

COMMUNITY OUTREACH

The months of October, November and December ...

COMMUNITY CLEAN-UP DAY & PAPER SHREDDING EVENT

November 22nd, 8:00am - 1:00pm

The public information department developed a new design for the Community Clean-up Day promotional flyers. We brightened up the design with a new color palette and more engaging graphics, all tying in much better with the Coachella brand.

OLD DESIGN



NEW DESIGN



TREE FOR ALL EVENT (OCTOBER 18TH, 7AM)

The public information department developed a social media graphic promoting this event, and distributed an advisory to local media for coverage.



Media coverage secured with:



STATE OF THE CITY - “COACHELLA IN BLOOM” (OCTOBER 23RD , 7AM)

The public information department spearheaded planning , from concept to delivery for last year’s State of the City themed “Coachella in Bloom”. Our department spearheaded every last detail, from decor and color palette, to custom logo development, giveaways, oversight of video production and script development for the Mayor and select councilmembers

This year drew record attending of nearly 350 guests due to the rising popularity of this event throughout the business community.



AGVISION (NOVEMBER 13TH, 5PM)

The public information department worked in conjunction with the Economic Development Director and Growing Coachella Valley in bringing back an event to Coachella focused on agriculture.

Our department oversaw development of the new logo, and designed all promotional material that were utilized as outreach tools for the event, as well as to obtain sponsorship.. Attendance of over 100 guests met the committee's expectations and collectively raised over \$26,000 in sponsorship dollars.



SAVE THE DATE

AgVISION

Thursday, November 13th

Coachella Library

1500 Sixth Street

7:00 - 11:30 a.m.

Join us as we discuss **innovation**, **sustainability**, and the **future** of farming in the Coachella Valley.

E-mail lorla@coachella.org to learn about sponsorship opportunities!

Brought to you by:



THANK YOU TO OUR SPONSORS!



CHRISTMAS TREE LIGHTING & HOLIDAY PARADE (DECEMBER 3RD & 5TH)

The public information department spearheaded development of all graphics and communications pieces tied to the Christmas Tree Lighting and holiday parade based on the Enchanted Holiday Parade with Elf and Friends.

To create a charitable tie in with the “Friends” aspect of the theme, our department connected with the Palm Springs Animal Shelter (PSAS) and incorporated an animal adoption component. We had the Executive Director speak at the Tree Lighting event, then had the PSAS bring six dogs to the parade, where four were adopted,

A custom Coachella book was also developed following the Elf on the Shelf theme for our young Coachella readers.



COACHELLA NIGHT (DECEMBER 19TH, 5:30PM)

The public information department collaborated with Acrisure Arena on Coachella Night, and produced a video that ran on the big screen that evening titled “Somos Coachella”, translating to “We are Coachella”. This video defines what the City represents at its core – music, art, progress, heart, and community. These attributes are what make Coachella such a charming and authentic place to work, play and live in.

We also designed and produced “Somos Coachella” t-shirts for staff to wear at the game that evening which bared a subtle nod to the Firebirds brand, and proudly displayed the core message of our new video. 100 custom Coachella teddy bears were produced and given to the first 100 families who purchased tickets to the game that evening, and were used during the teddy bear toss.

Note: the video can be found on Coachella’s YouTube page.



