

DEAZTLAN CONSULTING

SUMMARY OF SERVICES

In collaboration with city staff, DeAztlan Consulting will develop and oversee the management of the Coachella Prospera social 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 from October 1, 2024, through October 1, 2025; with a year-on-year renewal option for five years.

¡COACHELLA PROSPERA!

WEB HOSTING & MANAGEMENT SERVICES

WEB HOSTING

DOMAIN NAME & SSL CERTIFICATE

CONTENT MANAGEMENT SYSTEM (CMS) MAINTENANCE

SECURITY & BACKUPS

PERFORMANCE OPTIMIZATION

TECHNICAL SUPPORT

CONTENT UPDATES

SOCIAL MEDIA MANAGEMENT & CONTENT CREATION

TWO CHANNEL MANAGEMENT

CONTENT CREATION

Graphic Design

Video Production

Photography

Community and Story Polls

COMMUNITY MANAGEMENT

REPORTING & ANALYTICS

**Ad buy and print costs not included*

Total Cost: \$114,000.00

These services will ensure the management of the Coachella Prospera social channels and project website to inform residents and business owners of its many benefits, highlighting recreational resources, zero-emission transportation, affordable housing, urban forests, solar programs, and infrastructure. The estimated cost covers services from DeAztlan Consulting from October, 2024 to October 2025.

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WEB HOSTING & MANAGEMENT SERVICES

TASK 1: WEB HOSTING

- Regularly monitor hosting performance to ensure server stability and reliability.
- Perform upgrades or changes to hosting plans as needed to accommodate traffic increases
- Ensures the website remains accessible and performs well under varying traffic loads.
- Evaluate hosting performance quarterly; consider scalability options for future needs.

TASK 2: DOMAIN RENEWAL & SSL CERTIFICATE

- Renew the domain name and SSL certificate annually or as needed.
- Monitor SSL certificate expiration dates and renew them promptly to maintain website security.
- Set up automated reminders for renewals; verify SSL installation post-renewal for any issues.

TASK 3: CMS MAINTENANCE

- Regularly update the CMS (Content Management System) to the latest version, including core files and themes.
- Apply patches and updates to fix bugs and security vulnerabilities.
- Test updates in a staging environment before applying them to the live site to avoid disruptions.

TASK 4: SECURITY & BACKUPS

- Conduct regular security scans to identify potential threats and vulnerabilities.
- Perform automated and manual backups of the entire website, including databases and content.
- Automate backups and store them in multiple locations; perform periodic test restores to ensure backup integrity.

TASK 5: PERFORMANCE OPTIMIZATION

- Monitor and optimize website speed, load times, and server response rates.
- Implement caching, image optimization, and other techniques to improve overall site performance.
- Regularly review performance metrics and adjust optimization strategies as needed.

TASK 6: TECHNICAL SUPPORT

- Provide ongoing technical support for any website-related issues, including server errors, bugs, and downtime.
- Troubleshoot and resolve problems to maintain optimal functionality and user experience.

TASK 7: CONTENT UPDATES

- Update and manage website content regularly, including text, images, and multimedia elements.
- Ensure all content is relevant, up-to-date, and aligned with the city's communication strategies.
- Coordinate with city departments for content input; ensure content meets accessibility standards.

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PROJECT SCHEDULE

Month	Task	Due Date	Frequency
OCTOBER			
	Web Hosting Review	10/04/2024	Quarterly
	CMS Maintenance	10/05/2024	Monthly
	Security & Backups	10/11/2024	Weekly
	Performance Optimization	10/12/2024	Weekly
	Content Updates	10/18/2024	Bi-Weekly
	Technical Support	As needed	As needed
	Analytics & Reporting	10/25/2024	Monthly
NOVEMBER			
	Web Hosting Review	11/01/2024	Quarterly
	Domain Renewal & SSL Certificate Check	11/02/2024	Annually
	CMS Maintenance	11/08/2024	Monthly
	Security & Backups	11/09/2024	Weekly
	Performance Optimization	11/15/2024	Weekly
	Content Updates	11/22/2024	Bi-Weekly
	Technical Support	As needed	As needed
DECEMBER			
	CMS Maintenance	12/06/2024	Monthly
	Security & Backups	12/13/2024	Weekly
	Performance Optimization	12/13/2024	Weekly
	Content Updates	12/20/2024	Bi-Weekly
	Technical Support	As needed	As needed
	Analytics & Reporting	12/27/2024	Monthly

