

Brawley Chamber of Commerce

Brawley Area

March 3 - May 16

Community surveys collected at the fair, county website and various group presentations

7

123

Aug 31

CA Energy Commission Scoping hearing for BHE geothermal plants

100

Sept 9

Prospective candidates for Public Office at Candidate Training held by COLAB and the IC Registrar of Voters

23

Week of Sept 18

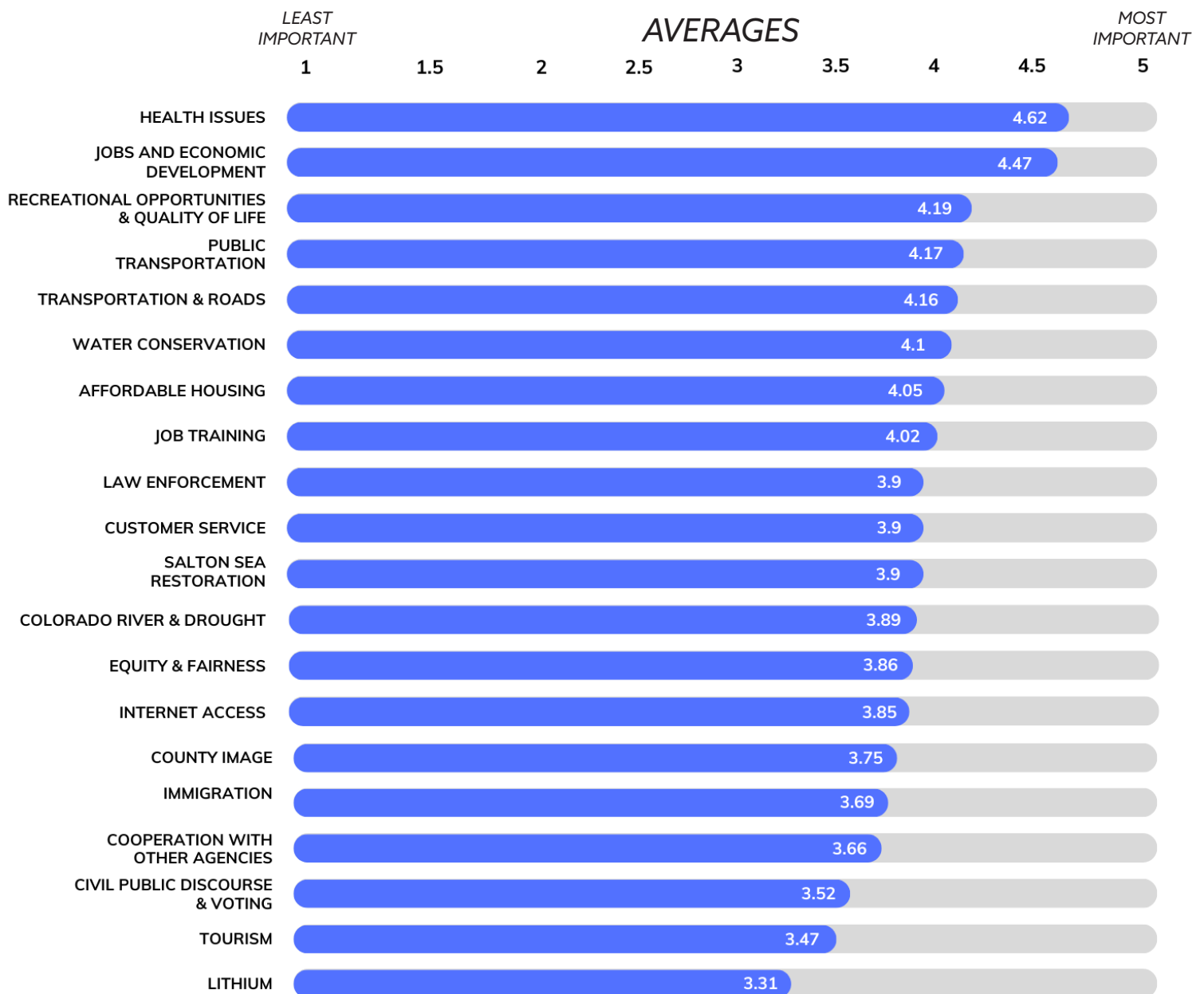
Representative for Veterans

1

**TOTAL: 935**

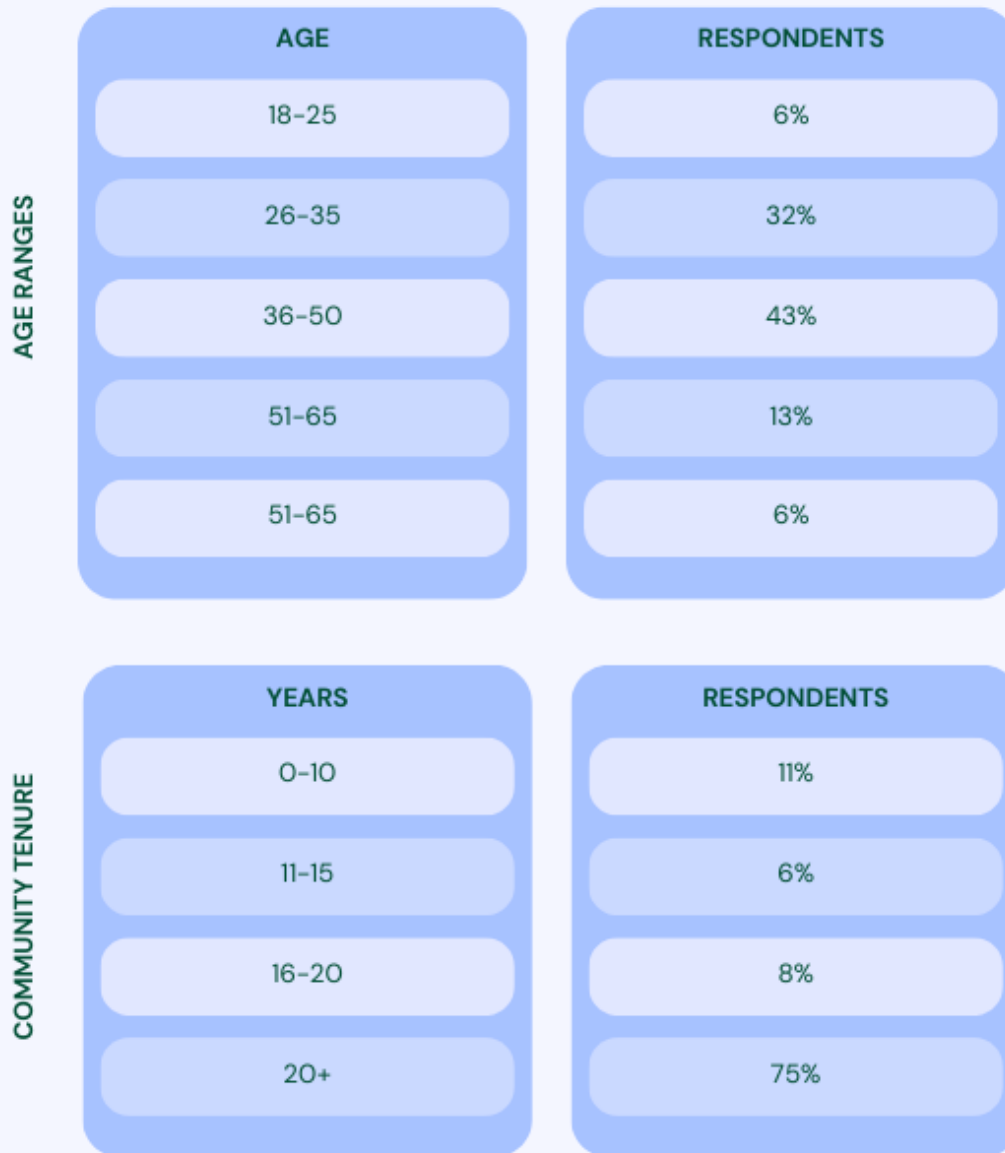


# Consolidated Community Visioning Survey Results



# Consolidated Community Visioning Survey Results

## COMMUNITY RESPONDENT DEMOGRAPHICS



# Sample of Strategic Plan Outreach Comments

**"Community  
relations and civic  
engagement."**

**Challenges**

**"Cross-border  
traffic tears up  
roads."**

**Changes Needed**

**"Healthcare - few  
doctors, patients  
wait too long."**

**Changes Needed**

**"The reason we  
are getting  
attention - we  
have something  
others want."**

**Advantages**

**"We are a family-  
oriented  
community."**

**Quality of life**

## CHALLENGES

- ❖ "Our technology is aging out."
- ❖ "County has technology silos, one system or program doesn't talk to other."
- ❖ "The world is passing us by without better systems."
- ❖ "Transportation."
- ❖ "Housing - need affordable houses."
- ❖ "Job creation."
- ❖ "Environmental Hazards"
- ❖ "Need community spaces for recreation."

## CHANGES NEEDED

- ❖ Lack a unified voice in approaching state/feds, but opportunity to unify advocacy on multiple issues."
- ❖ "Small population - we lack representation."
- ❖ "Public projects don't merge across jurisdiction lines."
- ❖ "We need more collaboration."
- ❖ "Too parochial."
- ❖ "Need to look at greater good."
- ❖ "Attitudes."

- ❖ "Need direct aid services that are accessible for community with an expansion of hours and staff."
- ❖ "Lack of local services."
- ❖ "Need post office, P.O. Boxes rebuilt in Niland - without having to go into Calipatria for mail."

## ADVANTAGES

- ❖ "Quiet towns, quaint".
- ❖ "Perfect location for small ag county, so close to everything - Mexico, AZ, metropolitan areas, etc."
- ❖ "We have people from everywhere living here."
- ❖ "Communities have each other's back - like family."
- ❖ "Everyone supports those in need in times of crisis."
- ❖ "The culture - there is a strong sense of community pride."
- ❖ "Friendly rivalry."
- ❖ "There is so much potential here - natural resources, location to border, metro areas."
- ❖ "Potential, especially with climate change."
- ❖ "We are growing."
- ❖ "There is a community and unity here because we are often marginalized by others outside the county."
- ❖ "We are unique and very resourceful."
- ❖ "Low cost of water & power."
- ❖ "Labor is available."
- ❖ "Metro areas around Valley are maxed out."
- ❖ "Becoming a competitor to Phoenix, logistically."
- ❖ "Great potential for the future."
- ❖ "Development opportunities."
- ❖ "Close to international commerce."
- ❖ "Advantage over Otay Mesa - maxed out."
- ❖ "Mexico labor at the border."