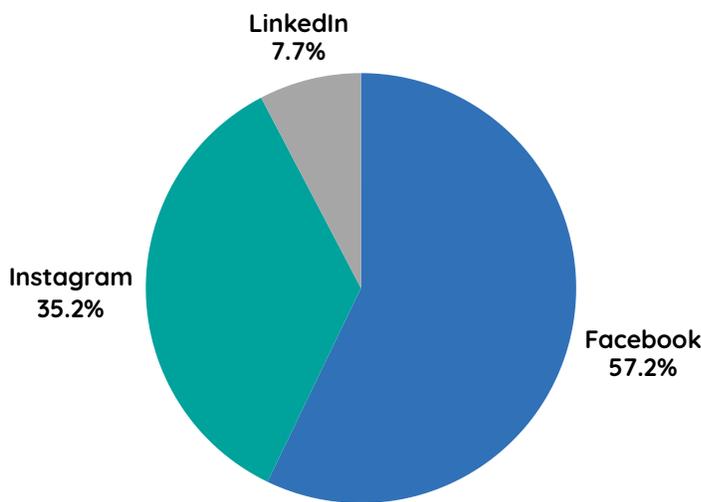
GLOSSARY OF TERMS

- **IMPRESSIONS** - An impression is counted as the number of times an instance of an ad is on screen for the first time. (Example: If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression).
- **CLICKS** - The number times that something is selected within the ad, by pressing a button or touching a screen.
- **REACH** - The number of unique accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same accounts.
- **CLICKTHROUGH RATE (CTR)** - is calculated as the number of clicks divided by the number of impressions.
- **VIEWS (OPENS)** - measure how many people opened up your email and looked at it.

SOCIAL MEDIA UPDATE

Breakdown of Followers: Q4 (October- December 2025)

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.



% of Growth :

- Facebook:** 15,139 followers - 2.76% growth
- Instagram:** 9,315 followers - 4.03% growth
- LinkedIn:** 2,035 followers - 4.68% growth

FOLLOWER COMPARISON CHART - CITY BY CITY

	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	9,315	32.8k	15.9k	2,897	10.1k	15.3k	N/A	3,776
Linkedin	2,035	2,736	1,361	2,175	2,712	534	187	1,546
Facebook	15,139+	33,616+	60,427+	7,983+	26,918+	2,515+	4,534+	18,357+

TOP 5 SOCIAL MEDIA POSTS

1. Young Coachella Boxer - Receives Proclamation

Overview

Views	Interactions	Link clicks	Follows
117,778	742	1	46

↗ This post received more views compared to your recent Facebook posts.

Views

117,778

Total Followers

Viewers

69,430

↗ This post received more interactions compared to your recent Facebook posts.

Interactions

742

Likes and reactions	Comments	Shares	Saves
677	32	24	9

Feed preview

City of Coachella
Published by Risseth Lora · November 12, 2025

A young boxer from the Coachella Valley Boxing Club showing his technique through a quick spar with Lee Espinoza at tonight's City Council Meeting.

Boost

677 32 24

View post on Facebook

2. Thank you to Run with Los Muertos Participants

Overview

Views	Interactions	Link clicks	Follows
28,832	615	0	17

Views

28,832

13,685 from Facebook
15,147 from Instagram

Total Followers

Interactions

615

135 from Facebook
480 from Instagram

City of Coachella
Published by Instagram · November 1, 2025

Thank you to everyone who joined us for the 12th Annual Run with Los Muertos! ¡Feliz Día de los Muertos!