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Month	Task	Due Date	Frequency
JANUARY			
	Web Hosting Review	01/03/2025	Quarterly
	CMS Maintenance	01/08/2025	Monthly
	Security & Backups	01/09/2025	Weekly
	Performance Optimization	01/15/2025	Weekly
	Content Updates	01/22/2025	Bi-Weekly
	Technical Support	As needed	As needed
FEBRUARY			
	CMS Maintenance	02/03/2025	Monthly
	Security & Backups	02/12/2025	Weekly
	Performance Optimization	02/12/2025	Weekly
	Content Updates	02/19/2025	Bi-Weekly
	Technical Support	As needed	As needed
	Analytics & Reporting	02/26/2025	Monthly
MARCH			
	Web Hosting Review	03/03/2025	Quarterly
	CMS Maintenance	03/08/2025	Monthly
	Security & Backups	03/09/2025	Weekly
	Performance Optimization	03/15/2025	Weekly
	Content Updates	03/22/2025	Bi-Weekly
	Technical Support	As needed	As needed

This six-month sample project schedule ensures that 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 project needs or evolving requirements during implementation.

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PROJECT BUDGET ALLOCATION

Task	Cost
TASK 1: WEB HOSTING	\$4,000.00
TASK 2: DOMAIN RENEWAL & SSL CERTIFICATE	\$1,000.00
TASK 3: CMS MAINTENANCE	\$10,000.00
TASK 4: SECURITY & BACKUPS	\$4,500.00
TASK 5: PERFORMANCE OPTIMIZATION	\$5,000.00
TASK 6: TECHNICAL SUPPORT	\$6,500.00
TASK 7: CONTENT UPDATES	\$11,000.00
TOTAL	\$42,000.00

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PROJECT DELIVERABLES

Task	Description
TASK 1: WEB HOSTING SETUP & REVIEW	
	Ensure web hosting is configured correctly and meets performance needs. Conduct quarterly reviews to evaluate hosting requirements
TASK 2: DOMAIN RENEWAL & SSL	
	Renew domain name and SSL certificate to maintain secure and continuous website access.
TASK 3: CMS MAINTENANCE UPDATES	
	Regular updates to the CMS core, themes, and plugins to ensure security and functionality.
TASK 4: SECURITY AUDIT & BACKUPS	
	Perform weekly security audits and backups of the website to ensure data protection and recovery capabilities.
TASK 5: PERFORMANCE OPTIMIZATION	
	Conduct performance optimization checks and provide a report on website speed, load times, and areas for improvement.
TASK 6: TECHNICAL SUPPORT	
	Ongoing technical support to troubleshoot and resolve website issues promptly.
TASK 7: CONTENT UPDATE	
	Regular updates to website content, including news, events, and community information to keep the site current and engaging.
TASK 8: SEO & ANALYTICS REPORT	
	Monthly review of SEO performance and website analytics to assess traffic, user engagement, and SEO effectiveness.
TASK 9: ANNUAL MAINTENANCE REVIEW	
	Comprehensive review of all maintenance activities, performance, and outcomes over the past year, with planning for the next cycle.

The proposed services ensure that all aspects of the Coachella Prospera project website's maintenance are regularly reviewed and updated, keeping the site secure, functional, and optimized for all residents of the City of Coachella. The proposed budget covers services from DeAztlan Consulting from October 1, 2024, through October 1, 2025.

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SOCIAL MEDIA MANAGEMENT & CONTENT CREATION

TASK 1: TWO CHANNEL MANAGEMENT

- Develop and execute a social media strategy for both channels to align with city goals.
- Schedule and manage posts to ensure consistent messaging and brand voice.
- Monitor trends and adjust strategies to stay relevant and effective.

