

COMMUNITY OUTREACH

January, February and March brought a variety of community gatherings, the celebration of milestones and resident highlights to the community. Below is a breakdown of outreach efforts and strategies implemented to promote each one.

SENIOR OF THE YEAR BILLBOARD

Displayed on the billboard located on Grapefruit Boulevard from January to mid February. This was a recognition that Blanca was proud to receive.



GRID'S TCC COACHELLA SOLAR SHOWCASE

The PIO Department partnered with the Economic Development Department and GRID Alternatives to issue a press release and generate media coverage for the Coachella Solar Showcase. This initiative marked the debut of the first home in Coachella to receive solar installation through the no-cost solar program. We were also on-site to help facilitate media interviews with the home owner, program coordinators, and City Council Members.



Media Coverage



WINTER COMMUNITY CLEAN-UP DAYS

The PIO Department continued to promote our City’s Winter Community Clean-Up & Paper Shredding Day(s) that were held on January 24th at Bagdouma Park and on March 7th at Rancho Las Flores Park. Encouraging the community to dispose of used passenger tires, bulky equipment, old appliances, furniture, e-waste, and yard waste. Both flyers were shared in English & Spanish.

I worked closely with the Public Works team to incorporate messaging into the March flyer aimed at managing turnout, by noting that a Coachella resident ID would be required and that there was a limit of 4 tires per household.



TACOS, TEQUILA, AND CHAVELAS FESTIVAL

In collaboration with the Greater Coachella Valley Chamber of Commerce, and the Firebirds as a title sponsor, we held our annual Tacos, Tequila, and Chavelas event. The event featured a new tasting format allowing guests to use QR codes throughout the venue to rank their favorite items. Attendees also had the option to purchase individual items directly from vendors, a shift from previous years when tasting tickets were required.

Strategies implemented:

- A revised billboard concept was created & spearheaded by the PIO dept.
- Promotion for the event was coordinated by the Chamber through billboard placements, digital campaigns, and radio advertisements.
- Oranic posts on our social media were shared.
- A limited edition giveaway was created in the form of aprons with the City logo adopting a taco in place of the agave.



DAY OF THE YOUNG CHILD

Our 16th annual Day of the Young Child event was held in partnership with the Riverside County Office of Education. The event had live performances from our local youth, local informational booths, bounce houses, face painting, and a fun interactive performance from Payaso Tin Tin.

Strategies implemented:

- Radio ads aired on La Poderosa & La Suavecita (investment \$1,000)
- PIO dept. handled onsite photography in order to reduce costs.
- An ad/coverage was featured free of cost through El Informador.
- Organic social media posts were published in advance of event to build anticipation.

Noticias Locales

Jueves 03 de Marzo 2026 EL INFORMADOR DEL VALLE 7

Coachella celebrará el Día del Niño con evento familiar gratuito

La celebración contará con diversas actividades diseñadas para niños de todas las edades, incluyendo un tren sin rieles, un zoológico interactivo, invitados especiales y una variedad de actividades recreativas y educativas para toda la familia. El evento es organizado por la Ciudad de Coachella en colaboración con la Oficina de Educación del Condado de Riverside, Inland Empire Health Plan, Lakeshore Learning Store, College of the Desert, y el Distrito Escolar Unificado del Valle de Coachella. Los organizadores invitan a las familias de la comunidad a participar en esta jornada dedicada a celebrar la importancia de la niñez, promoviendo el aprendizaje, la diversión y la convivencia familiar. El evento se llevará a cabo en Veterans' Memorial Park, ubicado en la calle 4 entre Orchard y Vine Avenue en la ciudad de Coachella. La entrada es gratuita y abierta al público.



AGVISION TOUR 2026

The PIO Department partnered with the Economic Development Department and Growing Coachella Valley to host the first ever AgVision Tour. This experience encouraged legislative policy makers and local community leaders to become informed about the challenges the Agricultural community is facing. 50 guests enjoyed guided tour stops, trivia and prizes on the bus, a catered outdoor lunch, and a special gift bag.

The PIO dept. ordered AgVision branded visor and t-shirt designs that included both our City's logo and incorporated Growing Coachella Valley's logo. I also facilitated the RSVP list and invitations sent out to distinguished guests.