#run... See more

Boost

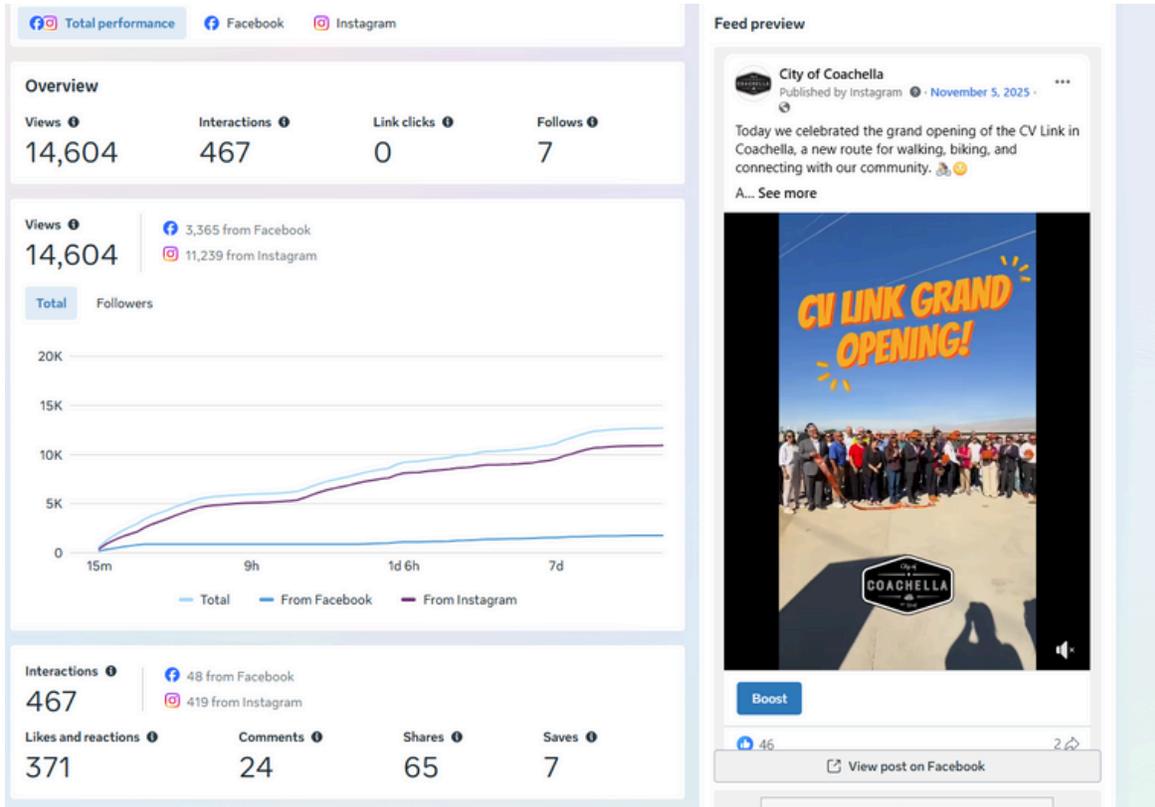
131 2 3

Like Comment Share

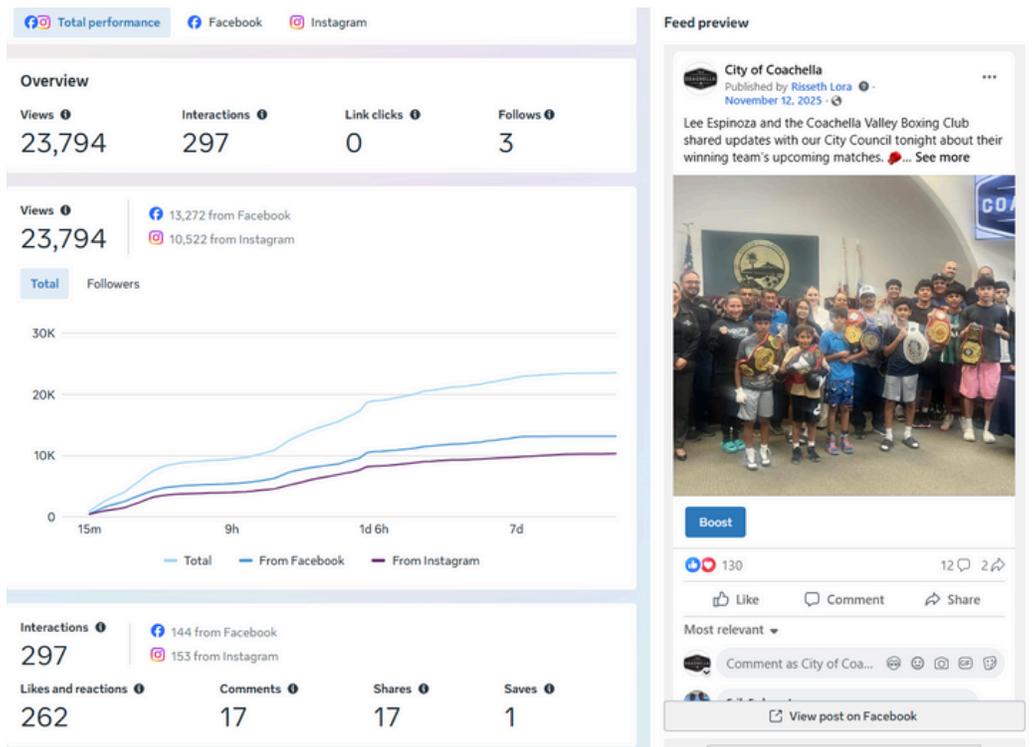
Most relevant

Comment as City of Coa...