- ❖ "Unique size - small compared to Mexicali."
- ❖ "Fluid border - Mexicali residents work here, crossborder traffic brings shopping here."
- ❖ "We know our neighbors and look out for one another."
- ❖ "We're protective of our Valley; want to partner with other but to direct the change."
- ❖ Easy access to commerce on both sides of the border."

- ❖ "'That will never happen here' attitude".
- ❖ "Delays ... farmworkers can't cross border."
- ❖ "Planning/Building approval process is too slow."
- ❖ "Overdependent on autos"
- ❖ "We look at things the same old way - it's a barrier to improvement and growth."
- ❖ "Skilled workforce and those with higher education often leave rather than stay."
- ❖ "Workforce & Housing are the biggest challenges."
- ❖ "Hospitals are a big issue."
- ❖ "We need to get rid of low-income stigma/mindset."
- ❖ "Many communities are isolated without internet."
- ❖ "We need broadband, so all have access to internet."
- ❖ "How to eliminate stigma and belief that we don't deserve or cannot have anything else."
- ❖ "We need to start with small successes."
- ❖ "Need to build unity and set priorities to address issues."
- ❖ "We look at scarcity, rather than see opportunity - change the lens."

## QUALITY OF LIFE

- ❖ "Cost of living."
- ❖ "Slow pace of life."
- ❖ "We have good schools."
- ❖ "People care about one another."
- ❖ "We feel like a family."
- ❖ "Really good people, know neighbors - we all talk".
- ❖ "Short commute to all communities for work".
- ❖ "Lower crime rate."
- ❖ "Good pace of life."
- ❖ "Work-life balance."



# Draft Mission & Vision Statements

## Mission Statement

*Work collaboratively to sustain fiscal integrity, instill community pride and support continuous improvements to provide high quality, efficient services to residents, businesses and visitors.*

## Vision Statement

*To foster a flourishing economy and facilitate opportunities for residents, workers, and recreational enthusiasts, while honoring the diversity of the population, the distinctive characteristics of the region, and the County agricultural legacy.*

## OUTCOMES

- ❖ Imperial County will be inclusive, unified and engaged.
- ❖ Imperial County will connect with communities, offering collaboration and leadership to identify solutions to collective concerns and to raise the region's political clout with state and federal governments.
- ❖ Imperial County will foster safe communities.
- ❖ Imperial County will enhance prosperity for all by leading regional economic development, job creation and economic sustainability in coordination with existing local city and community efforts.
- ❖ Imperial County will eliminate existing or perceived barriers to make the county more user friendly.





# GOALS, STRATEGIES OR STEPS NEEDED TO ACHIEVE RESULTS

## 1. Leadership, Collaboration and Quality of Life

Lead collaborative efforts to improve quality of life by positioning Imperial County as a county that is friendly to development and job creation as well as improving fiscal vitality and the overall quality of life for all residents and businesses.

