



STAFF REPORT
11/13/2024

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Award Professional Services Agreement to DeAztlan Consulting for the Management of the Coachella Prospera Social Media Channels and Website for the City of Coachella in the Amount of \$114,000

STAFF RECOMMENDATION:

Staff recommends that the City of Coachella considers awarding a professional services agreement to DeAztlan Consulting for the management of the Coachella Prospera social media channels and website for the City of Coachella in the amount of \$114,000.

BACKGROUND:

The grant funds community-led development and infrastructure projects that achieve major environmental, health, and economic benefits in California's most disadvantaged communities. Through this grant, the City was able to implement its Coachella Prospera project, which will improve green spaces, provide affordable housing, increase clean micromobility options and electric vehicle car sharing services, install solar panel in income-qualified homes, and create workforce development opportunities all centered on addressing climate change at the local level.

At the time, the City had entered into a contract with Deaztlan Consulting for media, video and event production services in relation to the announcement and rollout of the Coachella Prospera project. This new Professional Services Agreement is the next iteration of their services in continuing to keep the residents of Coachella informed of the Coachella Prospera projects and the benefits available to them.

DISCUSSION/ANALYSIS:

Through this Professional Services Agreement, DeAztlan Consulting will develop and oversee the management of the Coachella Prospera social media channels and project website, aimed at informing current and potential residents and business owners of the benefits of Coachella Prospera. The proposed services below are for a one-year project timeline; with a year-on-year renewal option for five years.

The proposed services include developing a comprehensive social media strategy, creating engaging content (graphics, videos, and photos), and maintaining active community engagement

through interactive polls and prompt responses. The project will involve regular performance reporting and data analysis to refine strategies and optimize reach and engagement.

These services will include the following:

Web Hosting & Management Services

- Task 1: Web Hosting
- Task 2: Domain Name & SSL Certificate
- Task 3: Content Management Systems (CMS) Maintenance
- Task 4: Security & Backups
- Task 5: Performance Optimization
- Task 6: Technical Support
- Task 7: Content Updates

Social Media Management & Content Creation

- Task 1: Two Channel Management
- Task 2: Content Creation (Graphic Design, Video Production, Photography, Community Polls)
- Task 3: Community Management
- Task 4: Reporting, Analytics & Strategy Review
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ALTERNATIVES:

1. DeAztlan Consulting for the management of the Coachella Prospera social channels and website for the City of Coachella in the amount of \$114,000
2. Not award

FISCAL IMPACT:

Grant funds from the TCC grant have been budgeted to cover the cost of this contract for the duration of the project.

ATTACHMENTS:

1. DeAztlan Consulting Proposal