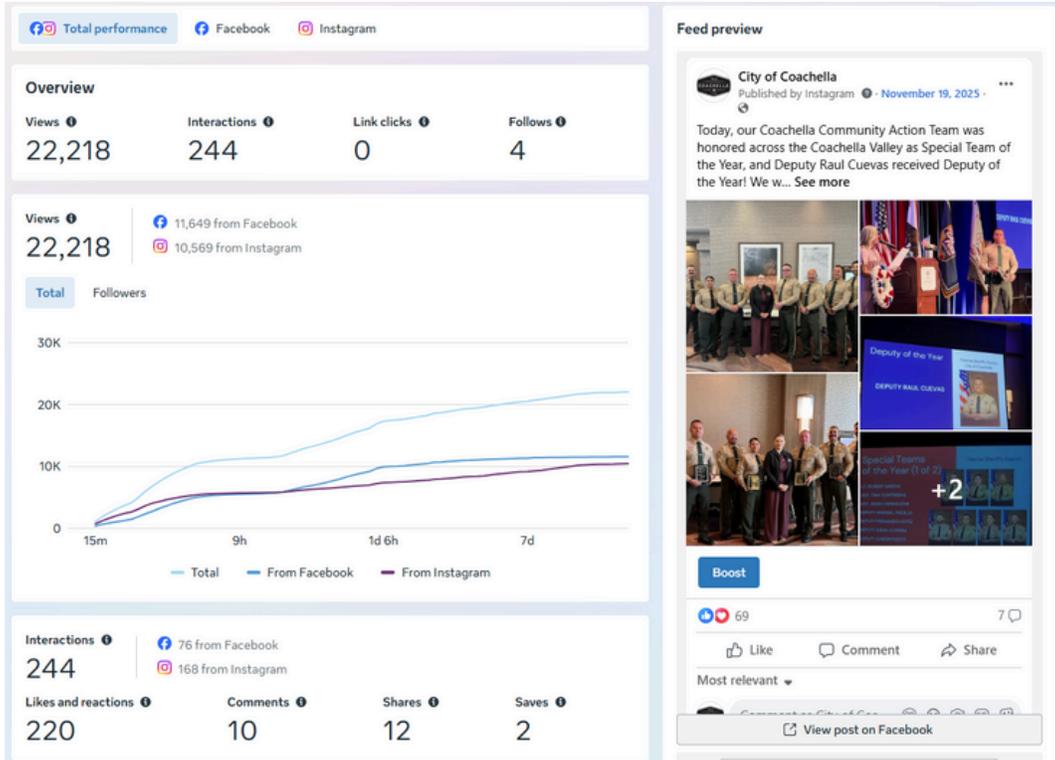
3. CV Link Grand Opening Reel



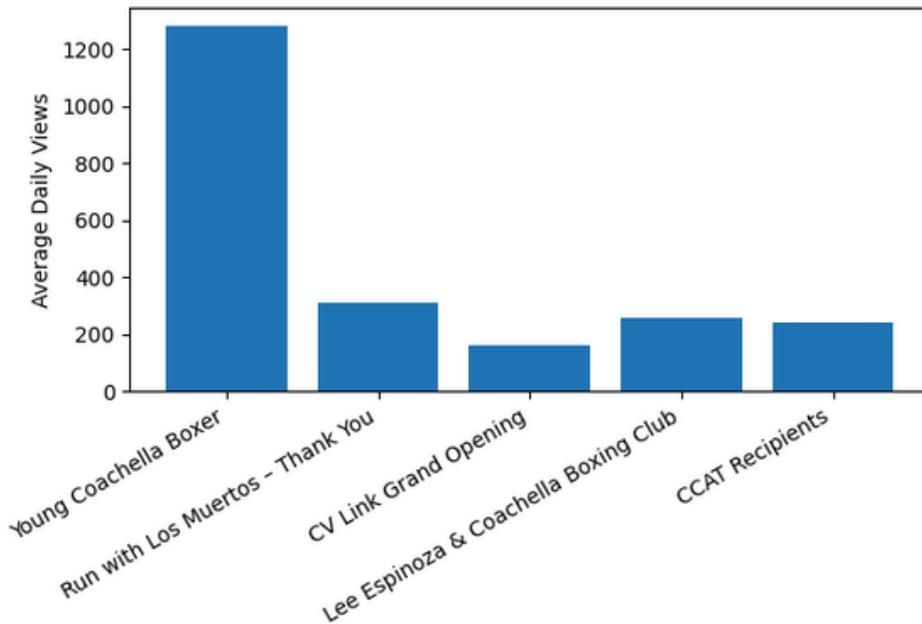
4. Lee Espinoza and Coachella Boxing Club Proclamation