SUAVECITO SUNDAY

Suavecito Sunday was held behind the Coachella Library for the first time and was vastly enjoyed by staff & the community for it's new placement. The PIO dept. spearheaded a new logo concept in order to avoid the confusion that existed before when advertising both Suavecito Sunday & the Mariachi Festival jointly. I also developed a giant check to honor the car show winner.



On-Site Media Coverage

News FOLLOW 222 Followers

Classic cars roll into Coachella for Suavecito Sunday



ANDREW SIMMONS
COACHELLA CITY ENGINEER, PUBLIC WORKS DIRECTOR

Strategies implemented:

- Event was added to the calendar on Coachella.org to ensure visibility and accessibility.
- A half-page ad was placed in El Informador the Thursday prior to the event to reach the target audience through print media.
- Organic social media posts were published in advance to build anticipation and drive awareness.
- Radio ads aired on La Suavecita, La Poderosa, and U92.7 (English station) to promote attendance and increase community awareness.

MARIACHI FESTIVAL

The PIO dept. spearheaded a new logo concept for the event and a billboard was developed on both our rotary board and Grapefruit Blvd board.

Special branded giveaways to hand out at the event were also developed. Many tourists attended the event and attendance was high.

Strategies implemented:

- Event was added to the calendar on Coachella.org
- A half-page ad was placed in El Informador the Thursday prior to the event to reach the target audience through print media.
- Organic social media posts were published in advance to build anticipation and drive awareness.
- Paid digital audio engage ads ran, generating:
 - 25.5K impressions
 - 22.5K complete listens
 - 88.19% listen-through rate, indicating strong engagement.
- Radio ads aired on La Suavecita, La Poderosa, and U92.7 (English station) with messaging tapering exclusively to Mariachi Festival promotion for one week following Suavecito Sunday.
- A billboard campaign was produced specifically to promote the Mariachi Festival on both our inner-city & rotary billboards.



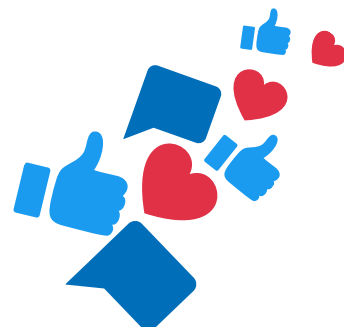
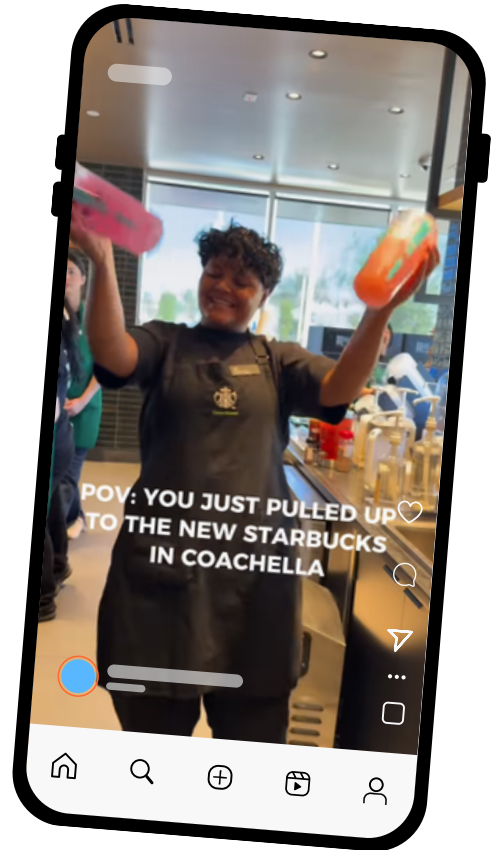
Mariachi Festival Giveaways



STARBUCKS GRAND OPENING AND RIBBON CUTTING

The PIO dept. coordinated with the Starbucks Regional Manager and the Greater Coachella Valley Chamber of Commerce to facilitate the grand opening and ribbon cutting ceremony of the new Ave 48 and Dillon location in our City.

I provided them with several City branded coffee mugs to show our support and serve as giveaway opportunities. I also worked with a barista on-site to create a fun promotional reel on social media. The reel received recognition from the official Starbucks account.



