

COMMUNITY OUTREACH

Events during the months of April, May and June tapered off a bit, but still offered opportunities to gather with friends and family for outdoor fun. We also celebrated new housing milestones and expanded the presence of critical information on the City's website . Below is a breakdown of outreach efforts and strategies implemented to share updates with our residents.

MOVIES IN THE PARK (MAY 2, 9, 16 & 23)

Coachella brought Movies in the Park back to Bagdouma Park every Friday through May 23rd with showings of Mufasa: The Lion King, Moana 2, Transformers One, and Sonic the Hedgehog 3.



Strategies implemented:

- Added the event to the calendar on Coachella.org
- Created an event listing on Coachella.org
- Organic social media posts were published in advance of each showing to build anticipation
- Radio ads ran on La Poderosa, La Suavecita and U92.7 from 4/28 - 5/23
- A bilingual digital campaign ran on Youtube through May 23rd achieving the following:
 - 7,571 views
 - 4,266 English
 - 3,305 Spanish
 - The majority of ads were viewed through streaming
 - The click thru rate fell within the average range - 0.04%

COVALDA APARTMENTS RIBBON CUTTING (MAY 28TH, 9AM)

Chelsea Investment Corporation reached out to the City for assistance with promoting the ribbon cutting event due to budget constraints. Our department assumed all efforts related to promotions, publicity and on site marketing.

Strategies implemented:

- Outreach to key community stakeholders and the media for promotion of the event, and attendance the day of
- Development of a press release to all local and out of market media contacts
- Development of a branded program promoting the run of show for that morning
- Coordinated media interviews with Councilmembers present
- Provided giveaways for attendees
- Shared a post event update with the community on social media



9:00 AM WELCOME & INTRODUCTORY REMARKS

- Alex Earl, Chelsea Investment Corporation
- Mayor Steven Hernandez
- Mayor Pro Tem Denise Delgado
- Councilmember Stephanie Virgen
- Councilmember Dr. Frank Figueroa
- Councilmember Yadira Perez
- Amy Cuen-McDuffie, Riverside County - 4th District
- Luz Vallejo, Regional Director of Services for PSCDC
- Ted Leonard, on behalf of Inland Regional Center

Please join us for a guided walking tour of the development after the ceremony

Developed with support from:



Press & Partner Coverage attained through -

- NBC Palm Springs
- KESQ
- Uken Report - Strategies implemented:
- El Informador Del Valle
- Riverside County Dept of Housing & Workforce Solutions – Facebook post on 5/28
- Chelsea Investment Corporation – Facebook post on 5/30
- Lift to Rise – Facebook post on 5/28

RESTAURANT WEEK PROMOTION (MAY 30TH - JUNE 8TH)

This was the first year Coachella eateries participated in Greater Palm Springs Restaurant Week. Our team helped promote both participating restaurants - Coachella Firehouse and Taqueria Allende 2 - with promotional videos intended to drive traffic to both establishments.

All posts were published organically on Facebook, Instagram and NextDoor.

Social Media Post

City of Coachella
Published by Jessica Torres
June 3 · 🌐

The Coachella Firehouse Bar & Grill is taking part in Greater Palm Springs Restaurant Week now through June 8th! Come enjoy their special menu and experience a local fa... See more






Visit Today! ➔
1517 Main St
Coachella, CA 92236
760 616-2150

0:03 / 0:10

Local Press

Desert Sun. Forest Fire near Mountain Center now 35 acres

Sports Business News Life Opinion Advertise Obituaries eNewspaper Legal


FOOD

Coachella eateries join Greater Palm Springs Restaurant Week for first time: What to know

By **Ema Sasic**
Palm Springs Desert Sun
June 3, 2025, 9:31 p.m. PT

Advertisement

Pay over time for wellness costs. Your pet will thank you. **CareCredit** **LEARN MORE**



Rooster and the Pig named one of the best restaurants in US. Here's a look inside
Take a look inside Rooster and the Pig in Palm Springs, California, named one of USA TODAY's best restaurants for 2025.

Foodies, rejoice: The annual **Greater Palm Springs Restaurant Week** is back now through June 8 with local eateries serving up delicious meals at special prices.

OUTDOOR RECREATION FLYERS

Our department developed a series of flyers to promote recreational facilities in the City during the summer months. These flyers were posted on the City's website, and included on digital display boards at both City office buildings, as well as City hall.



OPERATION SPLASH (JUNE 7TH)

Organic social media posts and radio advertising were used to promote Operation Splash at Bagdouma Pool. Spanish radio ads ran the week of (June 2nd - 7th) on La Poderosa and La Suavecita.

Flyers were designed and supplied by Desert Recreation District.




CHROMIUM 6 NOTICES

The public information team worked closely with the Utilities Department to develop a flyer and website notice to inform all utility users in Coachella about a change in acceptable Chromium 6 levels in drinking water.

Our department developed the messaging, the flyer design, translation to Spanish, and published an update on the “About Chromium-6” page on Coachella.org

We also worked directly with the mail house to ensure printing and distribution to all residents by the State’s mandated deadline of June 12th.



Coachella Water Authority
has Levels of Hexavalent Chromium
Above the Drinking Water Standard

THIS IS NOT AN EMERGENCY.

As our customers, you have a right to know what you should do, what happened, and what we are doing to correct this situation.