5. Coachella Community Action Team Award Recipients

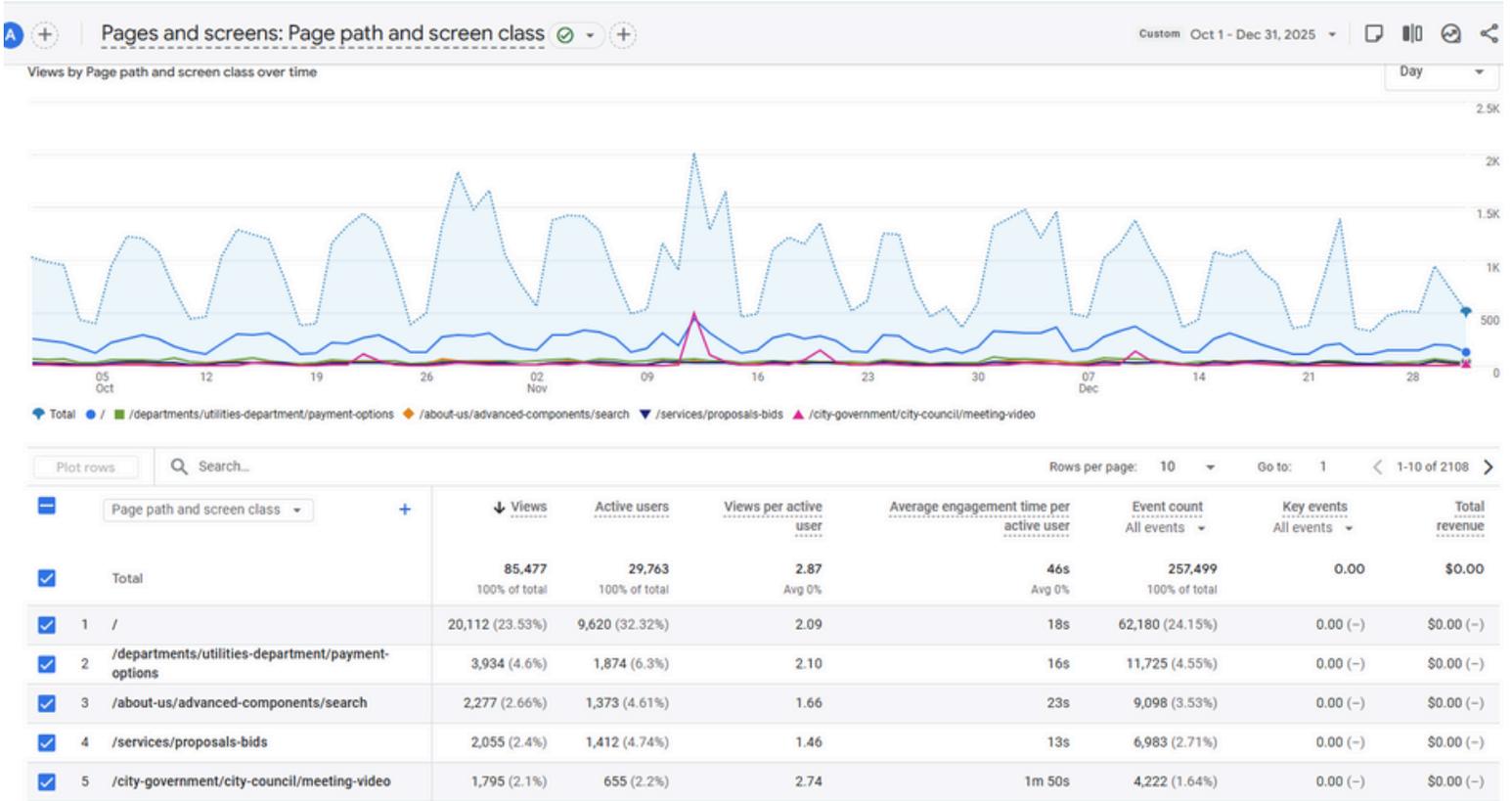


Average Daily Views