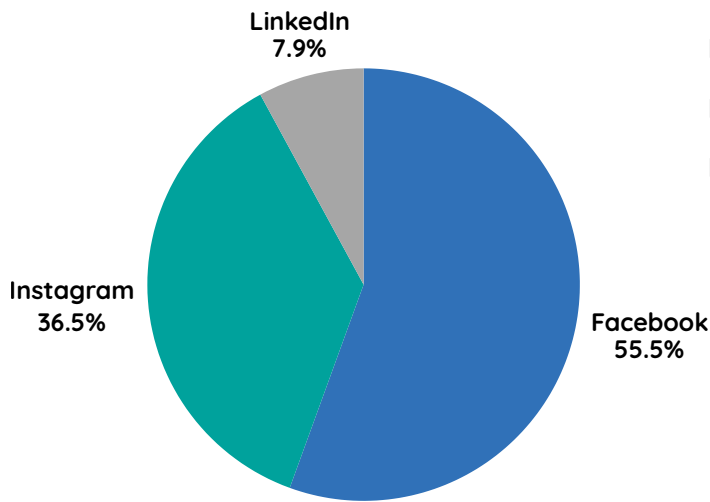
GLOSSARY OF TERMS

- **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: Q1 (January - March 2026)

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: 9,864 followers - 5.89% growth

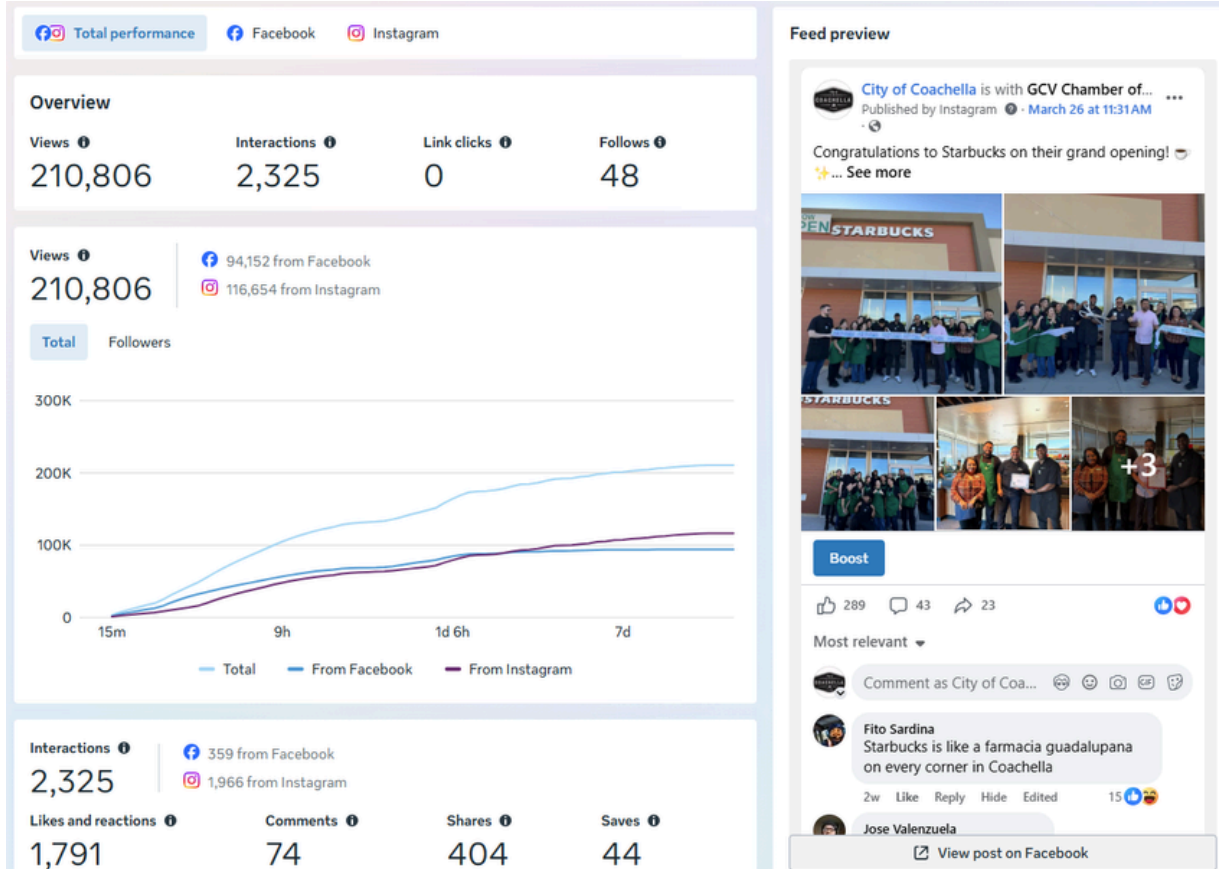
LinkedIn: 2,140 followers - 5.16% growth