We routinely monitor for the presence of drinking water contaminants. Water sample results reviewed on May 12, 2025 showed hexavalent chromium levels of 12–21 µg/L. This is above the standard, or maximum contaminant level (MCL), of 0.010 milligrams per liter (10 ppb). We are working with the State Water Resources Control Board to address this exceedance and comply with the MCL within a compliance timeline.

WHAT SHOULD I DO?

You do not need to use an alternative water supply (e.g., bottled water).

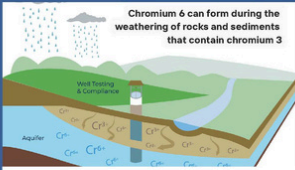
This is not an emergency. If it had been, you would have been notified immediately. However, some people who drink water containing hexavalent chromium in excess of the MCL over many years may have an increased risk of getting cancer.

If you have other health issues concerning the consumption of this water, you may wish to consult your doctor.

ESTE INFORME CONTIENE INFORMACIÓN MUY IMPORTANTE SOBRE SU AGUA POTABLE. TRADUZCALO O HABLE CON ALGUIEN QUE LO ENTENDA BIEN

www.coachella.org/departments/chromium-6-plan

What is CHROME 6?



Chromium 6 can form during the weathering of rocks and sediments that contain chromium 3.

- Hexavalent chromium is a natural metallic element found in the earth's crust, including in rocks and sediments of the Coachella Valley.
- Over the past ten years, California has changed its rules several times on how much chromium-6 is allowed in drinking water.
- In 2014, California adopted a new drinking regulation limiting chromium 6 to 10 ppb. In 2017, the California Supreme Court invalidated the regulation.
- On April 17, 2024, California again adopted a chromium 6 MCL as was originally proposed in 2014.

WHAT HAPPENED? WHAT IS BEING DONE ?

Hexavalent Chromium MCL of 10 ppb became effective October 1, 2024.

Hexavalent chromium was detected at levels that exceed the MCL. However, a water sample of our size is not considered in violation of the Hexavalent Chromium MCL until October 1, 2027.

We are working to complete a Hexavalent Chromium Compliance Plan that will be reviewed by the State Water Resources Control Board.

We are working with the State Water Resources Control Board to address this exceedance and comply with the MCL. Specifically, this includes conducting a water quality evaluation, the development of a chromium 6 treatment alternative analysis, testing, permitting, and project design.

We anticipate resolving the problem by our compliance date October 1, 2027.

For more information, please contact City of Coachella at (760) 501-8100 or 53462 Enterprise Way.

PLEASE SHARE THIS INFORMATION WITH ALL THE OTHER PEOPLE WHO DRINK THIS WATER, ESPECIALLY THOSE WHO MAY NOT HAVE RECEIVED THIS NOTICE DIRECTLY (FOR EXAMPLE, IN APARTMENTS, NURSING HOMES, SCHOOLS, AND BUSINESSES). YOU CAN DO THIS BY POSTING THIS PUBLIC NOTICE IN A PUBLIC PLACE OR DISTRIBUTING COPIES BY HAND OR MAIL.

IF YOU ARE A SCHOOL OR SCHOOL SYSTEM, THE OWNER OR OPERATOR OF RESIDENTIAL RENTAL PROPERTY, OR THE OWNER OR OPERATOR OF A BUSINESS PROPERTY, THEN YOU ARE LEGALLY REQUIRED TO NOTIFY THE FOLLOWING PEOPLE OF THE INFORMATION IN THIS NOTICE WITHIN TEN DAYS OF YOUR RECEIPT OF THIS NOTICE:

SCHOOLS: You must notify school employees, students, and parents (if the students are minors).

RESIDENTIAL RENTAL PROPERTY OWNERS OR MANAGERS (including nursing homes and care facilities): You must notify tenants.

BUSINESS PROPERTY OWNERS, MANAGERS, OR OPERATORS: You must notify employees of businesses located on the property.

LIABILITY: If you fail to notify the above people, you shall be civilly liable up to \$1,000 per day for each day that you fail to notify them. (Health & Saf. Code, §§ 116450, subd. (g); 116650, subd. (e).)

State Water System Number CA3310007
Date distributed: June 11, 2025

This notice is being sent to you by Coachella Water Authority

State Water System Number CA3310007
Date distributed: June 11, 2025

This notice is being sent to you by Coachella Water Authority

CGI BANNER PROGRAM

The public information team worked with Community Showcase Banners on developing a branded template for a promotional street-scape banner campaign. This program is aimed at providing in City advertising and exposure to participating small businesses (at a premium value) throughout our City.

Coachella will be provided 25 free banners at no cost, for participating in the program.



COACHELLA.ORG

The second quarter brought a need for many new additions to the City's website. Below is a breakdown of new pages and information published.

