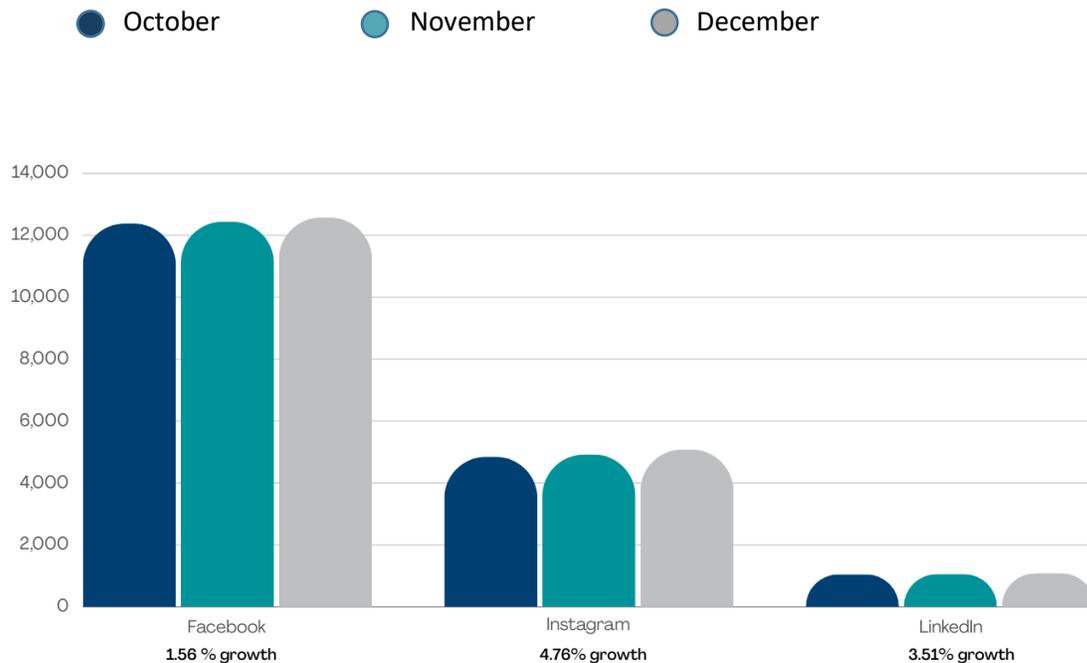


Marketing/Public Relations/Communications
Quarterly Report
October – December 2023

Social Media Growth (non-paid)

The City continues to experience a steady increase in organic social media growth across the board, all prompted through the consistent posting of relevant content for residents and other followers of our pages.



Facebook – 1.56% (12,375 to 12,568 followers)

Instagram – 4.76% (4,851 to 5,082 followers)

LinkedIn – 3.51% (1,052 to 1,089 followers)



Top Five Organic Posts (FACEBOOK)

1. Join the Waitlist for Placita Dolores Huerta (10/26) – 5.1k engagement
2. Santa Pics (Part 2) from the Christmas Tree Lighting (12/5) – 2.6k engagement
3. Happy Halloween from city staff (10/31) – 2.3k engagement
4. Run With Los Muertos “The run is over, but there is plenty to see and do” (11/4) – 1.4k engagement

5. Whoville Holiday Parade online photo album (12/13) – 1.4k engagement



Top Five Organic Posts (Instagram)

1. Coachella officially Welcomes Panda Express to our community (11/27) – 531 likes
2. The holidays are right around the corner (holiday event(s) promo) – 287 likes
3. Have you noticed our largest mural installation? (11/1) – 280 likes
4. Holiday Parade Reel (12/9) – 278 likes
5. Coachella donates \$16k check to Animal Action League (12/11) – 271 likes



Top Five Organic Posts (LinkedIn)

1. \$22.125 million TCC Grant Press Event (12/19)) – 2,331 video views, 113 reactions
2. Introducing Coachella's newest Mayor Pro Tem (12/14) – 2,803 impressions, 95 reactions
3. Honoring our Code Enforcement Dept during CC Meeting (10/26) – 1,730 impressions, 61 reactions
4. Happy Halloween from city staff (10/31) – 1,696 impressions, 33 reactions
5. Coachella hosted TCC Staff; site visit (10/18) – 1,422 impressions, 39 reactions

Website Performance – Coachella.org

Total Users - 36,002

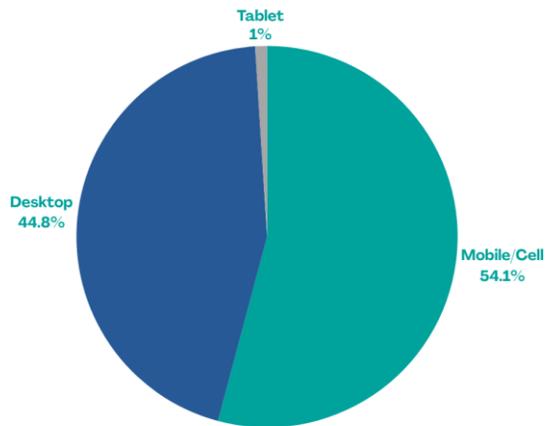
Peak Website Traffic

- December 8th
- 1,378 users
- This peak is attributed to the Whoville Holiday Parade taking place that day and people seeking additional information.

Top Five Pages Visited

1. /departments/utilities-department/**pay-my-bill**
2. /about-us/**city-news**
3. /departments/utilities-department/**payment-options**
4. /about-us/advanced-components/**search**
5. /Home/Components/**Calendar/Event/3043/20**

Devices /Web Visitors



Social Media Campaign

Launched a “Meet our Interns” campaign with short reels profiling each of them individually. The goal was to promote the program within our City and the great work they each did with their professional mentor.