FOLLOWER COMPARISON CHART - CITY BY CITY

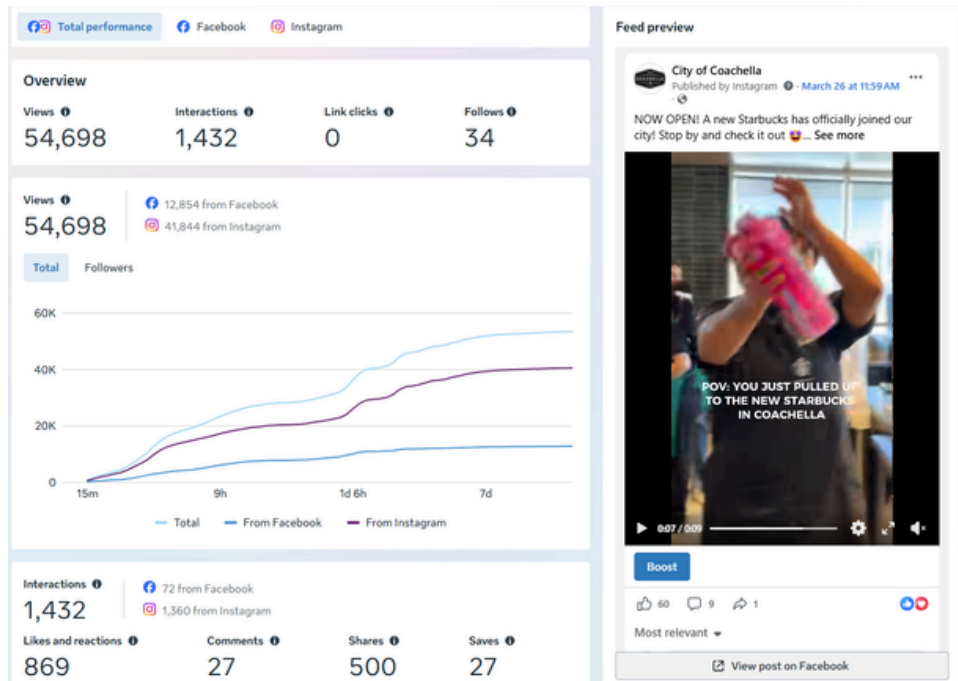
	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	9,864	36.7k	15.9k	3,643	10.7k	16k	N/A	4,296
Linkedin	2,140	3,000	1,442	2,335	2,842	584	230	1,663
Facebook	15k	34k	60k	8.5k	27k	2.5k	4.6k	19k