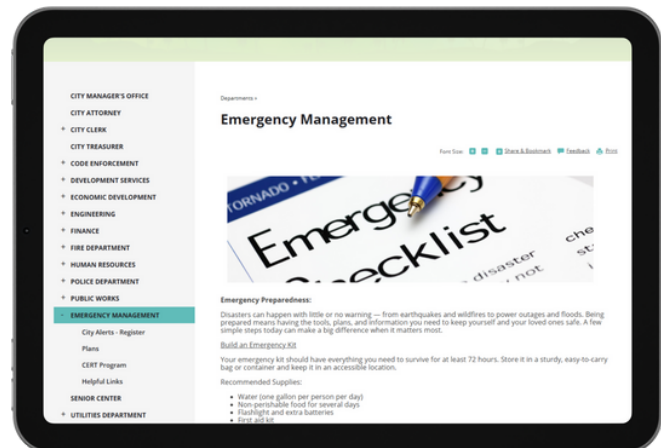
Development Services

- Updated the home page of this section
- Completely revamped the Development Projects, Building Services and Code Enforcement Pages
- Completely updated the Building Services and Environmental Reviews Page



Emergency Management Page

- Developed this as a new section to the website with all corresponding subpages, including:
 - City Alerts
 - Plans
 - CERT Program



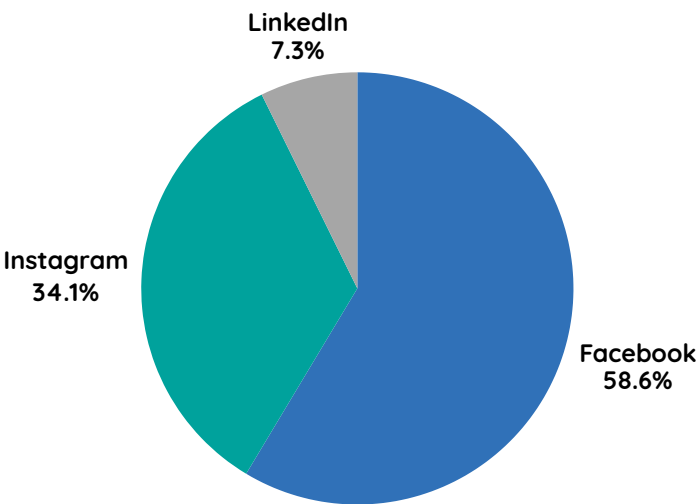
GLOSSARY OF TERMS

- **IMPRESSIONS** - An impression is counted as the number of times an instance of an ad is on screen for the first time. (Example: If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression).
- **CLICKS** - The number times that something is selected within the ad, by pressing a button or touching a screen.
- **REACH** - The number of unique accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same accounts.
- **CLICKTHROUGH RATE (CTR)** - is calculated as the number of clicks divided by the number of impressions.
- **VIEWS (OPENS)** - measure how many people opened up your email and looked at it.

SOCIAL MEDIA UPDATE

Breakdown of Followers: Q2 (April - June 2025)

The City continues to experience a steady increase in organic social media growth across the board, all prompted through the consistent posting of relevant content for residents and other followers of our pages.



% of Growth :

- Facebook:** 14,508 followers - 1.12% growth
- Instagram:** 8,444 followers - 5.65% growth
- LinkedIn:** 1,806 followers - 6.05% growth

FOLLOWER COMPARISON CHART - CITY BY CITY

	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	8,444	27.5k	14.6k	1,907	7,839	15.3k	N/A	2,858
Linkedin	1,806	2,379	1,187	1,989	2,474	481	N/A	1,393
Facebook	14,500+	31,300+	59,500+	7,100+	22,600+	2,400+	4,300+	15,700+

TOP 5 SOCIAL MEDIA POSTS

1. Seniors in Olvera Street

Overview

Views

23,902

Reach

18,258

Interactions

322

Link clicks

--

This post received more views compared to your recent Facebook posts.

Views

23,902

Followers

Total

Follower

6,010

Non-follower

17,860

This post received more interactions compared to your recent Facebook posts.

Interactions

322

Likes and reactions

285

Comments

25

Shares

11

Saves

1

Watch time

Average watch time

11s

Watch time

2d 6h

Feed preview


City of Coachella

Published by [Risseth Lora](#)

May 1

Our seniors dancing their way into the weekend like 🎶🔥 Nothing but joy, rhythm, and good vibes at Olvera Street!

[#WeekendVibes](#) [#SeniorSwag](#) [#DancingThroughLife](#) [#OlveraStreet](#) [#CoachellaSeniors](#)



Boost

285

25

10

Like

Comment

Share

Most relevant

Comment as City of Coa...

2. Conozca sus derechos - TODEC

Overview

Views

28,410

Reach

17,874

Interactions

415

This post received more views compared to your recent Instagram posts.

Views

28,410

Followers

Total

Followers breakdown

Follower

4,110

Non-follower

24,301

This post received more reach compared to your recent Instagram posts.

Reach

17,874

Audience

Age & gender

18-24

25-34

35-44

45-54

55-64

65+

Women

65.2%

Men

34.8%

This post received more interactions compared to your recent Instagram posts.

