

April 23, 2026

Gabriel Gonzalez
Interim City Manager
City of Coachella
53990 Enterprise Way
Coachella, CA 92236

Dear Gabriel,

Thank you for reaching out to CV Strategies to support the City of Coachella's communications and community engagement efforts. We appreciate the opportunity to be a resource to you and your team during this important time.

We understand this engagement to include the following Scope of Work:

- Provide on-call strategic communications and media relations support to the City's executive team, including guidance on issue positioning, messaging priorities, and communications approach as situations evolve.
- Offer rapid response communications counsel when time-sensitive or high-visibility matters arise, including assessment of facts, recommended messaging, sequencing, and coordination of internal and external communications.
- Develop communications tools, including holding statements, media response language, internal notifications, and public-facing templates that can be quickly customized as needed.
- Provide media relations guidance and spokesperson support, including interview preparation, response strategies for emerging or incomplete information, and recommendations on tone, timing, and message clarity.
- Support internal coordination on communications matters, including alignment across executive leadership and relevant departments to ensure accurate, transparent information flow and consistent messaging.

To move forward, please accept this proposal in the amount of \$24,500 for on-call communications services. This will allow us to begin providing immediate support and ensure the City has the resources it needs to communicate effectively and confidently with the community.

We look forward to continuing our partnership.

This rate schedule applies to on-call communications services authorized under this engagement.

Rates for Communication Services

- President – \$300/hour
- Executives – \$275/hour
- Directors – \$250/hour
- Writer / Specialist / Design / Video / Photography – \$175/hour
- Translator – \$125/hour
- Support Staff – \$100/hour

Terms & Compensation

CV Strategies shall be paid for all hours and expenses accrued up to the date of termination. Hard costs incurred by CV Strategies will be billed to the City with a nominal service charge of 10% (not to exceed \$250 per item). This includes anticipated hard costs such as printing, mailing, photography, video production, advertising, and related services necessary to support communications and outreach activities. Required travel mileage will be billed at the published IRS rate. All professional services and hard costs will be billed monthly. Invoices are due and payable upon receipt.

Agreed & Approved

City of Coachella

Name Gabriel A. Gonzalez
Title Interim City Manager
Signature [Handwritten Signature]
Date 4/27/2026

CV Strategies

Name _____
Title _____
Signature _____
Date _____