

# COMMUNITY OUTREACH

October through December brought a variety of community gatherings, the celebration of milestones and educational opportunities to our residents. Below is a breakdown of outreach efforts and strategies implemented to promote each one.

## MOVIES IN THE PARK

Strategies implemented:

- Added the event to the calendar on Coachella.org
- Created an event listing on Coachella.org and boosted the post for heightened visibility
- Organic social media posts were published in advance of each event to build anticipation
- Radio ads ran on La Poderosa, La Suavecita and Jammin 99.5 from October 1st - November 1st
- The individual event listings were boosted for \$1,000 total



## WASTE COLLECTION EVENTS

Strategies implemented:

- Added the event to the calendar on Coachella.org
- Created an event listing on Coachella.org and boosted the post for heightened visibility
- Organic social media posts were published in advance of each event to build anticipation

## TACOS, TEQUILA, & CHAVELAS FESTIVAL



### Strategies implemented:

- Adapted the City's logo to include a taco to commemorate the event & ordered aprons bearing that logo as the main giveaway to attendees
- Added the event to the calendar on Coachella.org
- Created an event listing on Coachella.org and boosted the post for heightened visibility
- Radio ads ran on La Poderosa, La Suavecita and U92.7 from Sept 27th - October 19th
- Ran a half page print ad ran in El Informador on October 17th
- Digital ads ran from Sept 27th - October 19th on YouTube targeting zip codes throughout the Coachella Valley
- Promoted on three separate billboard locations
- Organic social media posts were published three weeks ahead of the event to build anticipation
- Billboard exposure (rotator and in city)

## MEASURE Y COMMUNITY MEETINGS



### Community Meeting

Learn more about Measure Y, provide feedback, and ask questions.

**Monday, October 7, from 6-8 p.m.**

Coachella Library, Rooms 1 & 2  
1500 6th St, Coachella, CA 92236



Learn more at [www.coachella.org](http://www.coachella.org)

### Strategies implemented:

- Worked exclusively with the advertising agency developing the outreach campaign by providing the following support:
  - a. Oversight of strategy, design & content development and implementation
  - b. Translation of all material (mailers, FAQ sheets social media graphics, presentations)
  - c. Drafting radio scripts for production
  - d. Coordination of giveaways with the advertising agency
  - e. Presentation during select community meetings of Measure Y content in Spanish
- Developed social media graphics and promoted all three community meetings through the City's Facebook, Instagram and LinkedIn pages organically
- Ran videos on Instagram promoting the meetings and what Measure Y was all about
- Ran radio ads on La Suavecita and La Poderosa to stimulate attendance

Los votantes de la ciudad de Coachella notarán una nueva ordenanza en la boleta electoral de noviembre llamada Medida Y. Esta medida electoral podría afectar los servicios públicos que utilizamos a diario.

## MEDIDA Y: porque importa

Ya sea que esté conduciendo por carreteras en buen estado, visitando un parque o utilizando servicios de emergencia, el Fondo General de Coachella lo apoya como residente de nuestra comunidad.

El Ayuntamiento de Coachella decidió incluir el aumento del Impuesto sobre Ocupación Transitoria (TOT) local, llamado Medida Y, en la boleta electoral de noviembre de 2024.

La Ciudad propuso agregar la Medida Y a su Fondo General, que apoya las necesidades de la comunidad de Coachella, como financiamiento para la policía, servicios de emergencia, servicios de bomberos y espacios comunitarios. La ordenanza propuesta aumenta la tasa máxima del TOT del 9% al 13%. Si se aprueba, el TOT actualizado generará \$350,000 adicionales anualmente para el Fondo General. Si la Medida Y fracasa, el TOT permanece en el 9% y el Fondo General no recibe apoyo adicional.

### CONOZCA EL FONDO GENERAL: apoyo a los servicios básicos

El Fondo General es el principal fondo operativo de la Ciudad de Coachella. Es el núcleo financiero que satisface las necesidades más esenciales de nuestros residentes, incluidos servicios públicos como:

✓ el Departamento de Bomberos	✓ los servicios paramédicos	✓ servicios de biblioteca
✓ la policía	✓ operaciones y mantenimiento de calles	✓ parques y actividades recreativas
		✓ otro público servicios

Si se aprueba, el TOT actualizado generará \$350,000 adicionales anualmente para el Fondo General. Si la Medida Y fracasa, el TOT permanece en el 9% y el Fondo General no recibe apoyo adicional.