Interactions

415

Likes and reactions

184

Comments

3

Shares

208


Saves

20

Feed preview

Instagram

officialcityofcoachella



officialcityofcoachella Conozca sus derechos constitucionales

View post on Instagram

Add a comment...

pulgosaiscute

Este 4 de julio bo sera igual la independencia ya que mucho no tenemos ese privilegio. Y los que si, no tenemos ese mismo sentimiento por lo que todos en este paiz esta pasando, es una injusticia, inhumana. Yo siento y propongo que se cancelen los fuegos artificiales

3w

2 likes

Reply

Message

florella8748

3w

Reply

Message

samybell27

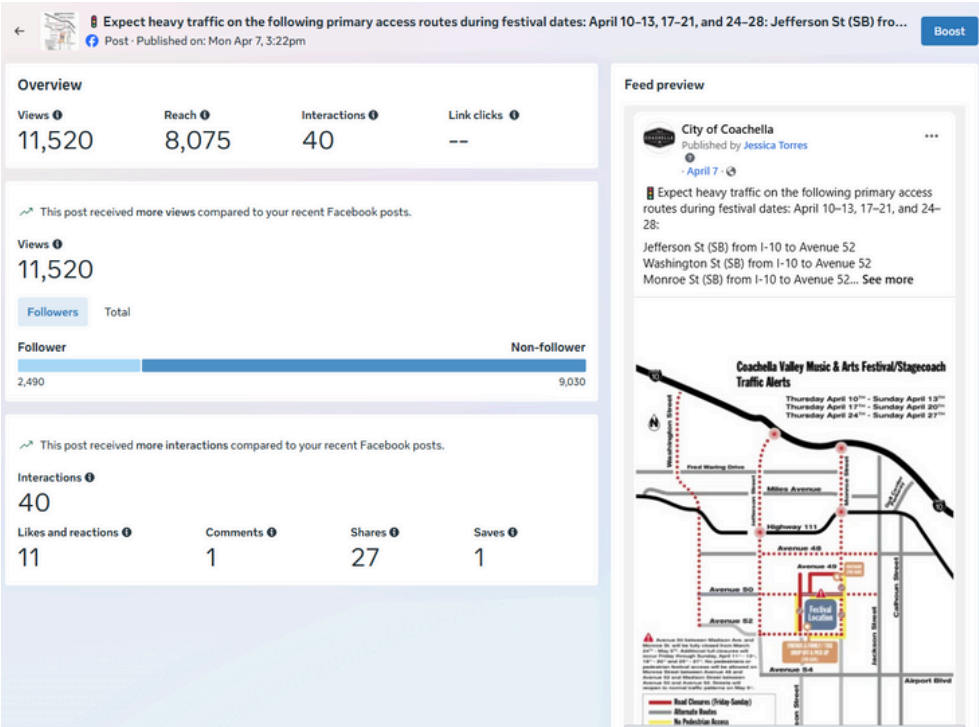
El Mas importante es el plan de cuidado para Los hijos.