per Post (Oct 1 - Dec 31, 2025)



WEBSITE ANALYTICS

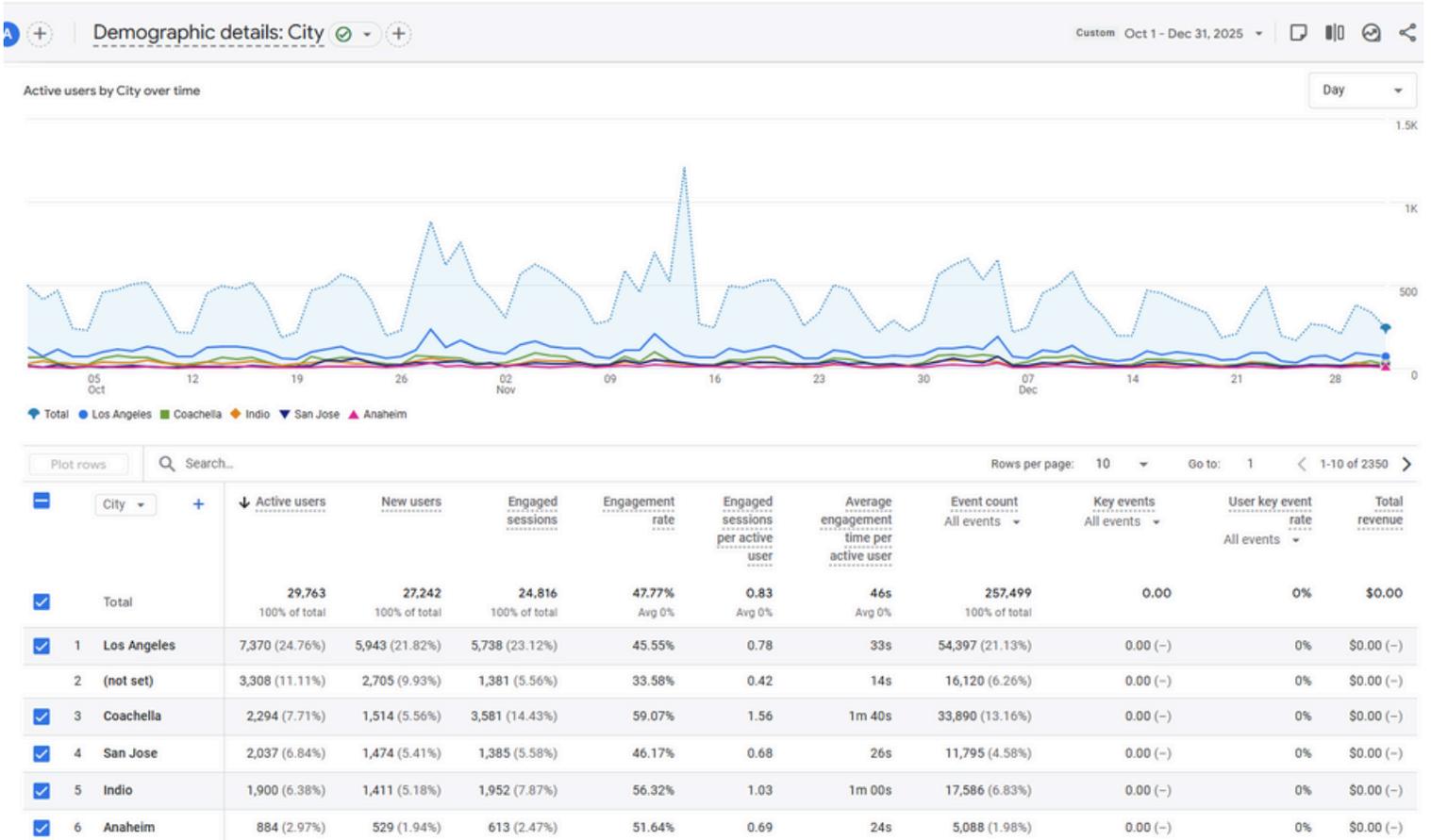
Top Pages Visited:



