

May 4, 2026

Cástulo Estrada
Utilities Director
Coachella Water Authority & Sanitary District
53462 Enterprise Way
Coachella, CA, 92236
cestrada@coachella.org

Dear Cástulo,

Thank you for the opportunity to support the City of Coachella as you prepare for the upcoming Proposition 218 process related to water and sewer rates. We understand that rate adjustments can be challenging for any community, and clear, transparent communication will be essential to ensuring residents feel informed, respected, and heard throughout the process.

CV Strategies has proudly partnered with the City of Coachella for more than ten years, and we bring a strong understanding of the community, its priorities, and the importance of building and maintaining public trust. Our team 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.

To support that effort, we are attaching a worksheet outlining the proposed costs associated with outreach activities and deliverables. This engagement effort allows us to work collaboratively with City leadership as we undertake the most effective and appropriate course of action to educate the community.

Given the timelines associated with Proposition 218 noticing and public engagement requirements, time is of the essence. This contract allows us to provide the City with the communications support needed to move forward with confidence. We appreciate your continued trust in our team and look forward to working alongside you.

Sincerely,



Erin LaCombe, CEO
CV Strategies