3w

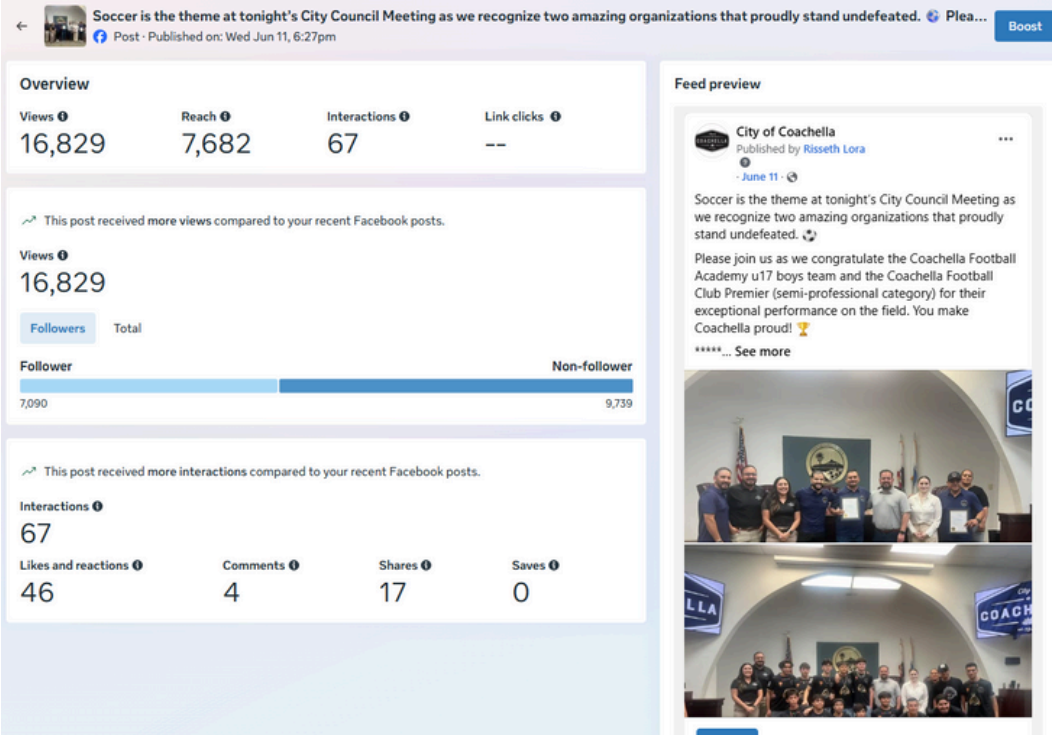
Reply

Message

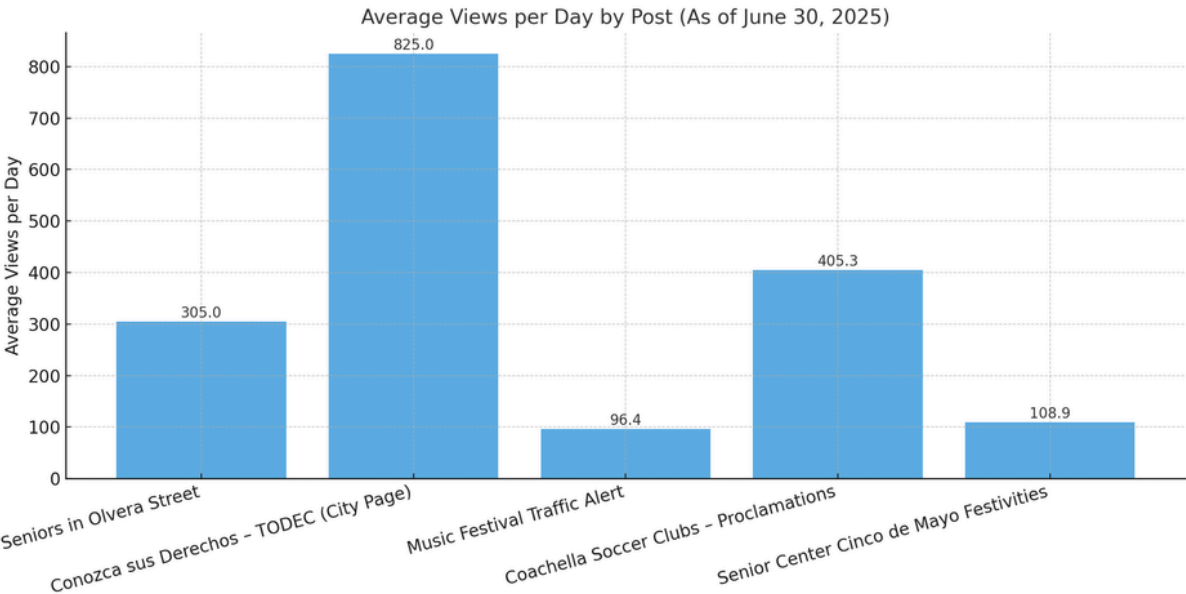
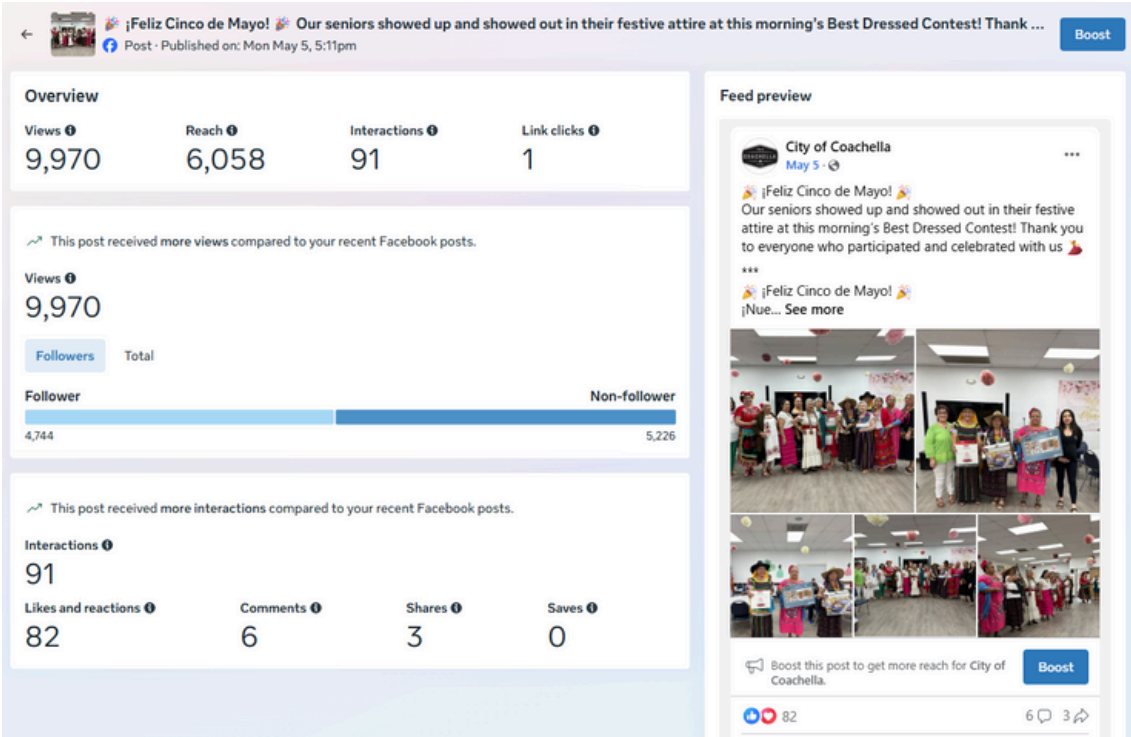
3. Music Festival Traffic Alert