TOP 5 SOCIAL MEDIA POSTS

1. Starbucks Ribbon Cutting

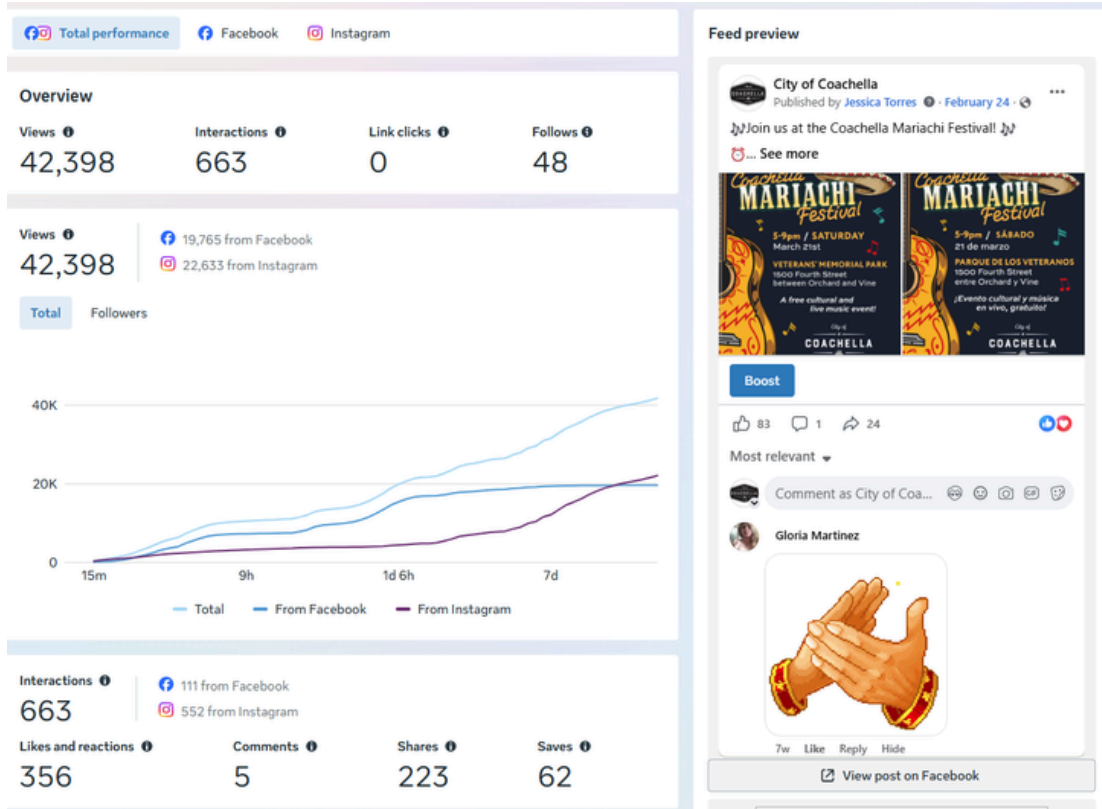


2. Starbucks Grand Opening Reel

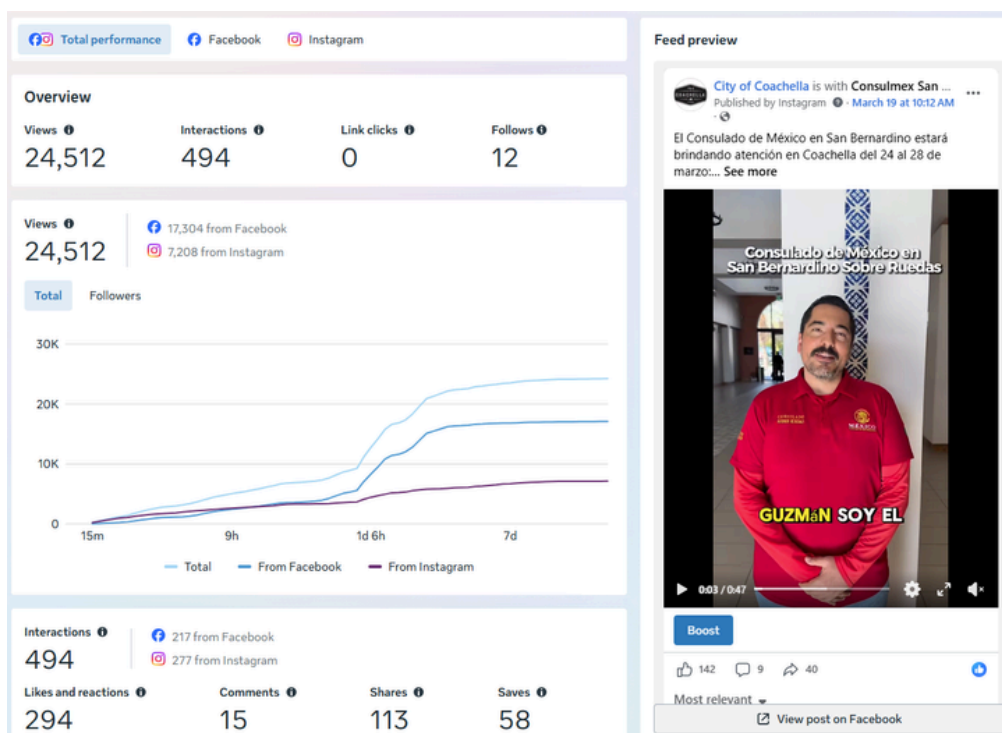


TOP 5 SOCIAL MEDIA POSTS, CONT'D

3. Mariachi Festival Announcement



4. Informational Reel about the Mexico Consulate on Wheels at the Library



TOP 5 SOCIAL MEDIA POSTS, CONT'D

5. Suavecito Sunday has Begun

Total performance | Facebook | Instagram

Overview

Views	Interactions	Link clicks	Follows
11,764	378	0	5

