



WATER & SEWER RATES **COMMUNITY ENGAGEMENT**

MAY 13, 2026



RATE OUTREACH GOALS



The **six-month** outreach effort will **educate residents and business owners** about the proposed water and sewer rate adjustments, help customers **understand why rate adjustments are proposed**, provide tools to demonstrate how **individual customers** would be impacted and offer the public opportunities to **ask questions** and be **involved** in the process.



DEVELOP KEY MESSAGES

- Thoroughly review the rate study
- Understand current and future system needs
- Refine concepts into an easy-to-understand story
- Develop unified approach for staff and council
- Guide all outreach development



BILINGUAL EDUCATION

- Create flyers
- Answer FAQs
- Explain new state mandates
- Provide indoor and outdoor conservation tips
- Offer rebate information
- Highlight assistance programs



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- Expand the rates section
- Develop a **bill estimator** to provide **personal insights**
- Provide a **FAQ** section
- Share the final **rate hearing notice**
- Post **educational videos**



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ENGAGING SOCIAL MEDIA

- Begins immediately
- Extend through the hearing date
- Utilize existing city accounts





EDUCATIONAL VIDEOS

- Update existing videos explaining water and sewer services
- Create one new video
- Highlight water quality and system maintenance requirements
- Deliver English and Spanish versions





STAFF & MEDIA SUPPORT

- Customer Service training
- Guidance for staff
- Key messages for mayor and councilmembers
- Facilitate media outreach and requests



HOST PUBLIC MEETINGS

- Two in the summer, two in the fall
- Provide Spanish interpreters
- Distribute informational handouts
- Allow the public to ask questions



CREATE & DISTRIBUTE RATE HEARING NOTICE

- Detail proposed rates
- Provide information on how to be involved
- Offer water-saving ideas
- Mail to all residential and business customers





PROPOSED OUTREACH TIMELINE

MAY 2026

- Kickoff educational campaign
- Develop an informational flyer
- Create website content
- Begin a light social media schedule
- Establish summer meeting schedule





PROPOSED OUTREACH TIMELINE

JUNE-AUGUST 2026

- Develop meeting presentations
- Conduct two community meetings
- Social media content



PROPOSED OUTREACH TIMELINE

SEPTEMBER 2026

- Social media content
- Council reviews rate study
- Council sets hearing date
- Add bill estimator to website
- Mail hearing notices





PROPOSED OUTREACH TIMELINE

OCTOBER-NOVEMBER 2026

- Enhanced outreach
- Social media content
- Conduct two community meetings





PROPOSED OUTREACH TIMELINE

DECEMBER 2026

- Social media content
- Conduct the rate hearing
- Update rate information on website





PROPOSED OUTREACH TIMELINE

JANUARY 2027

- If approved, rate changes go into effect January 1, 2027





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QUESTIONS?