4. Coachella Soccer Clubs - Proclamations

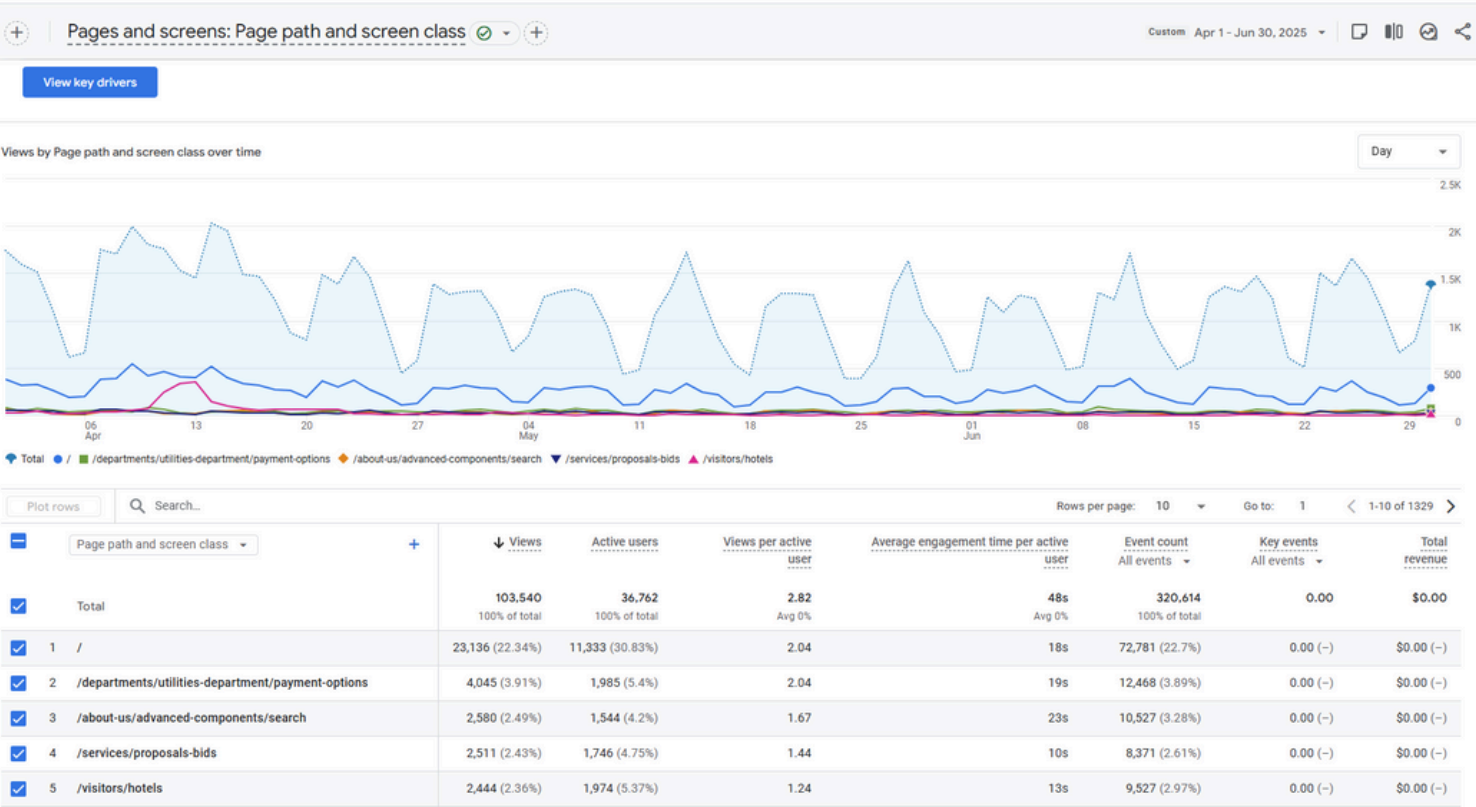


5. Senior Center Cinco De Mayo Festivities



WEBSITE ANALYTICS

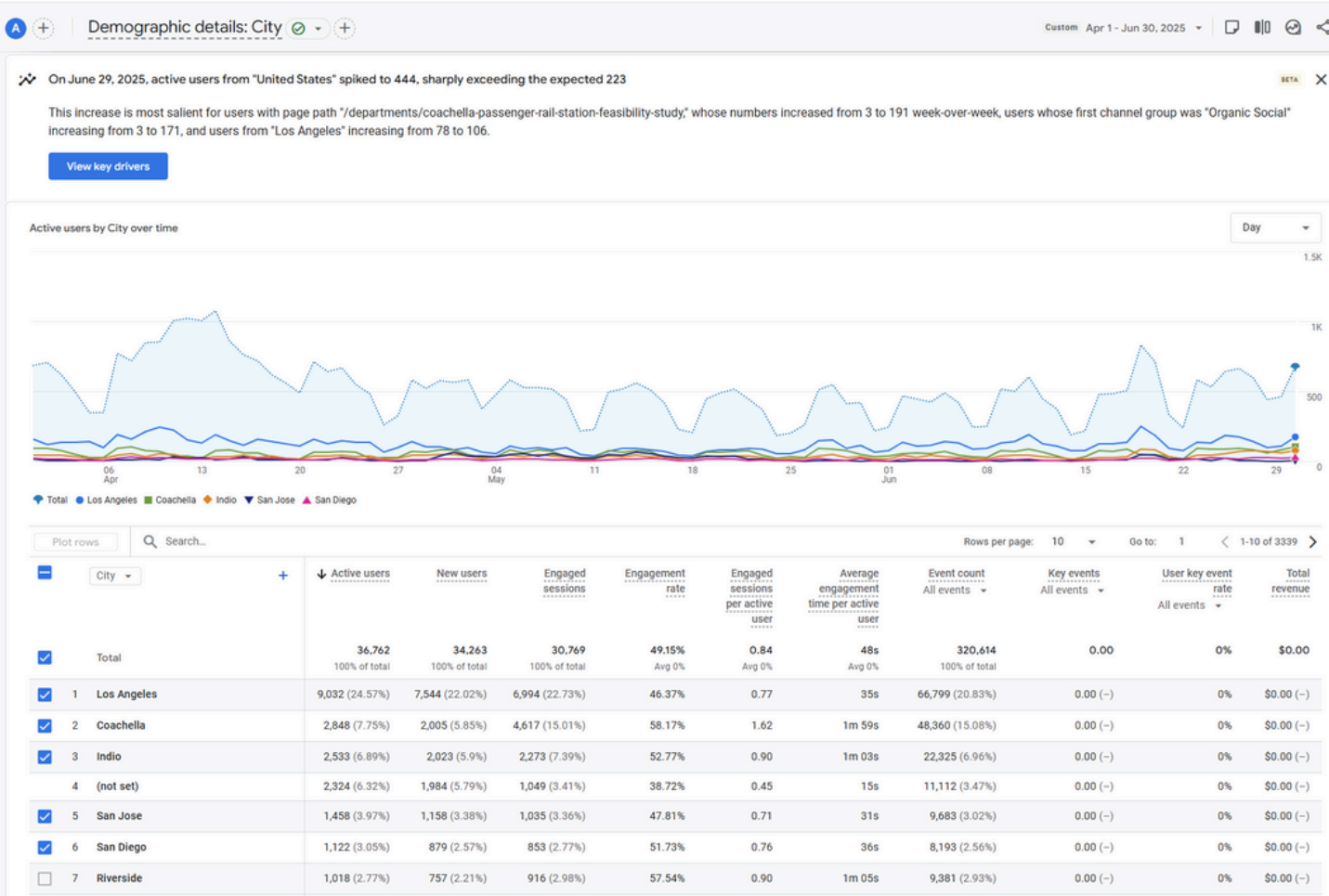
Top Pages Visited:



- 1./departments/coachella-passenger-rail-station-feasibility-study