### STRATEGIES

- A** Create a county economic development and economic enhancement function within the CEO's office to lead a regional collaborative effort to give the county a competitive edge in attracting jobs and economic sustainability.
- B** Enhance county advisory committees.
- C** Put people first by improving county services and efficiency.
- D** Enhance inclusion and equity for all remote areas and disadvantaged communities through a function in the CEO's office.
- E** Support initiatives to encourage civic engagement and voting.
- F** Increase community amenities and appearance, such as parks and public spaces, to improve quality of life.
- G** Celebrate community successes and achievements.
- H** Address physical and mental health initiatives to bolster individual and community resilience.
- I** Establish partnerships with local agencies to speak with a stronger and unified voice regarding regional issues.

## 2. Improve Regional Mobility

Advance infrastructure throughout Imperial County by upgrading roads and bridges and expanding all facets of transit, including those arising from economic growth.

### STRATEGIES

- A** Promote the utilization of forward-thinking strategies to finance and proactively address road and bridge improvements.
- B** Advocate at the Federal, State, and Local levels for a greater share of state funding for roads, bridges and transit in Imperial County.
- C** Advocate for CalTrans to open an office within Imperial County with decision-making authority to work more closely with the county and cities.

### 3. Better Customer Service

Put people first by improving county services and technology.

#### STRATEGIES

- A** Improve customer service by enhancing online services and payment options.
- B** Develop one-stop shop permitting and planning services, using online services as much as possible.
- C** Provide ongoing customer service training for county employees.
- D** Address public safety coverage (Fire and Sheriff) to ensure adequate coverage throughout the Valley.

### 4. Fiscal Sustainability and Efficiencies

Ensure the County's fiscal sustainability through efficiencies, workforce improvements and development of new funding sources.

#### STRATEGIES

- A** Review and ensure fees charged for services cover actual costs.
- B** Review all funding sources and explore new potential funding opportunities to determine how best to meet county service needs.
- C** Identify and implement necessary efficiency improvements to reduce costs and improve services.
- D** Review and revise county policies and processes to reduce and eliminate unnecessary bottlenecks.
- E** Examine staffing levels and address pay to ensure appropriate staffing.
- F** Create professional development initiatives and other departmental training.
- G** Facilitate the use of interns and other Workforce Development programs.
- H** Streamline recruitment, hiring and employment processes.

### 5. Jobs & Economic Development

Create jobs and Economic Development to diversify the economy while preserving and enhancing the county's agricultural assets.

#### STRATEGIES

- A** Lead a regional collaborative economic development and job creation effort.
- B** Implement the Lithium workforce and infrastructure plan.
- C** Establish one-stop services, including enhanced online access, for planning and permitting, including industry expansion.
- D** Identify and reduce barriers that inhibit economic development.

# Summary of Proposed Department Projects

Goal	Imperial County Department Projects
	<b>Agricultural Commissioner</b>
<b>Communications</b>	A project to enhance department outreach and educate the community about agriculture and services the Department provides.
	<b>Imperial County Behavioral Health</b>
<b>Customer Service/Efficiency</b>	1. Improve service by implementing comprehensive customer service training, use quarterly surveys of clients and staff to determine satisfaction. Goal is to improve service by 10 percent by end of 2023-24.
	2. Enhance county advisory committees to pay particular attention to gain input from rural communities. Advertise advisory meetings and provide Zoom for those interested in participating with goal of increasing participation and feedback by 10 percent.
<b>Leadership and Collaboration</b>	3. A) ICBH will assign a leadership representative to actively participate in discussions and activities to promote collaborative work and advocacy. B) ICBH also will work collaboratively with county leaders and community members to establish a platform where rural communities can develop their own representative groups.
<b>Fiscal Sustainability, infrastructure, and technology</b>	Improve by 20 percent ICBH staff's knowledge and skill of software used for their assignment. Provide training and pre and post training surveys to determine progress to reach the goal by end of FY 23-24.
	Increase by 20 percent amount of provider time spent with patients by decreasing administrative burden on providers through the use of new Electronic Health Record and documentation requirements. ICBH will assign and train staff on the new EHR system with the goal of increasing time spent with patients by 20 percent by end of FY 23-24
	Increase by 10 percent ICBH's workforce by creating a campaign to attract individuals into the behavioral health field
	<b>Department of Child Support Services</b>
<b>Leadership and Collaboration</b>	Continuing participation in the Southern Inland Region Child Support Collaborative (SIRC) and work with Kern, Riverside, and San Bernardino Counties to better serve our shared customers.
	Continue existing partnerships with child support stakeholders in Baja California, Mexico to assure services are accessible to children regardless of residency.
	Continue working with San Diego, Orange, Riverside, Los Angeles, Kern, San Bernardino, San Luis Obispo, Santa Barbara and Ventura to create a process to help connect Child Support customers who may have a case in a county where they do not live.
<b>Economic Development and Job Creation</b>	Enter an MOU with county Workforce and Economic Development to refer all unemployed child support clients for potential employment or specialized skill training to satisfy a court order.
<b>Fiscal Sustainability, infrastructure, and technology</b>	Continue promoting the Simplified Enrollment Process (SEP) to those needing to open a child support case instantaneously and online within minutes.
	<b>Imperial County Fleet Services</b>
<b>Quality of Life</b>	Transition fleet to zero emission vehicles (ZEV) over next 20 years.
<b>Leadership</b>	Collaborate with state, local, federal and private stakeholders to plan design and develop ZEV infrastructure for county and public use.
<b>Customer service/Efficiency</b>	Use GPS software to best manage county fleet operation.
<b>Infrastructure</b>	Plan to develop electric and hydrogen charging for county and public vehicles.
	<b>Human Resources &amp; Risk Management</b>
<b>Customer Service/Efficiency</b>	1. Transition from a paper performance evaluation system to an online process that provides transparency and engagement between employees and managers.
	2. Reviewed the county's current recruitment timelines and determined if they are longer than needed. Streamline and reduce countywide recruitment time from 14 to 7 days as of 2024.
	3. Attract potential applicants for hard to recruit positions by developing classifications and competitive compensation to attract professional level interns by 2024.
	4. Expand employee recognition program.
	<b>Probation Department</b>
<b>Public Safety</b>	Develop Project Reach. With grant funds, the Department plans to purchase a truck and trailer that will function as a mobile Probation Office to meet with clients who are homeless and who live in remote locations in the County.