Views

- 5,888 from Facebook
- 5,876 from Instagram

Total | Followers

Interactions

- 69 from Facebook
- 309 from Instagram

Likes and reactions	Comments	Shares	Saves
287	8	66	8

Feed preview

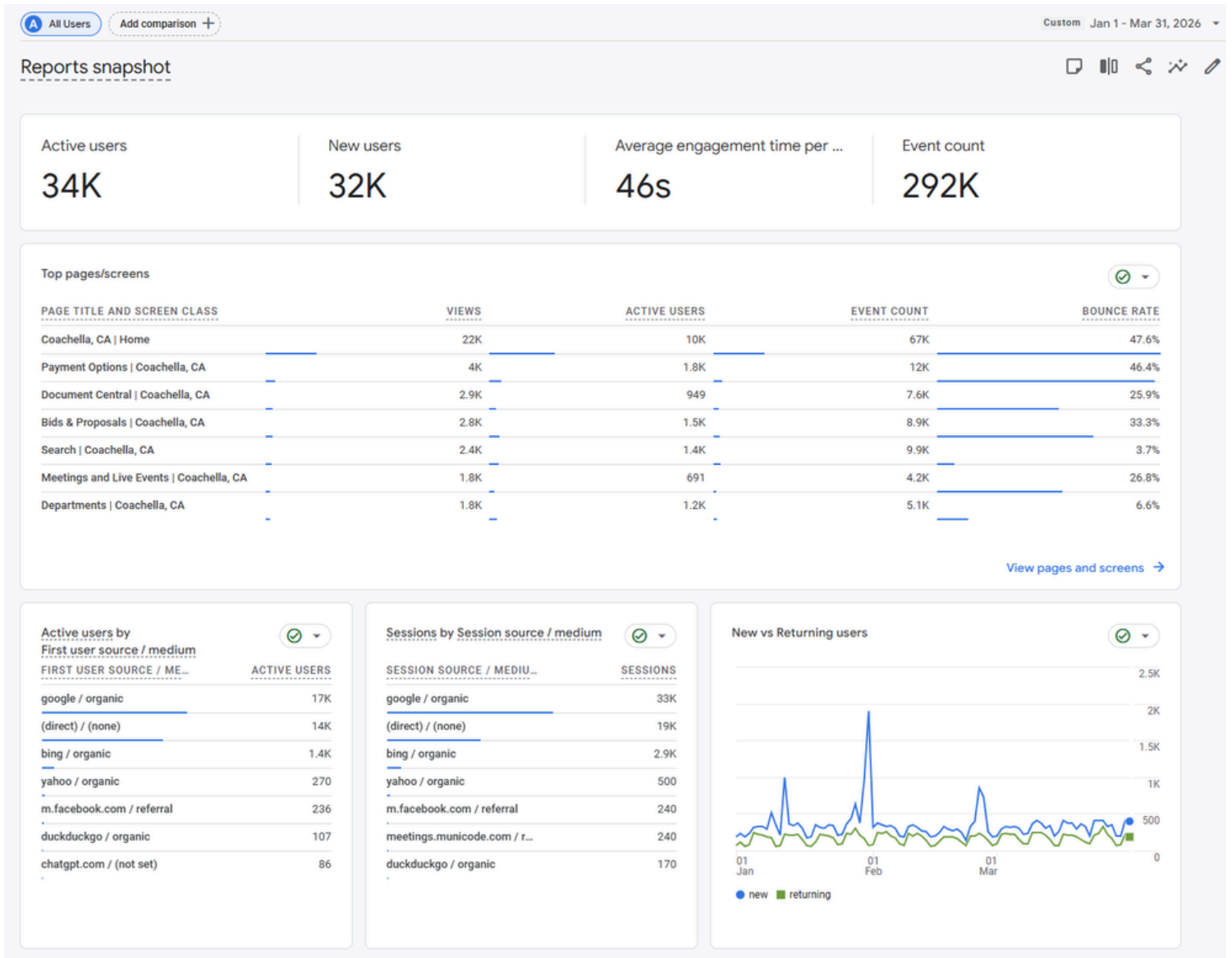
City of Coachella
Published by Instagram · March 15 ·

Suavecito Sunday has started! Join us TODAY for an afternoon of free live music, good vibes, and community fun outside the Coachella Library on 7th Street... See more

Boost

[View post on Facebook](#)