- 2./departments/utilities-department/payment-options
- 3./about-us/advanced-components/search
4. Bids & Proposals | Coachella, CA
- 5./visitors/hotels

WEBSITE ANALYTICS

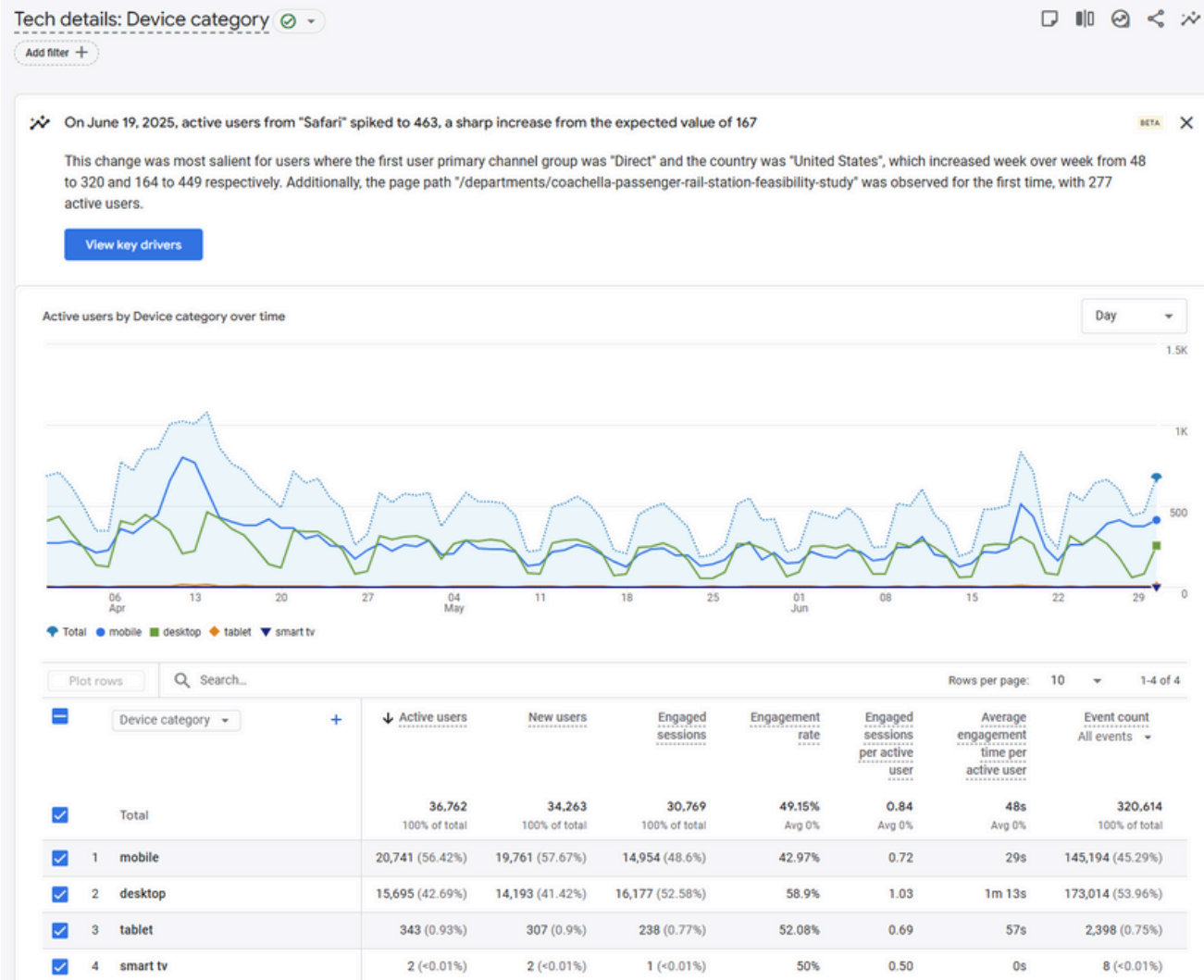
Demographic Details (website visitors):



