

May 4, 2026

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Project Goal: To educate and engage residents, providing them with accurate information to help them learn about proposed water rate adjustments.

Quote/ Scope of Work

OUTREACH STRATEGY	DESCRIPTION	ESTIMATED HOURS	COST
Proposition 218 Development and Execution	<ul style="list-style-type: none"> « Write and design the Proposition 218 Notice of Public Hearing in coordination with staff and legal team « Develop Proposition 218 messaging plan « Draft talking points for staff and elected officials on Proposition 218 notice 	50	\$9,250
Educational Collateral Development	<ul style="list-style-type: none"> « Build frequently asked questions list « Develop outreach collateral « Develop conservation resource document 	20	\$3,700
Community Meeting Facilitation	<ul style="list-style-type: none"> « Facilitate four community meetings and curate feedback « Develop public presentation materials « Create handouts for the meetings « Develop community meeting presentations « Provide meeting promotion collateral and support 	65	\$12,025
Spanish translation	<ul style="list-style-type: none"> « Translate the Proposition 218 notice into Spanish « Incorporate translation into meeting handouts and all designed documents 	12	\$2,200
Social Media Strategy	<ul style="list-style-type: none"> « Develop social media posts to educate residents about the importance and value of water services, how to reduce bills, why rate adjustments are proposed and community meetings « Monitor community pulse on social media « Provide strategy and counsel related to social media response 	45	\$8,325

Bill Estimator and Website Support	<ul style="list-style-type: none"> « Create a new “Water Rates” section on the ConserveCoachella.com website providing all educational material related to proposed rate adjustments « Build an accurate bill estimator based on the adopted rate study, allowing residents to see how their bills would be affected if the proposed rates are approved « Design the bill estimator page to include easy-to-follow instructions « Ensure quality assurance and accuracy through a thorough testing process 	30	\$5,550
Video Development	<ul style="list-style-type: none"> « Update existing videos highlighting water and sewer services « Produce a new video reflecting key messages and encouraging ratepayer education « Facilitate, film and log footage for video « Write script incorporating message plan, footage and staff input 	40	\$7,400
Hearing Support	<ul style="list-style-type: none"> « Work with the rate study consultant, staff and legal counsel to ensure the hearing covers accurate messaging « Assist staff as needed 	30	\$5,500
Subtotal		298	\$55,130
Total Cost (Not to exceed)			\$55,130

..... *Rates for Communication Services*

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

..... *Terms & Compensation*

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 client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate. All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

..... *Agreed & Approved*

Name

Signature

Title

Date