WEBSITE REPORT SNAPSHOT

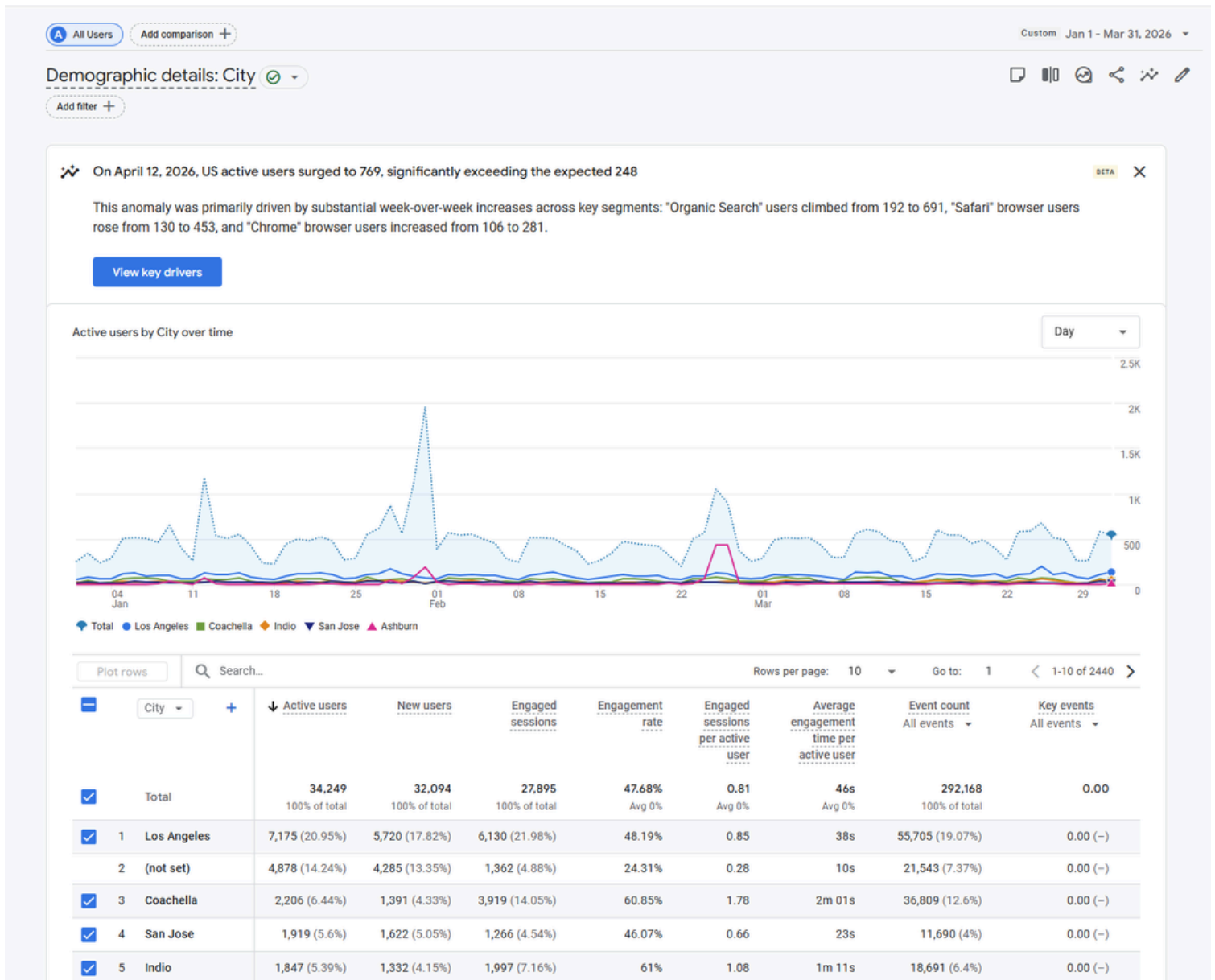


Top Pages Visited:

1. Coachella, CA | Home
2. Payment Options | Coachella, CA
3. Document Central
4. Bids & Proposals
5. Meetings and Live Events

WEBSITE ANALYTICS

Demographic Details (website visitors):



1. Los Angeles - 7,175 visitors
2. Coachella - 2,206 visitors
3. San Jose - 1,919 visitors
4. Indio - 1,847 visitors
5. San Diego - 1,156 visitors
6. (not set) - 4,878 visitors