



**STAFF REPORT**  
**1/28/2026**

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

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Approve a Professional Services Agreement for Communications, Social Media and Website Management Services for Coachella Prospera with DeAztlan Consulting in the Amount of \$114,000 and Authorize the City Manager to Execute the Agreement

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**STAFF RECOMMENDATION:**

Staff recommends that the City of Coachella considers approving a professional services agreement for communications, social media and website management services for Coachella Prospera with DeAztlan Consulting in the amount of \$114,000 and authorize the City Manager to execute the agreement.

**BACKGROUND:**

The grant funds community-led development and infrastructure projects that achieve major environmental, health, and economic benefits in California's most disadvantaged communities. Through this grant, the City was able to implement its Coachella Prospera project, which will improve green spaces, provide affordable housing, increase clean micro-mobility options and electric vehicle car sharing services, install solar panel in income-qualified homes, and create workforce development opportunities all centered on addressing climate change at the local level.

At the time, the City had entered into a contract with Deaztlan Consulting for media, video and event production services in relation to the announcement and rollout of the Coachella Prospera project. Then, the City contracted with DeAztlan Consulting for the first TCC implementation year and the professional support from DeAztlan Consulting was outstanding. This Professional Services Agreement is a continuation of their services where they will help the City to inform residents of Coachella Prospera informed about its projects and the benefits available to them. DeAztlan Consulting has been extremely responsive, professional, and very creative. They have come to know all of the project partners and have been able to conduct geo-fenced outreach to the Coachella Prospera project area. The high-quality support is unmatched.

**DISCUSSION/ANALYSIS:**

Through this Professional Services Agreement, DeAztlan Consulting will continue to develop and oversee the management of the Coachella Prospera social media channels and project website, aimed at informing current and potential residents and business owners of the benefits of Coachella

Prospera. The proposed services below are for a one-year project timeline; with a year-on-year renewal option for four years, since they have already assisted the city for one year. Staff highly recommends that the City Council considers awarding this contract to DeAztlan Consulting.

The proposed services include continuing the development of a comprehensive social media strategy, creating engaging content (graphics, videos, and photos), and maintaining active community engagement through interactive polls and prompt responses. The project will involve regular performance reporting and data analysis to refine strategies and optimize reach and engagement.

These services will include the following:

#### Web Hosting & Management Services

- Task 1: Web Hosting
- Task 2: Domain Name & SSL Certificate
- Task 3: Content Management Systems (CMS) Maintenance
- Task 4: Security & Backups
- Task 5: Performance Optimization
- Task 6: Technical Support
- Task 7: Content Updates

#### Social Media Management & Content Creation

- Task 1: Two Channel Management
- Task 2: Content Creation (Graphic Design, Video Production, Photography, Community and Story Polls)
- Task 3: Community Management
- Task 4: Reporting, Analytics & Strategy Review
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#### **ALTERNATIVES:**

1. Approve a Professional Services Agreement for Communications, Social Media and Website Management Services for Coachella Prospera with DeAztlan Consulting in the Amount of \$114,000 and Authorize the City Manager to Execute the Agreement.
2. Not award

#### **FISCAL IMPACT:**

Grant funds from the TCC grant have been budgeted to cover the cost of this contract for the duration of the project.

#### **ATTACHMENTS:**

1. Professional Services Agreement