



STAFF REPORT
5/13/2026

TO: Honorable Mayor and City Council Members

FROM: Castulo Estrada, Utilities Director

SUBJECT: Comprehensive Water and Wastewater Rate Study Update – Proposed Community Engagement

STAFF RECOMMENDATION:

Comprehensive Water and Wastewater Rate Study Update – Proposed Community Engagement

BACKGROUND:

CV Strategies is a communications and community engagement firm that leverages expertise, influence and instincts to enhance the way public agencies tell their stories. Founded in 2007 CV Strategies helps clients blend media, messaging and audiences to connect with communities and drive support on the issues that matter.

DISCUSSION/ANALYSIS:

CV Strategies has proudly partnered with the City of Coachella for more than ten years, and has a strong understanding of the community, its priorities, and the importance of building and maintaining public trust. CV Strategies is prepared to provide steady guidance and hands-on support to help the City communicate effectively, comply with Proposition 218 requirements, and engage residents in a meaningful and accessible way.

FISCAL IMPACT:

NA