1. Coachella, CA (Home Page)
2. /departments/utilities-department/payment-options
3. /about-us/advanced-components/search
4. /services/proposals-bids
5. /city-government/city-council/meeting-video

WEBSITE ANALYTICS

Demographic Details (website visitors):



1. Los Angeles - 7,370 visitors
2. Coachella - 2,294 visitors
3. San Jose - 2,037 visitors
4. Indio - 1,900 visitors
5. Anaheim - 884 visitors

WEBSITE ANALYTICS

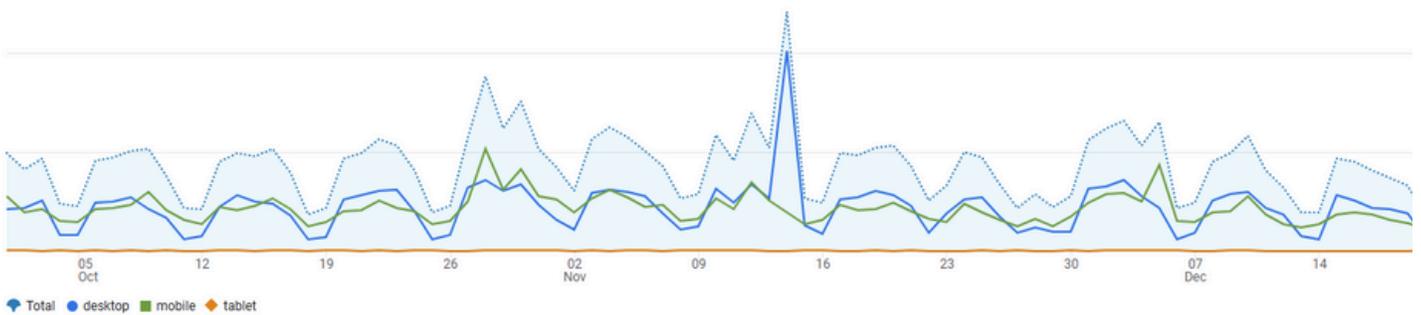
Devices used to view the website:

Tech details: Device category + + Custom Oct 1 - Dec 31, 2025

This is most salient among users from "United States", those whose first user primary channel group was "Direct", and those whose page path and screen class was "/".