<b>Collaboration and Leadership</b>	Entered an agreement with SDSU Imperial Valley to provide hands-on experience to students majoring in criminal justice, criminology, psychology, sociology or related majors as interns through a program called Volunteers in Probation.
	<b>Imperial County Public Health Department</b>
<b>Colaboration and Leadership</b>	1. Establish ongoing communication with CEO's propped equity staff. Support health equity-related efforts of the newly established CEO's equity office. Expand the Public Health Department's health equity program to further address health disparities and advance health equity efforts. Maintain health equity-related position(s) within the Public Health Department to ensure long term sustainability of the program.
	Develop and implement a health equity plan. Offer training to Department staff on health-equity related topics.
	Increase collaboration efforts.Coordinate with partners and support efforts centered around health equity-related topics. By June 30, 2028, the Public Health Department will have enhanced its existing health equity work through partnerships across County departments and partners.
	2. Partner with IID and Agricultural Industry to assist in managing drought issues by promote water conservation strategies.
	In collaboration with partners, assess the feasibility of banking surface and groundwater as a contingency plan for long-term sustainability for residential, commercial, industrial, and agricultural needs.
	By June 30, 2028, as a result of partnerships and cooperative work, assessment will be completed, findings presented, and next steps identified for contingency planning.
<b>Fiscal Sustainability, infrastructure, and technology</b>	3. Adopt an integrated communications framework, enhance existing communications plan, and implement strategic marketing to enhance Public Health Department brand recognition and improve internal and external communication. Offer training for staff
	Prioritize and implement technology initiatives that enhance service delivery and increase efficiency. Secure a qualified consultant to analyze processes and strategies. Implement strategies to enhance services and increase efficiencies.
	By June 30, 2028, the Public Health Department will incorporate communications framework and technological enhancements based on a completed comprehensive analysis of business processes report.
	4. Assess and update Public Health Department fee schedules and conduct regular assessment of department fees.
	5. Ensure staff are trained and informed on new fee schedules. And implement communication strategies to ensure new fee schedules information is available and accessible to the community. By June 30, 2028, the update, communication and training will be completed.
	6. Create and coordinate professional development programs and activities aimed at recruiting and retaining Public Health Department staff.
	By June 30, 2028, a comprehensive workforce development/onboarding program that aligns with Public Health Department accreditation standards and measures will be implemented at the Public Health Department.
	Coordinate training activities for Public Health Department employees.
	By June 30, 2028, a comprehensive web-based onboarding program that aligns with Public Health Department accreditation standards and measures will be set-up and implemented at the Public Health Department.
	Collaborate with academic institutions and others to make internship, fellowship and/or volunteer opportunities available to individuals interested in public health careers.
	By June 30, 2028, a formalized Public Health Department-level internship program that promotes Public Health Department – academic institution partnership will be integrated into the Department's processes and policies.
<b>Leadership and collaboration</b>	<b>Registrar of Voters</b>
	1. Proposed transition to Voter Center Model in the County to comply with the California Voters' Choice Act.
	2. Recently held a candidate training workshop in conjunction with the Coalition of Labor, Ag, and Business to encourage civic engagement by providing information for anyone considering running for office.



# Appendix

## COMMUNITY MEETINGS & SURVEY COMMENTS (abbrev.)

Develop resources despite being resource-isolated; figure things out, make them work	Collaboration/leadership	
Regional collaboration gives region exposure to higher individuals at state, federal levels	Collaboration/leadership	
Protective; want to partner but to direct the change	Collaboration/leadership	
Good networking	Collaboration/leadership	
Being in California/red tape	Collaboration/leadership	
State regulations -i of 3 most regulated states in the nation	Collaboration/leadership	
State, federal governments don't pay attention to the needs of the county	Collaboration/leadership	
Post-pandemic level of regional communication is inadequate	Collaboration/leadership	
Inequity in funding, with I.C. getting the short stick	Collaboration/leadership	
Inadequate communication to the community	Collaboration/leadership	
26 departments (13 programs) doing things differently	Collaboration/leadership	
Manuals of procedure, SOPs, are hit and miss.	Collaboration/leadership	
Get message across to state/feds that the county needs help to fix social equity issues	Collaboration/leadership	
Local messages need to be changed/improved to get state/feds to pay attention to the community's needs	Collaboration/leadership	
Need appropriate zoning to protect ag/NAF El Centro	Collaboration/leadership	
Go after Grants	Collaboration/leadership	
Get more people to vote	Collaboration/leadership	
Educate voters	Collaboration/leadership	
Need a more personal approach hold town hall meetings	Collaboration/leadership	
Show what county accomplished from its previous strategic plan	Collaboration/leadership	
Roads/infrastructure needs and lack of funding opportunity for advocacy	Collaboration/leadership	
train derailment tanker on curve of Union Pacific Opportunities for advocacy	Collaboration/leadership	
Lack a unified voice in approaching state/feds but opportunity to unify advocacy on multiple issues	Collaboration/leadership	
Small population means we lack representation	Collaboration/leadership	
Public project don't merge across jurisdiction lines	Collaboration/leadership	
We need more collaboration	Collaboration/leadership	
Too parochial	Collaboration/leadership	
Need to look at greater good	Collaboration/leadership	
Need leadership with the right perspective	Collaboration/leadership	
But need to do better vetting for elected leaders -check on criminal backgrounds	Collaboration/leadership	
Lack engagement with public	Collaboration/leadership	
Have each supervisor embrace one of the strategic plan goals	Collaboration/leadership	
We need vision	Collaboration/leadership	
We need better vetting for elected leaders - check on criminal backgrounds	Collaboration/leadership	
There is a lack of engagement with the public and elected leaders	Collaboration/leadership	
Need partnerships	Collaboration/leadership	
IID working to expand Public Affairs department, outreach	Collaboration/leadership	
Mental health help	Collaboration/leadership	
Have supervisors be champions for roads, hospitals housing	Collaboration/leadership	
Have county run as a business	Collaboration/leadership	
Close-knit community/ cohesive community	Collaboration/leadership	
Minimal representation at state/federal levels	Collaboration/leadership	
California regulations making it hard to do business here	Collaboration/leadership	
Zoning issues	Collaboration/leadership	
Ag/IID often clash	Collaboration/leadership	
County, Board of Supervisors ignorant of agricultural industry	Collaboration/leadership	
Not having the Williamson Act a deterrent to preserving agriculture here	Collaboration/leadership	
Lack of knowledge about ag and the GDP of the county	Collaboration/leadership	
Leadership in ag needs to take a bigger role with county, but little time	Collaboration/leadership	
So many safety regulations and measures hurt ag and no one cares	Collaboration/leadership	
CUPA continues to be an issue got rid of use of ammonia for cooling, though better for the environment than freon because of CUPA demands	Collaboration/leadership	