- 1. Los Angeles - 9,032 visitors
- 2. Coachella - 2,848 visitors
- 3. Indio - 2,533 visitors
- 4. San Jose - 1,122 visitors
- 5. San Diego - 1,018 visitors

WEBSITE ANALYTICS

Devices used to view the website:



- 1. Mobile/Phone - 20,741 sessions
- 2. Desktop - 15,695 sessions
- 3. Tablet - 343 sessions
- 4. Smart TV - 2 sessions



RESIDENT NEWSLETTER

Our Spring/Summer Resident Newsletter was published in early June highlighting the City's summer resources, new business, and a recap of our community engagement events.

The newsletter serves as a platform to share important updates, celebrate community achievements, and provide resources in both English and Spanish to ensure inclusivity and engagement.

In addition to **the newsletter being shared via email, a QR code of the newsletter was also produced in print and delivered to resident homes** as an insert in their utility bills.

On average a successful open rate is typically in the range of:

- 20-30% for most industries.
- Higher (30-40%) for niche industries or highly engaged audiences.

Our resident newsletter averaged **an open rate of 42.3%** as it was emailed twice in both English and Spanish.

A successful click rate (the percentage of recipients who click on a link in your email) for a newsletter depends on the industry and audience engagement but generally falls within these ranges:

- 2-5%: Average across most industries.
- Higher (5-10%): Indicates strong engagement, particularly for niche or highly targeted audiences.

Our resident newsletter **averaged a click rate of 4.2%** as it was emailed twice in both English and Spanish.

Below are more details pertaining to our newsletter analytics via MailChimp.

NEWSLETTER ANALYTICS

English Newsletter (Most Engagement):

Spring/Summer Newsletter

[View email](#)

Recipients892

AudienceCity of Coachella

SubjectCity of Coachella: Spring Highlights & Summer U...

StatusSent Thu June 5, 2025 10:00 am

☒ Exclude Apple MPP for more accurate open data. [See why.](#) ⓘ New

Overview

Click performance

Recipient activity

Ecommerce

Content Optimizer

Social

More

Email performance

June 5, 2025 - July 15, 2025 • [Excludes](#) Apple MPP

📧 Open rate

21.6%

173 opened

📧 Click rate

4.5%

36 clicked

📧 Bounce rate

10.1%

90 bounced

📧 Unsubscribe rate

0.13%

1 unsubscribed

Additional email details

Deliveries800 (89.9%)

Clicks per unique opens20.8%

Total opens378

Total clicks181

Last openedJul 10, 2025 10:34 am

Last clickedJul 11, 2025 2:15 pm

Forwarded0

Abuse reports0


Below are the links that received the most clicks in the English newsletter:

- 1. <https://www.facebook.com/yourcoachella>
- 2. <https://www.instagram.com/officialcityofcoachella/>
- 3. <https://www.coachella.org/departments/development-services/healthy-food-truck-program>
- 4. <https://www.coachella.org/>
- 5. <https://www.linkedin.com/company/city-of-coachella/>

NEWSLETTER ANALYTICS

Spanish Newsletter:

Spring/Summer Newsletter
SPANISH


View email 

Recipients883

AudienceCity of Coachella

SubjectCiudad de Coachella: Noticias de Primavera y Ve...

StatusSent Thu June 5, 2025 10:30 am

☒ Exclude Apple MPP for more accurate open data. [See why.](#)  New

Overview

Click performance

Recipient activity

Ecommerce


Content Optimizer

Social

More


Email performance

June 5, 2025 - July 15, 2025 • Excludes Apple MPP

 Open rate


18.3%

146 opened

 Click rate


3.9%

31 clicked

 Bounce rate

9.4%

83 bounced

 Unsubscribe rate

0.75%

6 unsubscribed

Additional email details

Deliveries800 (90.6%)

Clicks per unique opens21.2%

Total opens283

Total clicks172

Last openedJul 11, 2025 12:22 am

Last clickedJul 11, 2025 12:09 pm

Forwarded0

Abuse reports0

Below are the links that received the most clicks in the Spanish newsletter:

- 1. <https://www.instagram.com/officialcityofcoachella/>
- 2. <https://www.facebook.com/yourcoachella>
- 3. <https://www.coachella.org/departments/development-services/healthy-food-truck-program>
- 4. <https://www.linkedin.com/company/city-of-coachella/>
- 5. <https://www.coachella.org/>