

DEAZTLAN CONSULTING

PROJECT

In collaboration with city staff, DeAztlan Consulting will provide outreach services to reach residents and property owners in areas west of city boundaries. The proposed services below are for a project timeline beginning on May 2024 through December 2024.

The outreach program includes the following:

COMMUNITY OUTREACH

PHASE 4

DIRECT MAIL CAMPAIGN

Four postcard mailers will be created and sent to all residents of the area with information on the community meetings. The mailer will provide information about the sphere of influence process, timeline, contact information, and the benefits of joining the City of Coachella's Sphere of Influence.

COMMUNITY MEETINGS

DeAztlan Consulting in collaboration with city staff will support and organize monthly meetings. These community meetings may consist of informative presentations, informal discussions, or other formats. DeAztlan Consulting will assist in the development of presentations and outreach materials in conjunction with city staff, to effectively communicate project details such as timelines, methods for providing feedback, the project's purpose, and other pertinent information regarding the sphere of influence process.

PERSON 2 PERSON

In order to increase community awareness for residents and property owners DeAztlan Consulting will also conduct person-to-person canvassing efforts for residents of the area and become available for one-on-one meetings to answer residents' questions.

ANNEXATION STRATEGY

DeAztlan Consulting will engage in strategy sessions with city staff to strategize and plan the pre-annexation phase, including identifying key stakeholders, outlining communication strategies, and developing timelines for milestones.

PROJECT MONITORING

Understanding that new information can greatly impact project efforts, the ability to be available to and in contact with City staff is integral. As such, DeAztlan Consulting will be available to participate in weekly progress meetings with city staff from May 2024 through December 2024.

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TASK 1: DIRECT MAIL CAMPAIGN

SUBTASK 1.1: DESIGN POSTCARD MAILERS

- Develop content for each postcard (information about sphere of influence process, timeline, contact information, benefits of joining, QR code to survey, etc.)
- Design visually appealing postcard layouts
- Print postcards for mailing
- Monitoring and management

SUBTASK 1.2: MAIL POSTCARDS

- Organize mailing list of all residents in the target area
- Coordinate with postal services for bulk mailing
- Ensure timely delivery of postcards
- Monitoring and management

SUBTASK 1.3: MONITORING AND MANAGEMENT

- Track mailer delivery status and response rates for each mailing batch
- Manage mailing lists, ensuring accuracy and compliance with privacy regulations
- Analyze mailer engagement metrics and adjust campaign strategies as needed

TASK 2: COMMUNITY MEETINGS

SUBTASK 2.1: ORGANIZE MONTHLY COMMUNITY MEETINGS

- Schedule meeting dates, times, and locations
- Arrange venues and logistics (seating, audio-visual equipment, etc.)
- Invite community members, stakeholders, and relevant officials
- Coordinate with city staff for meeting agendas and topics

SUBTASK 2.2: DEVELOP PRESENTATION AND OUTREACH MATERIALS

- Collaborate with city staff to create informative presentations
- Design and produce outreach materials (brochures, flyers, handouts, etc.)
- Prepare visual aids and multimedia content for presentations
- Monitoring and management

SUBTASK 2.3: MONITORING AND MANAGEMENT

- Monitor attendance and participant engagement during each community meeting
- Collect feedback and insights from meeting participants for continuous improvement
- Manage meeting logistics, including location, and agenda coordination

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TASK 3: PERSON 2 PERSON CANVASSING

SUBTASK 3.1: PLAN CANVASSING EFFORTS

- Develop a canvassing strategy (door-to-door, community events, etc.)
- Train outreach team on communication skills and project details
- Coordinate schedules for canvassing activities
- Monitoring and management

SUBTASK 3.2: CONDUCT CANVASSING

- Interact with residents and property owners personally
- Distribute informational materials and answer questions
- Collect feedback and input from community members
- Monitoring and management

SUBTASK 3.3: MONITORING AND MANAGEMENT

- Track outreach efforts and interactions with residents and property owners
- Manage canvassing teams, schedules, and territories for efficient coverage
- Collect feedback and insights from canvassed individuals to inform outreach strategies.

SUBTASK 3.4: CONDUCT ONE-ON-ONE MEETINGS

- Coordinate schedules with interested residents for personalized meetings
- Prepare materials and information relevant to individual inquiries
- Distribute informational materials and answer resident questions

TASK 4: ANNEXATION STRATEGY

SUBTASK 4.1: HOLD STRATEGY SESSIONS WITH CITY STAFF

- Schedule regular strategy meetings to discuss progress and adjustments
- Brainstorm and evaluate outreach and communication strategies

SUBTASK 4.2: IDENTIFY KEY STAKEHOLDERS

- Research and compile a list of influential stakeholders
- Develop engagement plans tailored to each stakeholder group

SUBTASK 4.3: DEVELOP COMMUNICATION STRATEGIES

- Create messaging frameworks for different stages of the annexation process
- Ideate outreach materials, including infographics, FAQs, and newsletters

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TASK 5: PROJECT MONITORING

SUBTASK 5.1: PARTICIPATE IN WEEKLY PROGRESS MEETINGS

- Attend weekly meetings with city staff
- Provide updates on project activities, challenges, and progress
- Collaborate on problem-solving and decision-making as needed
- Monitoring and management

SUBTASK 5.2: MONITORING AND MANAGEMENT

- Maintain regular communication with city staff to track project progress and milestones
- Compile and analyze data from monitoring activities to identify project strengths and areas for improvement
- Manage documentation and reporting processes for project updates and status reviews

This detailed breakdown ensures that each phase of the project is closely monitored and managed, allowing for effective decision-making, timely adjustments, and successful project outcomes. Adjustments can still be made based on specific project needs or evolving requirements during implementation.