Branding

Developed new Dia De Los Muertos graphics for 2023 that were applied on t-shirt's and as stickers for distribution throughout the community.

Source: Risseth Lora, *Public Information Officer*





Fall/October Resident Newsletter

A new issue of Nuestra Voz was distributed in October as both a digital and print edition. Topics covered included:

- The new Resident Engagement Academy
- City efforts surrounding Hurricane Hilary
- Internship Program in partnership with One Future Coachella Valley
- Art in Coachella/ Visit to Mexicali for Fiestas del Sol
- New Pickleball Courts
- Hispanic Heritage Month/Fiestas Patrias
- Movies in the Park – fall Edition
- Did You Know? Green Raiteros
- Community Events

Public Relations Coverage

Halloween Carnival

1. NBC Palm Springs - [Coachella Halloween Carnival At Bagdouma Park \(nbcpalmsprings.com\)](https://www.nbcpalmsprings.com)

Coachella Resident Engagement Academy

2. NBC Palm Springs - [Coachella 'Resident Engagement Academy' to Begin Oct. 3 \(nbcpalmsprings.com\)](https://www.nbcpalmsprings.com)
3. KESQ - [Coachella 'Resident Engagement Academy' to begin Oct. 3 - KESQ](https://www.kesq.com)
4. NBC Palm Springs - [Coachella 'Resident Engagement Academy' to Begin Tuesday \(nbcpalmsprings.com\)](https://www.nbcpalmsprings.com)
5. Palm Desert Patch - ['Resident Engagement Academy' In Coachella Starts Tuesday | Palm Desert, CA Patch](https://www.palmdesertpatch.com)

Street Vendor Ordinance Workshop

1. KESQ - [Coachella seeks public input as officials create street food vendor ordinance - KESQ](#)

Mexicali Mural

1. KESQ - [Coachella mural celebrates sister-city status with Mexicali - KESQ](#)

Hometown Heroes

1. KESQ - [Calling all 'Hometown Heroes'! Coachella seeks nominations for a person who is making a difference - KESQ](#)

PR Coverage – Tree Lighting

1. Desert Sun - [10 things to do in the Palm Springs area this week \(desertsun.com\)](#)
2. Uken Report - https://www.linkedin.com/posts/ukenreport_ukenreport-coachella-technology-activity-7128184551473909760--kae?utm_source=share&utm_medium=member_desktop
3. Kunamundo - [En Coachella usarán tecnología avanzada par evaluar el estado de las calles y repararlas - KESQ](#)
4. NBC Live Coverage

Whoville Parade

1. MyNewsLA - [Whoville-Themed Holiday Parade to Get Underway Friday evening in Coachella - MyNewsLA.com](#)
2. Palm Desert Patch - [Whoville Parade Coming Friday In Coachella: What To Know | Palm Desert, CA Patch](#)

AtlasView Tech

1. California Insights - [Coachella Introduces AtlasView: A New High-Tech Software for Street Repair Assessment | California Insights | NewsBreak Original](#)
2. Uken Report - https://www.linkedin.com/posts/ukenreport_ukenreport-coachella-technology-activity-7128184551473909760--kae?utm_source=share&utm_medium=member_desktop
3. Kunamundo - [En Coachella usarán tecnología avanzada par evaluar el estado de las calles y repararlas - KESQ](#)

Home Enhancement Program (HEP)

1. KESQ - [Coachella home improvement program - KESQ](#)
2. PublicCEO - [Coachella residents eligible to apply for \\$50,000 in exterior home repairs through new home enhancement program - PublicCEO](#)
3. Newsbreak.com - <https://www.publicceo.com/2023/11/coachella-residents-eligible-to-apply-for-50000-in-exterior-home-repairs-through-new-home-enhancement-program/>

Animal Action League Check Presentation (12/11)

1. NBC Palm Springs - <https://www.google.com/url?rct=j&sa=t&url=https://nbcpalmsprings.com/2023/12/11/animal-action-league-to-receive-funding-from-city-of-coachella/&ct=ga&cd=CAEYACoUMTgwMjkyNTMyNzE5MzAxMjQ1MDQyGmFINWFIOGQzODZjYzczZDg6Y29tOmVuOIVT&usg=AOvVaw3KaEOpF3DL90KYy7Pvm4Fj>
2. KESQ - [Coachella apoyó con \\$16 mil a Animal Action League - KESQ](#)

Coachella Prospera

1. Desert Sun - <https://www.google.com/url?rct=j&sa=t&url=https://www.desertsun.com/story/news/2023/12/20/coachella-wins-22-million-for-affordable-housing-climate-change-actions-parks-trees-jobs/71966215007/&ct=ga&cd=CAEYACoUMTc5NjY2ODQ3MjEzZmU1MTk4NTgyGmFINWFIOGQzODZjYzczZDg6Y29tOmVuOIVT&usg=AOvVaw0kwdBXpl3M0ubkLpUpnDIC>
2. KESQ - [City of Coachella details \\$22-million grant for local community sustainability projects - KESQ](#)
3. KESQ – [Looking ahead: We went city-by-city throughout the desert. Here's what's expected in Coachella Valley in 2024 - KESQ](#)
4. NBC Palm Springs - [City of Coachella Awarded \\$22 Million Grant Towards Eco-Friendly Future \(nbcpalmsprings.com\)](#)
5. StreetsBlog Cal - [Strategic Growth Council Announces Round 5 Transformative Climate Communities Grants - Streetsblog California](#)

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