Need to add mandatory fee onto tires (now voluntary) for an easy fix	Collaboration/leadership	
IID, county need to make sure we don't become the dump for all California	Collaboration/leadership	
John Gay is moving in the right direction, but need more done	Collaboration/leadership	
County should try working with IID to better market and lobby to protect our water with the \$200 million District has in ag reserves	Collaboration/leadership	
Ag would welcome industry and business diversification	Collaboration/leadership	
Ag needs 3-phase power lines, but difficult, expensive to get zoning approval from county	Collaboration/leadership	
Beware of other countries working to take advantage of us, our water, resources	Collaboration/leadership	
Ag community needs to support people, elected who support ag	Collaboration/leadership	
Too few in ag understand or care about advocacy now here	Collaboration/leadership	
Need accountability - too many in county government marking time till they retire	Collaboration/leadership	
There needs to be accountability	Collaboration/leadership	
EJ groups in Riverside taking over, impossible to farm now in Orange County	Collaboration/leadership	
We should annex to Yuma	Collaboration/leadership	
We need the crop report plus done more often and in greater depth so locals and others understand the value of ag here	Collaboration/leadership	
Competing interests	Collaboration/leadership	
Limited funding opportunities that all have to compete for	Collaboration/leadership	
But when there is a fire/crisis we all work together	Collaboration/leadership	
Starting to think regionally more	Collaboration/leadership	
A lot of competing interests	Collaboration/leadership	
We are often fighting for crumbs	Collaboration/leadership	
Starting to work together IID-IC have 2on2 mtgs; IID starting to have 2on2 mtgs with cities	Collaboration/leadership	
IC has 2on2 mtgs with S.D., Yuma	Collaboration/leadership	
There is more relationship building happening, making it easier to share	Collaboration/leadership	
We are starting conversations	Collaboration/leadership	
2-on-2s more informal, collaborative	Collaboration/leadership	
Northend is more underserved; that makes it difficult to compete	Collaboration/leadership	
CalTrans is showing up more	Collaboration/leadership	
Outside, IC gets treated differently/is often forgotten	Collaboration/leadership	
Reason we are getting attention now is we have something others want	Collaboration/leadership	
At lithium mtg in Calipat with the Secretary of Energy, local cities, agencies were not united. Everyone was there with their hands out	Collaboration/leadership	
We can unite against SD, SCAG	Collaboration/leadership	
New initiative, if passed, would eliminate all taxes, could kill the lithium tax. Need to campaign against it	Collaboration/leadership	
Cities need good policy	Collaboration/leadership	
Look at Yuma as an example - there all agencies,everyone one came together to join ag in fighting an effort to buy land for water rights and transfer	Collaboration/leadership	
We could learn to be more like Yuma	Collaboration/leadership	
Good policy lifts everybody	Collaboration/leadership	
We need to quit worrying about who gets credit	Collaboration/leadership	
CalTrans officials working here 33 years see a chance to re-invent things post-pandemic	Collaboration/leadership	
Reach out to CalTrans - many opportunities	Collaboration/leadership	
Interpersonal relationships very important with CalTrans, used to know staffs at all cities, county, now not so much	Collaboration/leadership	
We need to drive around, look at everything , see where we can collaborate	Collaboration/leadership	
CalTrans is a great partner w. ICTC	Collaboration/leadership	
Make sure ICTC has what it needs to support region	Collaboration/leadership	
ICT has multiple platforms that can be used to reach everyone.	Collaboration/leadership	
Should have a mtg with all ICTC agencies at supervisors chambers to focus on issues where we can work together	Collaboration/leadership	
Still don't have votes here to have a voice in state, fed legislatures	Collaboration/leadership	
Too many roadblocks, need more open conversations	Collaboration/leadership	
With limited resources, need to partner with local agencies for solutions. It's the only way to go	Collaboration/leadership	
We are working with IID to put in culverts to reduce complexity and cost of replacing some bridges	Collaboration/leadership	
Have to understand no one else is going to save the county so come up with local solutions	Collaboration/leadership	
Must rely on out-of-the-box thinking, be creative	Collaboration/leadership	
We need to demand more outside the Valley	Collaboration/leadership	
We should define our priorities and work together to get them	Collaboration/leadership	
Start by establishing baseline of what is acceptable for local agencies	Collaboration/leadership	
We need to demand more to upset the current metrics	Collaboration/leadership	
We need to go after grants, but there must be sustainability	Collaboration/leadership	

Must attract industry	Economic development	
Use incentives to attract industry	Economic development	
And do a better job of vetting industry	Economic development	
State tax on lithium could kill the industry	Economic development	
Must attract industry	Economic development	
Use incentives to attract new industry	Economic development	
Tax incentives can help attract industry	Economic development	
But must do a better job of vetting industry	Economic development	
The state tax on lithium could kill the industry	Economic development	
Incentives exist with the state ie. CIIP, CTR - 75 percent property tax rebate to company for 1st 15 years	Economic development	
Also Enhanced Infrastructure Finance District - which keeps tax in the district for infrastructure	Economic development	
Ag is #1 industry here	Economic development	
County needs growth	Economic development	
Need to help people grow their businesses	Economic development	
Help people transition home businesses to retail spots	Economic development	
USDA will pay up to \$75,000 of college for vets who will work, have biz here	Economic development	
Room for growth	Economic Development	
Taxes, worker comp is so expensive	Economic development	
The county sees lithium as the next big thing, but ignores existing ag	Economic development	
Put a cap on ag-to-solar conversions	Economic development	
There are more opportunities here post-pandemic	Economic Development	
We have a Foreign Trade Zone	Economic Development	
Perfect location for small ag county, so close to everything, Mexico, AZ, metropolitan areas, etc.	Economic Development	
We are growing	Economic Development	
job creation	Economic Development	
Farming	Economic Development	
All want economic development and jobs	Economic Development	
Changes at IVC post COVID - more adult learners are coming back to enhance job skills	Economic Development	
Development of lithium and the gateway projects are potential strengths but that future is balanced by potential that we won't have enough water.	Economic Development	
If we can't develop, it will affect county and city	Economic Development	
Ag industry is single-largest private employer, supplying food, fiber to nation; secure water supply	Economic Development	
360 days of sunshine	Economic Development	
Lack of educated workforce to encourage industry relocation	Economic Development	
New lithium plant; environmental, economic impact	Economic Development	
Lithium Valley	Economic Development	
Tourism	Economic Development	
Proximity to another country and state	Economic Development	
Agriculture	Economic Development	
Renewable Energy	Economic Development	
Economy	Economic Development	
Lithium	Economic Development	
Mineral Resources	Economic Development	
Job opportunities/diversity	Economic Development	
Agriculture	Economic Development	
Lithium/potential for economic development	Economic Development	
Potential for growth	Economic Development	
Natural resources	Economic Development	
Lithium, land, water	Economic Development	
4 borders; Mexicali, universities across the border	Economic Development	
Border	Economic Development	
Lithium/water	Economic Development	
Natural resources, opportunities for economic growth	Economic Development	
Opportunity for growth - lithium	Economic Development	
Promising economic growth due to lithium	Economic Development	
Location; water access and availability	Economic Development	
Rich in natural resources	Economic Development	
1 of 6 jobs is agriculture; \$2.2 billion industry; sole producer of some crops; #6 statewide of others	Economic Development	
Solar taking out farm ground and jobs	Economic Development	