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PROJECT SCHEDULE

| Task Description | Start Date | End Date | Duration |
|--|------------|------------|----------|
| TASK 1: DIRECT MAIL CAMPAIGN | | | |
| Design Postcard Mailers | 05/01/2024 | 05/15/2024 | 15 days |
| Mail Postcards | 05/16/2024 | 05/30/2024 | 16 days |
| Monitoring and Management | 05/01/2024 | 05/30/2024 | 1 month |
| TASK 2: COMMUNITY MEETINGS | | | |
| Organize Monthly Community Meetings | 05/31/2024 | 06/10/2024 | 10 days |
| Develop Presentations and Outreach Materials | 06/11/2024 | 06/20/2024 | 10 days |
| Monitoring and Management | 05/31/2024 | 06/20/2024 | 31 days |
| TASK 3: PERSON 2 PERSON CANVASSING | | | |
| Plan Canvassing Efforts | 06/01/2024 | 12/01/2024 | 6 months |
| Conduct Canvassing | 05/15/2024 | 05/31/2024 | 17 days |
| Monitoring and Management | 06/01/2024 | 12/01/2024 | 6 months |
| Conduct One-on-One Meetings | 06/01/2024 | 12/31/2024 | 7 months |
| TASK 4: ANNEXATION STRATEGY | | | |
| Hold Strategy Session with City Staff | 05/15/2024 | 05/31/2024 | 17 days |
| Identify Key Stakeholders | 06/01/2024 | 11/30/2024 | 6 months |
| Develop Communication Strategies | 06/01/2024 | 11/30/2024 | 6 months |
| TASK 5: PROJECT MONITORING | | | |
| Participate in Weekly Progress Meetings | 05/01/2024 | 12/31/2024 | 8 months |
| Monitoring and Management | 05/01/2024 | 12/31/2024 | 8 months |

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PROJECT BUDGET ALLOCATION

| Task | Cost |
|--|--|
| TASK 1: DIRECT MAIL CAMPAIGN | |
| Design Postcard Mailers | \$2,300.00 |
| Mail Postcards | <i>*Print cost and postage cost not included</i> |
| Monitoring and Management | \$2,826.50 |
| TASK 2: COMMUNITY MEETINGS | |
| Organize Monthly Community Meetings | \$3,353.33 |
| Develop Presentations and Outreach Materials | \$1,120.00 |
| Monitoring and Management | \$2,835.00 |
| TASK 3: PERSON 2 PERSON CANVASSING | |
| Plan Canvassing Efforts | \$1,185.00 |
| Conduct Canvassing | \$4,258.88 |
| Monitoring and Management | \$2,331.00 |
| Conduct One-on-One Meetings | \$2,411.00 |
| TASK 4: ANNEXATION STRATEGY | |
| Hold Strategy Session with City Staff | \$3,080.00 |
| Identify Key Stakeholders | \$1,826.00 |
| Develop Communication Strategies | \$1,070.00 |
| TASK 5: PROJECT MONITORING | |
| Participate in Weekly Progress Meetings | \$5,566.50 |
| Monitoring and Management | \$3,233.00 |
| TOTAL | \$37,396.21 |

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PROJECT DELIVERABLES

| Task | Deliverables |
|---|--|
| TASK 1: DIRECT MAIL CAMPAIGN | |
| | Four postcard mailers designed and sent to residents |
| | QR codes included on mailers for survey access and meeting information |
| TASK 2: COMMUNITY MEETINGS | |
| | Four monthly community meetings organized and supported |
| | Presentations and outreach materials developed and used in meetings |
| TASK 3: PERSON 2 PERSON CANVASSING | |
| | Person-to-person canvassing efforts conducted for residents and property owners |
| | Presentations and outreach materials developed and used in meetings |
| | Be available for one-on-one meetings or phone calls to address residents' questions |
| TASK 4: ANNEXATION STRATEGY | |
| | Create messaging frameworks for different stages of the annexation process |
| | Design and development of an infographic for web use related to the annexation process |
| | Creation of an informational letter for the Mesquite Project |
| TASK 5: PROJECT MONITORING | |
| | Participation in weekly progress meetings with city staff from Mary to December 2024 |

The project aims to conduct comprehensive outreach services in collaboration with city staff to engage residents and property owners in areas west of city boundaries. The proposed budget covers services from DeAztlan Consulting from May to December 2024.