Obtenga más información en [coachella.org](http://coachella.org)





## VETERAN'S PANCAKE BREAKFAST

Strategies implemented:

- Added the event to the calendar on Coachella.org
- Coordinated with the Parks and Recreation team to prepare event program
- Organic social media posts were published in advance of the event to build anticipation.
- Ran radio ads on La Suavecita, La Poderosa and U92.7 to stimulate attendance



## HOLIDAY BICYCLE DRIVE

Strategies implemented:

- Created a media alert to inform surrounding media about our Holiday Bicycle Drive
- Communicated with school staff in order to coordinate bicycle and helmet donations.
- Coordinated with finance department to collect donations from participating staff
- Spearheaded research and ordering of bikes & helmets, and setup for the event
- Orchestrated event at the Civic Center and welcomed participating families to pick up their bicycles and goodies.
- Organic social media posts were published following the event







## ANNUAL CHRISTMAS TREE LIGHTING & SKELLINGTON HOLIDAY PARADE

Strategies implemented:

- Added the event to the calendar on Coachella.org
- Created a media alert to inform surrounding media about the event
- Provided local media with videos and photos following the event for potential coverage
- Radio ads ran on La Poderosa, La Suavecita and U92.7 from Nov. 25th - Dec. 6th
- Placed two combo half page ads in El Informador promoting both events
- A combo billboard was installed in City promoting the event leading up to both events
- Developed social media graphics and promoted both events through the City's Facebook, Instagram and LinkedIn pages organically
- Develop the concept for both key giveaways at the Tree Lighting Event -tied into the parade theme:
  - A Little Golden Book of The Nightmare Before Christmas with a custom insert containing a message from the City (crafted by the Public Information Department)
  - A custom Pocket Pop 'Jack Skellington' keychain bearing the City's logo



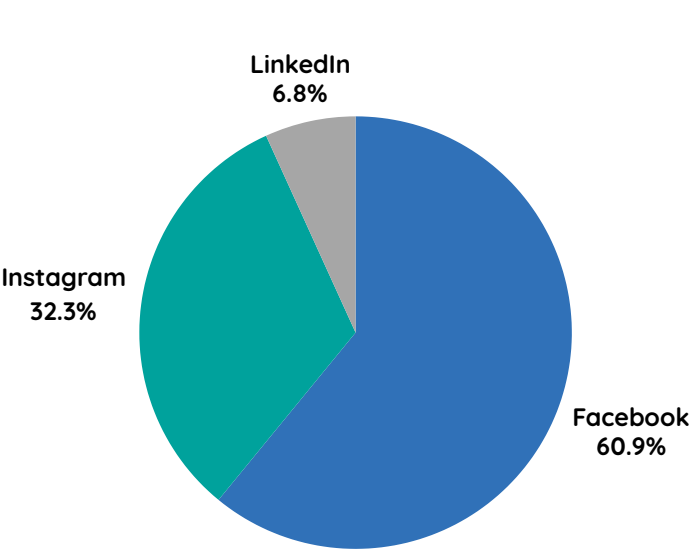
# GLOSSARY OF TERMS

- **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: Q3 (October - December 2024)

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: 14,095 followers - 4% growth
- Instagram: 7,469 followers - 18.24% growth
- LinkedIn: 1,571 followers - 13.43% growth


## FOLLOWER COMPARISON CHART - CITY BY CITY

	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	7,469	23.1k	13.1k	989	6,303	13.6k	N/A	N/A
Linkedin	1,571	1,785	1,051	1,599	2,026	386	N/A	1,191
Facebook	14,000+	30,000+	59,000+	6,000+	18,000+	2,300+	4,200+	13,600+



TOP 5 SOCIAL MEDIA POSTS

1. CV High School - Representing at PD Golf Cart Parade



Click to expand

Views 23,622

Reach 22,839

Interactions 182

Link clicks --

**Views**  
Followers vs. non-followers

12% Followers 88% Non-followers

3-second video views 9,699

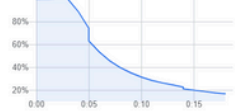
1-minute video views 0

Watch time 1d 11h

Average watch time 6s

**Audience retention**

Most of your audience dropped off at the 0:05 mark and your average watch time is 0:06.