[View key drivers](#)

Active users by Device category over time



Device category		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events
<input checked="" type="checkbox"/>	Total	29,763 <small>100% of total</small>	27,242 <small>100% of total</small>	24,816 <small>100% of total</small>	47.77% <small>Avg 0%</small>	0.83 <small>Avg 0%</small>	46s <small>Avg 0%</small>	257,499 <small>100% of total</small>
<input checked="" type="checkbox"/>	1 mobile	14,928 (50.16%)	13,772 (50.55%)	11,858 (47.78%)	42.56%	0.79	31s	116,728 (45.33%)
<input checked="" type="checkbox"/>	2 desktop	14,799 (49.72%)	13,303 (48.83%)	13,339 (53.75%)	54.29%	0.90	1m 00s	139,292 (54.09%)
<input checked="" type="checkbox"/>	3 tablet	202 (0.68%)	167 (0.61%)	167 (0.67%)	54.4%	0.83	42s	1,479 (0.57%)

1. Mobile/Phone - 14,928 sessions
2. Desktop - 14,799 sessions
3. Tablet - 202 sessions



RESIDENT NEWSLETTER

A Winter Resident Newsletter was published in December, recapping the City's signature holiday events and informing residents of the City's holiday break and office closures. The newsletter served as a seasonal update to keep the community informed and engaged during the winter months.

The newsletter continues to serve as a platform for sharing important updates, celebrating community achievements, and providing helpful resources in both English and Spanish to ensure inclusivity and engagement.

On average a successful open rate is typically in the range of:

- 20-30% for most industries.
- Higher (30-40%) for niche industries or highly engaged audiences.

Our resident newsletter averaged **an open rate of 18%** as it was emailed twice in both English and Spanish.

A successful click rate (the percentage of recipients who click on a link in your email) for a newsletter depends on the industry and audience engagement but generally falls within these ranges:

- 2-5%: Average across most industries.
- Higher (5-10%): Indicates strong engagement, particularly for niche or highly targeted audiences.

Our resident newsletter **averaged a click rate of 2%** as it was emailed twice in both English and Spanish.

Below are more details pertaining to our newsletter analytics via MailChimp.

NEWSLETTER ANALYTICS

English Newsletter (Most Engagement):

2025 Winter Newsletter English

[View email](#)

Recipients	777
Audience	City of Coachella
Subject	Winter in Coachella: Celebrations That Brought...
Status	Sent Mon December 22, 2025 4:30 pm

• Bot filtering on

Overview Click performance **Recipient activity** Ecommerce Content Optimizer Social More

Filter by recipient status

Sent

Recipient activity summary
December 22, 2025 - January 21, 2026

Total sends	Delivery rate	Click rate	Open rate
777	98.7%	2.3%	18.3%

Below are the links that received the most clicks in the English newsletter:

1. <https://www.coachella.org/>
2. <https://www.instagram.com/officialcityofcoachella/>
3. <https://linkedin.com/>
4. <https://www.facebook.com/yourcoachella>

NEWSLETTER ANALYTICS

Spanish Newsletter:

2025 Winter Newsletter View email	Recipients	777
	Audience	City of Coachella
	Subject	Invierno en Coachella: Lleno de Alegría en Nues...
	Status	Sent Mon December 22, 2025 4:13 pm

• Bot filtering on

Platform update in progress
Reporting metrics may be delayed by up to an hour (60 minutes). ✕

Overview Click performance Recipient activity Ecommerce Content Optimizer Social More

Filter by recipient status

Sent ▼

Recipient activity summary

December 22, 2025 - January 21, 2026

Total sends 777	Delivery rate 98.7%	Click rate 1.7%	Open rate 17.7%
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Below are the links that received the most clicks in the Spanish newsletter:

1. <https://www.facebook.com/yourcoachella>
2. <https://www.instagram.com/officialcityofcoachella/>
3. <https://linkedin.com/>