Geographical location	Economic Development	
Competitive salaries	Economic Development	
Lack of workforce	Economic Development	
Flexibility in certain professions	Economic Development	
Attraction of business	Economic Development	
Economic development	Economic Development	
Beautification	Economic Development	
Ag industry - 1 of 6 jobs	Economic Development	
#1 in CA producer of sugarbeets, sudan hay, sweet corn, carrots, vegetable seed and alfalfa hay	Economic Development	
Rich in natural resources - geothermal, solar, wind, lithium	Economic Development	
Proximity to Mexico - access to major markets with over 22k phytosanitary export certificates issued	Economic Development	
Water availability	Economic Development	
Future of water is a serious concern. Local agriculture cannot thrive without water; our community and economy depend upon agriculture	Economic Development	
Invasive agricultural pests constantly threaten crop production. With global travel and transport being commonplace, invasive pests have increased	Economic Development	
Drought and claims to Colorado River rights we hold through IID	Economic Development	
Increase of solar famrs and the taking out of ag lands	Economic Development	
Additional resources into Pesticide Use Enforcement division. To curb concerns and promote safe, effective use of pesticides, more inspections are performed annually	Economic Development	
Open land	Economic Development	
Great weather	Economic Development	
Centrally located between San Diego, Los Angeles, Arizona, Mexico	Economic Development	
Geothermal and mineral resources	Economic Development	
Skilled labor	Economic Development	
Diverse economy	Economic Development	
Develop potential with lithium and gateway	Economic Development	
Water resource	Economic Development	
Ag - lithium development	Economic Development	
Water issues in general (countywide)	Economic Development	
Space for growth	Economic Development	
Good location, centrally located in middle of 25 million people in surrounding metro areas, Mexicali	Economic development & jobs	
Really good people, know neighbors "we all talk"	Economic development & jobs	
Low cost of water/power	Economic development & jobs	
Lower crime rate	Image and Attitude	
Good pace of life	Image and Attitude	
Work-life balance	Image and Attitude	
Adaptable/ flexible	Image and Attitude	
Close-knit community	Image and Attitude	
Resilient, adaptable	Image and Attitude	
Being bicultural is double-edged sword	Image and Attitude	
Social Equity	Image and Attitude	
Small population	Image and Attitude	
Low voter turnout	Image and Attitude	
Attitudes	Image and Attitude	
"That will never happen here" mentality	Image and Attitude	
We look at things the same old way -that's a barrier to improvement and growth	Image and Attitude	
We look at scarcity, rather than see opportunity -CHANGE THE LENS	Image and Attitude	
Issues of Equity and Justice	Image and Attitude	
We need vision	Image and Attitude	
How to communicate with the public?	Image and Attitude	
People only show up to complain	Image and Attitude	
Read "Rants & Raves	Image and Attitude	
Easier to "rent" than to change	Image and Attitude	
In Mexico people do not trust government -85 percent Hispanic here	Image and Attitude	
Decrease apathy	Image and Attitude	
Hire a consultant to help us see what we are good at	Image and Attitude	
People don't know that benefits are available	Image and Attitude	
Make sure information reaches all audiences	Image and Attitude	

Students do not apply for ag internships - they are misguided about ag	Infrastructure and Technology	
Lack of educational programs related to ag	Infrastructure and Technology	
Kids staying local for college don't get information/programs that guide them to ag	Infrastructure and Technology	
Tried to start a seed breeding program for college students but didn't get school support - like speaking a different	Infrastructure and Technology	
Need buy-in from SDSU IV and IVC for ag	Infrastructure and Technology	
Since county closeted the dumps people are dumping stuff onto farm fields creating a big problem	Infrastructure and Technology	
If the waste is not picked up right away more people dump there	Infrastructure and Technology	
There is water for and and industry here - if it is kept here	Infrastructure and Technology	
We prefer to transfer water within the county so the region can thrive rather than have it go outside	Infrastructure and Technology	
Water from fields converted to solar farms should stay in the ag pool, not used for transfer	Infrastructure and Technology	
Workload/staff time	Infrastructure and Technology	
Schedules	Infrastructure and Technology	
Need water to grow	Infrastructure and Technology	
County GIS not fully implemented, we need to expand its uses	Infrastructure and Technology	
Implement more robust technology, offer technology training	Infrastructure and Technology	
Our technology is aging out	Infrastructure and Technology	
County has technology silos, one system, or program, doesn't talk to another	Infrastructure and Technology	
The world is passing us by without better systems	Infrastructure and Technology	
Need better information systems, technology, and training department by department on information systems	Infrastructure and Technology	
The new workforce and olders workers view technology differently, and it's creating challenges	Infrastructure and Technology	
We need an electronic payment system and portal for payments to the county, not isolated used by one dept or another	Infrastructure and Technology	
We need translation services at all public meetings	Infrastructure and Technology	
Returning employees after COVID has been challenging	Infrastructure and Technology	
COVID had a negative effect on people's emotions, it changed relationships	Infrastructure and Technology	
Other tangible assets (IID and water rights), lith and critical minerals will be pivotable.	Infrastructure and Technology	
Cost of housing is lower here than surrounding areas. There are a lot of people who live here and commute to san diego and riverside counties.	Infrastructure and Technology	
Most (behavioral health) doctors we assist with their visas have done schooling elsewhere, do residency in U.S.; afterward we recruit them and they apply for calif license.	Infrastructure and Technology	
Good schools	Infrastructure and Technology	
Want to make sure Heber gets services it needs	Infrastructure and Technology	
Security and safety needs to be addressed	Infrastructure and Technology	
1 sheriff's deputy is not adequate	Infrastructure and Technology	
Heber is in the county, but needs certain services like a city	Infrastructure and Technology	
We need more activities for kids, especially in the summer	Infrastructure and Technology	
Want the gym open in the summer for programs for kids	Infrastructure and Technology	
Community is safer now, but needs more	Infrastructure and Technology	
Want to have sheriff work with us to start a Neighborhood Watch program	Infrastructure and Technology	
How does the county assess what the needs of the town are?	Infrastructure and Technology	
Since county closed the dumps people are dumping stuff onto farm fields creating a big problem	Infrastructure and Technology	
The affordable housing project proposed may provide housing, but creates its own problems, like crime	Infrastructure and Technology	
What is the county going to do to provide better law enforcement in Heber	Infrastructure and Technology	
What is happening with the Mira Luz Affordable Housing project? And McCabe Road II, we want an update	Infrastructure and Technology	
Potential, especially in time of climate change	Infrastructure and Technology	
Community is welcoming lithium as has not happened before	Infrastructure and Technology	
We have a lot of advantages, off road activities, Glamis, the desert, fresh air.	Infrastructure and Technology	
We need to focus on developing our natural resources to create sustainability	Infrastructure and Technology	
Even with a college education, it is difficult to get a job here	Infrastructure and Technology	
Hard for county to get a pool of qualified candidates because of salaries	Infrastructure and Technology	
We used to lose good employees to the prisons, now we lose them to private practices	Infrastructure and Technology	
Now hiring an election coordinator and hiring two new election technicians to keep the rolls up to date we were able to propose and supervisors agreed to fund them with Solar Public Benefits funding	Infrastructure and Technology	
Education needs to push civic engagement	Infrastructure and Technology	
It is hard for Social Services to recruit and retain good employees because salaries are too low	Infrastructure and Technology	
Work Ethic	Infrastructure and Technology	
Agriculture	Infrastructure and Technology	
Housing- need affordable houses	Infrastructure and Technology	
Environmental hazards	Infrastructure and Technology	