TASK 2: CONTENT CREATION

- Create visually engaging graphics for posts, stories, and campaigns that align with the city's branding and objectives. This includes designing event promotions, informational posts, and other visual content.
- Develop short, engaging videos, such as event recaps, community highlights, and informational clips, optimized for social media platforms to increase engagement and reach.
- Conduct photoshoots to capture high-quality images of any upcoming projects, events, and activities. These images will be used in social media posts to visually represent the Coachella Prospera ethos.
- Plan and schedule all content creation activities in advance to ensure a steady flow of engaging content throughout the month.
- Create interactive content like polls and quizzes to engage followers.
- Use feedback to improve content and better connect with the community.

TASK 3: COMMUNITY MANAGEMENT

- Respond to comments, messages, and mentions promptly.
- Engage with followers and manage online interactions to foster a positive community.

TASK 4: REPORTING, ANALYTICS, & STRATEGY REVIEW

- Analyze social media performance data and prepare monthly reports.
- Conduct quarterly reviews to refine strategies based on data insights and trends.
- Adjust strategies to improve engagement and reach.

TASK 5: ANNUAL REVIEW & FUTURE PLANNING

- Evaluate the year's social media efforts, highlighting successes and areas for improvement.
- Plan strategies and set new goals for the coming year based on insights and trends.

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PROJECT SCHEDULE

Month	Task	Due Date
OCTOBER		
	Project Kickoff & Strategy Development	10/15/2024
	Content Creation Begins	10/31/2024
	Two Channel Management Begins	10/31/2024
	Content Posting Starts	10/31/2024
NOVEMBER		
	Community & Story Polls	11/15/2024
	Community Management	11/30/2024
	Reporting & Analytics	11/30/2024
	Content Posting	Throughout
DECEMBER		
	Community & Story Polls	12/15/2024
	Content Creation for Q1 2025	12/31/2024
	Reporting & Analytics	12/31/2024
	Content Posting	Throughout

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Month	Task	Due Date
JANUARY		
	Quarterly Strategy Review	01/31/2025
	Content Posting	Throughout
	Community & Story Polls	01/31/2025
	Community Management	01/31/2025
FEBRUARY		
	Content Creation & Management	02/28/2025
	Reporting & Analytics	02/28/2025
	Content Posting	Throughout
MARCH		
	Content Creation for Q2 2025	03/31/2025
	Community Engagement & Story Polls	03/31/2025
	Quarterly Strategy Review	03/31/2025
	Content Posting	Throughout

The sample project schedule details a six-month plan for managing Instagram and Facebook social media channels for the Coachella Prospera project. The schedule ensures a consistent flow of engaging content, regular community interaction, and data-driven strategy adjustments to optimize social media performance and achieve the city's communication goals.

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PROJECT BUDGET ALLOCATION

Task	Cost
TASK 1: TWO CHANNEL MANAGEMENT	\$12,000.00
TASK 2: GRAPHIC DESIGN	\$15,000.00
TASK 3: VIDEO PRODUCTION	\$26,000.00
TASK 4: PHOTOGRAPHY	\$9,000.00
TASK 5: COMMUNITY MANAGEMENT	\$7,000.00
TASK 6: REPORTING, ANALYTICS, & STRATEGY	\$3,000.00
TOTAL	\$72,000.00

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PROJECT DELIVERABLES

Task	Description
TASK 1: TWO CHANNEL MANAGEMENT	
	Social Media Strategy Document
	Content Calendar
TASK 2: CONTENT CREATION	
	Ten monthly graphics for social media posts and campaigns.
	Four monthly 0:15-0:30 videos optimized for social media engagement.
	High-quality images captured during scheduled and organized project events.
	Two interactive monthly community polls for Instagram and Facebook.
TASK 3: COMMUNITY MANAGEMENT	
	Community Engagement Report
TASK 4: REPORTING & ANALYTICS	
	Monthly Performance Report
	Quarterly Strategy Review Report

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. Additionally, the project involves regular performance reporting and data analysis to refine strategies and optimize reach and engagement. **Average monthly project deliverables*

DeAztlan Consulting will develop and manage the Coachella Prospera social media channels and project website, with the goal of informing current and potential residents and business owners about the benefits of Coachella Prospera. The proposed services below are for a one-year project timeline from October 1, 2024, through October 1, 2025; with a year-on-year renewal option for five years. This proposal is subject to a five percent fee increase for each new year. Each yearly contract extension must be mutually agreed upon by both parties, DeAztlan Consulting and the City of Coachella