

DEAZTLAN CONSULTING

PROJECT SUMMARY

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

COMMUNITY OUTREACH

PHASE 1

SURVEY

A digital community survey will be created and distributed through the mail, hosted on the city's site and a separate designated project website, shared person to person.

DIRECT MAIL CAMPAIGN

Nine postcard mailers will be created and sent to all residents of the area which include a QR code to the survey and 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.

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: SURVEY PHASE

SUBTASK 1.1: CREATE DIGITAL COMMUNITY SURVEY

- Design the survey questions (based on project goals and objectives)
- Develop the survey layout and structure
- Test the survey for functionality and usability
- Finalize and launch the survey on the designated platforms (mail, city's site, project website)
- Monitoring and management

SUBTASK 1.2: DISTRIBUTE SURVEY

- Print and mail physical survey copies to residents
- Upload survey on the city's official website
- Create a separate designated project website for the survey
- Promote the survey through various channels (social media, local community groups, etc.)
- Monitoring and management

SUBTASK 1.3: MONITORING AND MANAGEMENT

- Regularly review survey responses for trends, demographics, and key insights
- Manage survey distribution channels (mail, website, person-to-person) and monitor response rates
- Ensure data integrity and privacy compliance throughout the survey process.

TASK 2: DIRECT MAIL CAMPAIGN

SUBTASK 2.1: 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 2.2: 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 2.3: 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

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TASK 3: COMMUNITY MEETINGS

SUBTASK 3.1: 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 3.2: 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 3.3: 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

TASK 4: PERSON 2 PERSON CANVASSING

SUBTASK 4.1: PLAN CANVASSING EFFORTS

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

SUBTASK 4.2: CONDUCT CANVASSING

- Interact with residents and property owners personally through phone, email, and door to door
- Plan individual and small group discussions
- Distribute informational materials and answer questions
- Collect feedback and input from community members
- Monitoring and management

SUBTASK 4.3: 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

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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: SURVEY PHASE			
Create Digital Community Survey	05/01/2024	05/15/2024	15 days
Distribute Survey	05/16/2024	05/30/2024	16 days
Monitoring and Management	05/01/2024	05/30/2024	1 month
TASK 2: DIRECT MAIL CAMPAIGN			
Design Postcard Mailers	05/31/2024	06/10/2024	10 days
Mail Postcards	06/11/2024	06/20/2024	10 days
Monitoring and Management	05/31/2024	06/20/2024	31 days
TASK 3: COMMUNITY MEETINGS			
Organize Monthly Community Meetings	06/01/2024	12/01/2024	6 months
Develop Presentations and Outreach Materials	05/15/2024	05/31/2024	17 days
Monitoring and Management	06/01/2024	12/01/2024	6 months
TASK 4: PERSON 2 PERSON CANVASSING			
Plan Canvassing Efforts	05/15/2024	05/31/2024	17 days
Conduct Canvassing	06/01/2024	11/30/2024	6 months
Monitoring and Management	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: SURVEY PHASE	
Create Digital Community Survey	\$3,515.00
Distribute Survey	<i>Included in survey creation cost</i>
Monitoring and Management	\$1,385.00
TASK 2: DIRECT MAIL CAMPAIGN	
Design Postcard Mailers	\$5,175.00
Mail Postcards	<i>*Print cost and postage cost not included</i>
Monitoring and Management	\$2,826.50
TASK 3: COMMUNITY MEETINGS	
Organize Monthly Community Meetings	\$7,545.00
Develop Presentations and Outreach Materials	\$1,120.00
Monitoring and Management	\$2,835.00
TASK 4: PERSON 2 PERSON CANVASSING	
Plan Canvassing Efforts	\$1,185.00
Conduct Canvassing	\$8,358.50
Monitoring and Management	\$2,831.00
TASK 5: PROJECT MONITORING	
Participate in Weekly Progress Meetings	\$5,566.50
Monitoring and Management	\$3,733.00
TOTAL	\$46,075.50

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PROJECT DELIVERABLES

Task	Deliverables
TASK 1: SURVEY PHASE	
	Digital community survey created and distributed
	Survey distribution channels established and managed
TASK 2: DIRECT MAIL CAMPAIGN	
	Nine postcard mailers designed and sent to residents
	QR codes included on mailers for survey access and meeting information
TASK 3: COMMUNITY MEETINGS	
	Nine monthly community meetings organized and supported
	Presentations and outreach materials developed and used in meetings
TASK 4: PERSON 2 PERSON CANVASSING	
	Person-to-person canvassing efforts conducted for residents and property owners
TASK 5: PROJECT MONITORING	
	Participation in weekly progress meetings with city staff from May to December 2024

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