Geographical location	Economic Development	
Competitive salaries	Economic Development	
Lack of workforce	Economic Development	
Flexibility in certain professions	Economic Development	
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Make sure information reaches all audiences	Image and Attitude	
Need translation services for non-English speakers	Image and Attitude	
Want more community beautification projects, not just downtown, but parks, schools, businesses, etc	Image and Attitude	



Lack of local services	Infrastructure and Technology	
Need post office, P.O. boxes rebuilt in Niland, not have to go into Calipatria for mail	Infrastructure and Technology	
Need a place to hold concerts, for people to get together	Infrastructure and Technology	
Need power grid expansion	Infrastructure and Technology	
Need educational/occupational training investments	Infrastructure and Technology	
Want more green space, community gardens, bike paths, bike routes to IVC	Infrastructure and Technology	
More community events	Infrastructure and Technology	
Salton Sea restoration investment in a way that is responsible	Infrastructure and Technology	
Natural beauty	Infrastructure and Technology	
Homelessness	Infrastructure and Technology	
Improvements needed - healthcare focus on recreation, ie community pools, fields,	Infrastructure and Technology	
Increase internet connectivity and communications	Infrastructure and Technology	
Focus on aging population, ability to age in place	Infrastructure and Technology	
Immigration and settlement resources	Infrastructure and Technology	
Churches	Infrastructure and Technology	
Water	Infrastructure and Technology	
Close to the border	Infrastructure and Technology	
Need a new post office so community doesn't have to go to Calipat for mail	Infrastructure and Technology	
Healthcare/hospital	Infrastructure and Technology	
Regional residential water service	Infrastructure and Technology	
Internet connectivity	Infrastructure and Technology	
Open the library	Infrastructure and Technology	
Want to see a town square, gathering space, park	Infrastructure and Technology	
Want a food pantry with fresh food	Infrastructure and Technology	
Tourism	Infrastructure and Technology	
Rest stops	Infrastructure and Technology	
Better community lighting	Infrastructure and Technology	
Improved county permitting process	Infrastructure and Technology	
More homes built in Northend	Infrastructure and Technology	
Beautification	Infrastructure and Technology	
New water company for Niland, Calipatria	Infrastructure and Technology	
Clean up the Salton Sea	Infrastructure and Technology	
Need new educational opportunities here	Infrastructure and Technology	
SDSU is not coming through - very disheartening	Infrastructure and Technology	
SDSU offers homeland security, but not public health - militarizing opportuny and causing divisions in the community	Infrastructure and Technology	
SDSU's bus service between here and the coast good idea, not really working	Infrastructure and Technology	
Want the community center in the heart of Ocotillo maintain and expanded. It was left to the town, but not sure who owns it or maintains it.Different from the center at the county park	Infrastructure and Technology	
Really important to maintain and protect the aquifer that supplies Ocotillo . The Ocotillo-Coyote Wells Acquirer was designated by EPA in 1996 and is supposed to be protected.	Infrastructure and Technology	
The county plans set limit on the amount of water permitted developments can draw	Infrastructure and Technology	
Many of the individual wells are in decline not sure why- from draught? Or because Plaster City is taking more water	Infrastructure and Technology	
But there is a community cleanup day, it will be April 15	Infrastructure and Technology	
There is an Optimists Club with 33 members	Infrastructure and Technology	
And the community center has a kids space and space for seniors	Infrastructure and Technology	
Community needs better internet. There is no Spectrum, have to use a T-Mobile hotspot or a satellite uplink	Infrastructure and Technology	
We would like space for a computer lab and a wellness center	Infrastructure and Technology	
It would be nice to have IVC classes taught here	Infrastructure and Technology	
If we want a big hairy audacious goal for community it would be to have a sheriff's substation here with extra rooms for a kids' actiity space and space for a community pantry with local produce available at reasonable prices	Infrastructure and Technology	
There is concern about safety. The Sheriff is at least 1/2 hour away. If there is an issue we call the BLM	Infrastructure and Technology	
Need stop signs in NoMirage	Infrastructure and Technology	
Good cooperation from from county Public Works	Infrastructure and Technology	
Thre is community clean-up day 2ce a year, but want transfer station available more often in Ocotillo	Infrastructure and Technology	
Want the transfer station available every weekend	Infrastructure and Technology	
Appreciate the Sheriff's Department attending the meetings to get 1st hand information	Infrastructure and Technology	

Housing needs of those we serve; homeless and affordable housing	Infrastructure and Technology	
Workforce and retaining staff	Infrastructure and Technology	
Outgrown our existing infrastructure	Infrastructure and Technology	
Affordable housing	Infrastructure and Technology	
Migrated to new database/case management system across and in collaboration with 58 counties	Infrastructure and Technology	
Implemented an electronic system - time study to leverage funding mechanisms	Infrastructure and Technology	
Oversight of homeless program; growth from \$100K to \$20M+ dollars	Infrastructure and Technology	
Staff; bilingual staff	Infrastructure and Technology	
Maintain and recruit staff	Infrastructure and Technology	
Grant writers	Infrastructure and Technology	
Port of Mexicali - restricted hours/lanes	Infrastructure and Technology	
IT and training	Infrastructure and Technology	
Electronic forms and inspection capabilities, tools	Infrastructure and Technology	
Revenue	Infrastructure and Technology	
Maintaining staff	Infrastructure and Technology	
Homelessness, lack of housing and resources for immigrants	Infrastructure and Technology	
Transportation availability (yet can be improved)	Infrastructure and Technology	
Free resource centers	Infrastructure and Technology	
Funding for staffing	Infrastructure and Technology	
Funding for department operations	Infrastructure and Technology	
Vehicles to provide programming	Infrastructure and Technology	
Stable staffing	Infrastructure and Technology	
Online permitting	Infrastructure and Technology	
Staffing, training, retention	Infrastructure and Technology	
Water, power	Infrastructure and Technology	
Roads	Infrastructure and Technology	
Developed code compliance strategies	Infrastructure and Technology	
Infrastructure age and condition	Infrastructure and Technology	
Air quality issues, binational; traffic in Calexico, north/southbound	Infrastructure and Technology	
Behind on technology	Infrastructure and Technology	
Want better health care	Infrastructure and Technology/Collaboration/leadership	
Health care a major issue. Its a mess and needs a regional approach	Infrastructure and Technology/Collaboration/leadership	
ICOE has authority over the schools; county should have stepped in with health care	Infrastructure and Technology/Collaboration/leadership	
<b>Comments</b>	<b>Theme</b>	
Short commute to all communities, to work	Transportation	
Fed government expanding border crossing	Transportation	
Roads/infrastructure	Transportation	
Need better street/road paving, repair	Transportation	
Paving streets improves air quality	Transportation	
Crossborder traffic tears up roads	Transportation	
Delays mean farmworkers can't cross border	Transportation	
Over Dependent on autos	Transportation	
Reactivate rail to San Diego	Transportation	
Develop light rail to connect the cities in the Valley	Transportation	
Bridges out - every single bridge over the New River in the southwest quadrant of IC is out.	Transportation	
Driving around those bridges that are out is costing farming time and expense	Transportation	
Pot holes on many roads a huge problem	Transportation	
Brawley in the middle of the Valley for agriculture but many of county maintained roads north of there are rarely used. Those roads should be abandoned and turned over to landowners	Transportation	
There should be more bike lanes created fro recreational facilities	Transportation	
County should allow a stormwater basin at Sunbeam lake for parking instead of ticketing people parking on the dirt access road	Transportation	

