



**STAFF REPORT**  
**5/13/2026**

**TO:** Honorable Mayor and City Council Members

**FROM:** Castulo Estrada, Utilities Director

**SUBJECT:** Authorize the Interim City Manager to Execute a Professional Services Agreement with CV Strategies in the Amount not to Exceed \$55,130.00 for Proposition 218 Support

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**STAFF RECOMMENDATION:**

Authorize the Interim City Manager to Execute a Professional Services Agreement with CV Strategies in the Amount not to Exceed \$55,130.00 for Proposition 218 Support

**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 have 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.

Attached is a worksheet outlining the proposed costs associated with outreach activities and deliverables. This engagement effort allows us to work collaboratively as we undertake the most effective and appropriate course of action to educate the community.

**FISCAL IMPACT:**

\$55,130.00 to be funded 50% from the Water Enterprise Fund and 50% from the Sewer Enterprise Fund