Public Works has budget for payroll but not material for road repairs, why not total over both to get the work done	Transportation	
Bus service between Calipatria and Calexico limited, but not used much. County could save money by using ubers or vans	Transportation	
Need to open the eastport border crossing earlier to get farm labor to fields	Transportation	
New checkpoint on I-8 east to Yuma is an issue, causing delays for ag trucks	Transportation	
Air service out of the Valley needs to improve, tickets aren't available. Flights should be added	Transportation	
State/fed funding for bridges is highly political	Transportation	
We are buying a bridge off the shelf speed up replacing bridges	Transportation	
We need a CalTrans engineer based in the county because there is so much work going on	Transportation	
Main roads are not properly maintained	Transportation	
There are places the sidewalk is missing or damaged; it sinks over storm drains and is difficult for seniors to use safely	Transportation	
Traffic is too fast on Dogwood, main routes dangerous for children walking to school	Transportation	
Wind knocked down a street sign at Fister & McCabe Roads a month ago, still hanging from one side, when is the county going to fix it?	Transportation	
Wondering about future funding for a suggested greenbelt that could include a bike path and a pedestrian walkway	Transportation	
Signal light on Dogwood north of Heber is always flashing, when will it be fixes?	Transportation	
Need an ordinance requiring tree trimming to keep branches from growing over the roadways. It is becoming a hazard the county needs to trim them or take trees down	Transportation	
Transportation	Transportation	
No Greyhound bus services anymore	Transportation	
Limited public transit - Bombay Beach has bus service 1 day a week	Transportation	
Want cleaner transportation, beautification of public transit	Transportation	
Easy to get around (The Slabs, Niland)	Transportation	
Regular bus service to Bombay beach	Transportation	
Need road lights at Interstate 8 exit and entrance. There are lights on Highway 98, but not on surface street at 8	Transportation	
Evan Hewes Highway Bridge closure hurting Ocotillo, want it fixed	Transportation	
Willing to have road around the bridge, but county says its not safe	Transportation	
It is expensive to build a bridge or pave a road.	Transportation	
Imperial County has 2,500 miles of roads, same as Riverside, San Diego and San Bernadino counties. But because the state funding formula benefits the more urban counties. They get \$100 million a year for roads, we get only \$20 million -IC Public Works	Transportation	
The only way to do more road work here is to change the state formula	Transportation	
Salton Sea communities make up 20 percent of road miles in Imperial County - IC Public Works	Transportation	
10 percent of the county roads budget is planned for the West Shores Communities in 2024, based on the needs the community stated at Advisory Committee meetings. The county paid particiular attention to improvements to make sure residents can get access to Highay 86 in the plan	Transportation	
● Need for electrical school buses	Transportation	

# Imperial County Community Vision Survey

## Encuesta De La Visión De La Comunidad Del Condado Imperial

Reliance Public Relations has been retained to assist Imperial County in drafting a 5-year strategic plan that includes community input. How important do you think the following factors are to the future of Imperial County.

*Reliance Public Relations se ha contratado para ayudar al condado de Imperial a redactar un plan estratégico de 5 años que incluye aportes de la comunidad. ¿Qué tan importantes cree que son los siguientes factores para el futuro del Condado de Imperial?*

**Please rate all below on a scale 1 (least important) to 5 (most important). Add comments below.**

**Por favor califique todo a continuación en una escala de 1 (menos importante) a 5 (más importante). Agregue comentarios a continuación.**

IMPORTANCE • IMPORTANCIA	Least Menos					Most Más
Health Issues/ Healthcare/Hospitals • Problemas de salud/ Atención médica/ Hospitales	1	2	3	4	5	
Lithium Valley, Lithium Development • Valle de Litio, Desarrollo de Litio	1	2	3	4	5	
Jobs/Economic Development • Empleos/Desarrollo Económico	1	2	3	4	5	
Transportation/Roads/Traffic / Transporte/Carreteras/Tráfico	1	2	3	4	5	
Affordable Housing/Homelessness • Vivienda accesible/personas sin hogar	1	2	3	4	5	
Law Enforcement/Public Safety • Cumplimiento de la ley/Seguridad pública	1	2	3	4	5	
Internet Access / Acceso a Internet	1	2	3	4	5	
Civil Public Discourse/Voting • Discurso Público Civil/Votación	1	2	3	4	5	
Job Training • Formación profesional	1	2	3	4	5	
Cooperation With Other Agencies • Cooperación con otras agencias	1	2	3	4	5	
Recreational Opportunities/Quality of Life • Oportunidades Recreativas/Calidad de Vida	1	2	3	4	5	
Tourism • Turismo	1	2	3	4	5	
County Image • Imagen del condado	1	2	3	4	5	
Customer Service at County Offices • Atención al cliente en las oficinas del condado	1	2	3	4	5	
Public Transportation • Transporte público	1	2	3	4	5	
Immigration Issues • Problemas de inmigración	1	2	3	4	5	
Colorado River/Drought • Río Colorado/Sequía	1	2	3	4	5	
Equity/Fairness • Equidad/Justicia	1	2	3	4	5	
Water Conservation • Conservación del agua	1	2	3	4	5	
Salton Sea Restoration • Restauración del mar de Salton	1	2	3	4	5	
Comments • Comentarios						