**Interactions**

Reactions 165


Comments 3

Shares 14

Saves 0

157 29 0 0 0 0

2. Covalda Apartments Announcement



CovaldaApartments.com

Views 18,068

Reach 8,667

Interactions 86

Link clicks 81

**Views**  
Followers vs. non-followers

46% Non-followers 54% Followers

**Interactions**

Reactions 31

Comments 14

Shares 37

Saves 4


63 5 0 1 0 0

Boost post

Meta Business Suite

TOP 5 SOCIAL MEDIA POSTS, CONT'D

3. Annual Christmas Tree Lighting



Views 14,528 Reach 7,672

Interactions 115 Link clicks --

Views  
Followers vs. non-followers

50% Followers 50% Non-followers

Interactions


Reactions	105
Comments	3
Shares	7
Saves	0

71 36 0 0 0 0

Boost post

Meta Business Suite

4. Resident Community Clean-Up



Views 13,424 Reach 7,323

Interactions 109 Link clicks --

Views  
Followers vs. non-followers

45% Non-followers 55% Followers

Interactions

Reactions	100
Comments	8
Shares	1
Saves	0


72 29 0 0 0 0

Boost post

Meta Business Suite

TOP 5 SOCIAL MEDIA POSTS, CONT'D

5. Thank you to Urban Conservation Corp



Views ⓘ

12,497

Reach ⓘ

7,059

Interactions ⓘ

63

Link clicks ⓘ

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Views

Followers vs. non-followers

46%

54%

Non-followers

Followers

Interactions ⓘ

Reactions

58

Comments

3

Shares

2

Saves

0

👍

48

👎

11

😂

0

🤔

0

👏

0

🙄

0

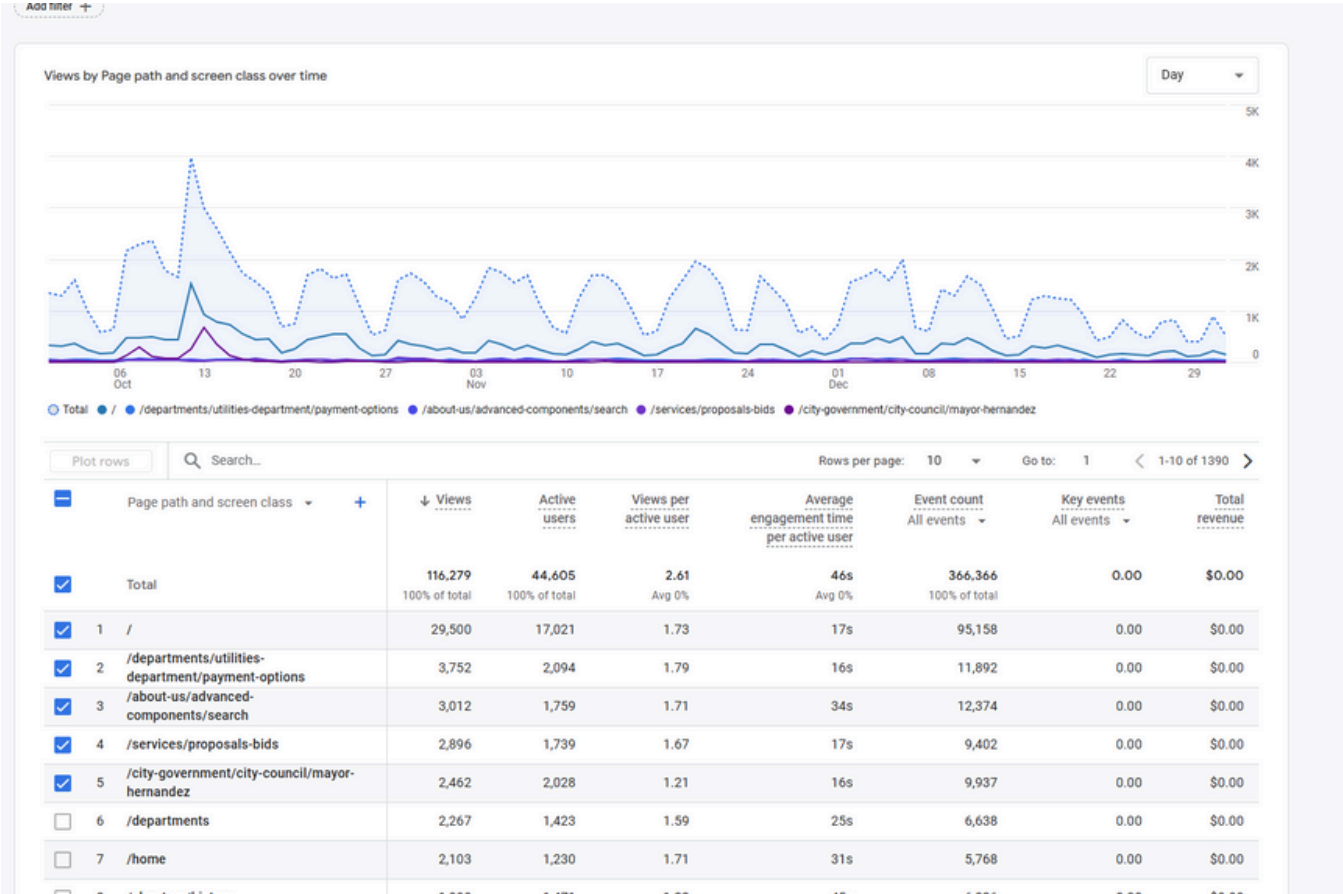
Boost post

Meta Business Suite



# WEBSITE ANALYTICS

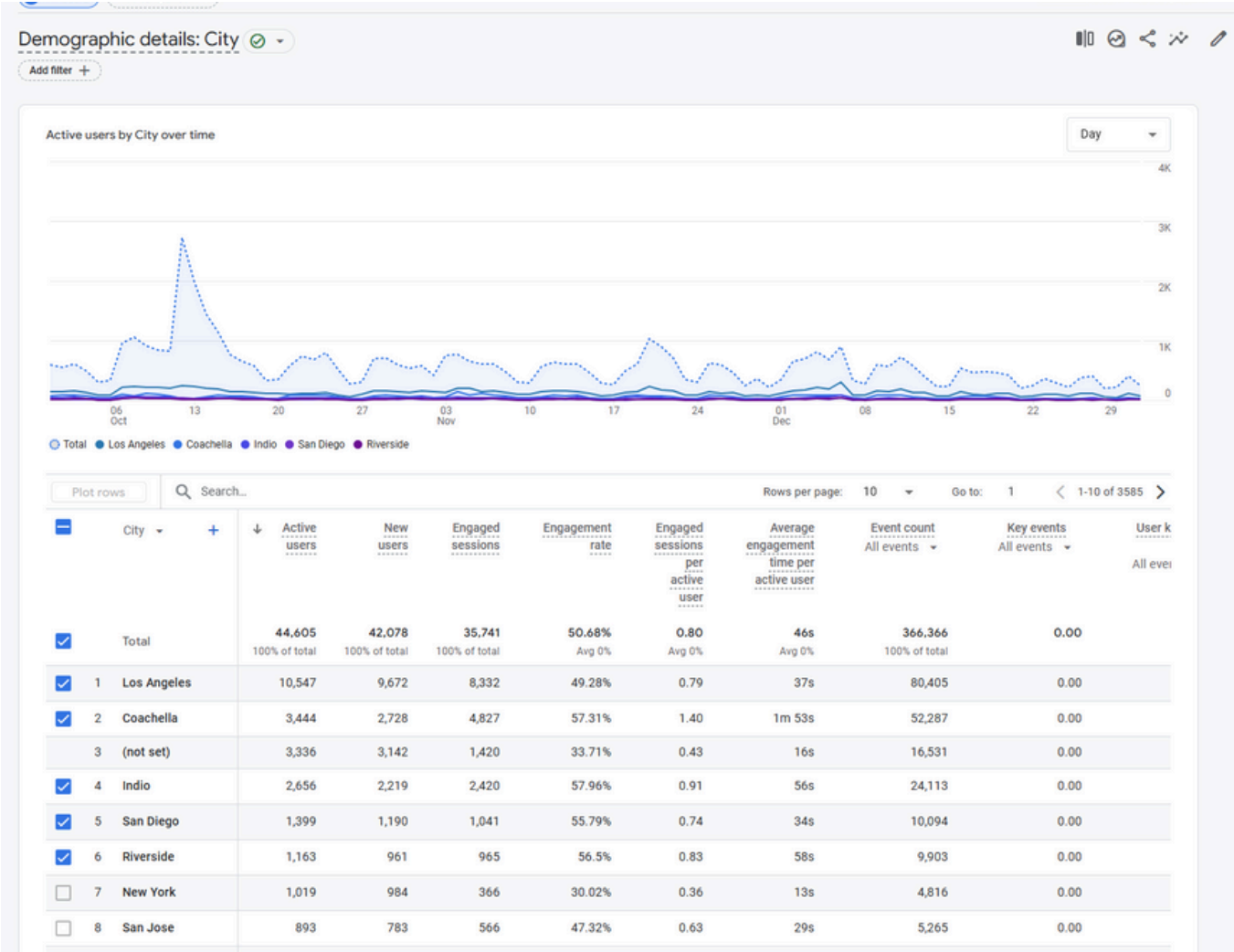
## Top Pages Visited:



1. Departments/Utilities-Department/[Payment-Options](#)
2. About Us/Advanced-Components/[Search](#)
3. /services/[proposals-bids](#)
4. /city-government/city-council/[mayor-hernandez](#)
5. /departments

# WEBSITE ANALYTICS

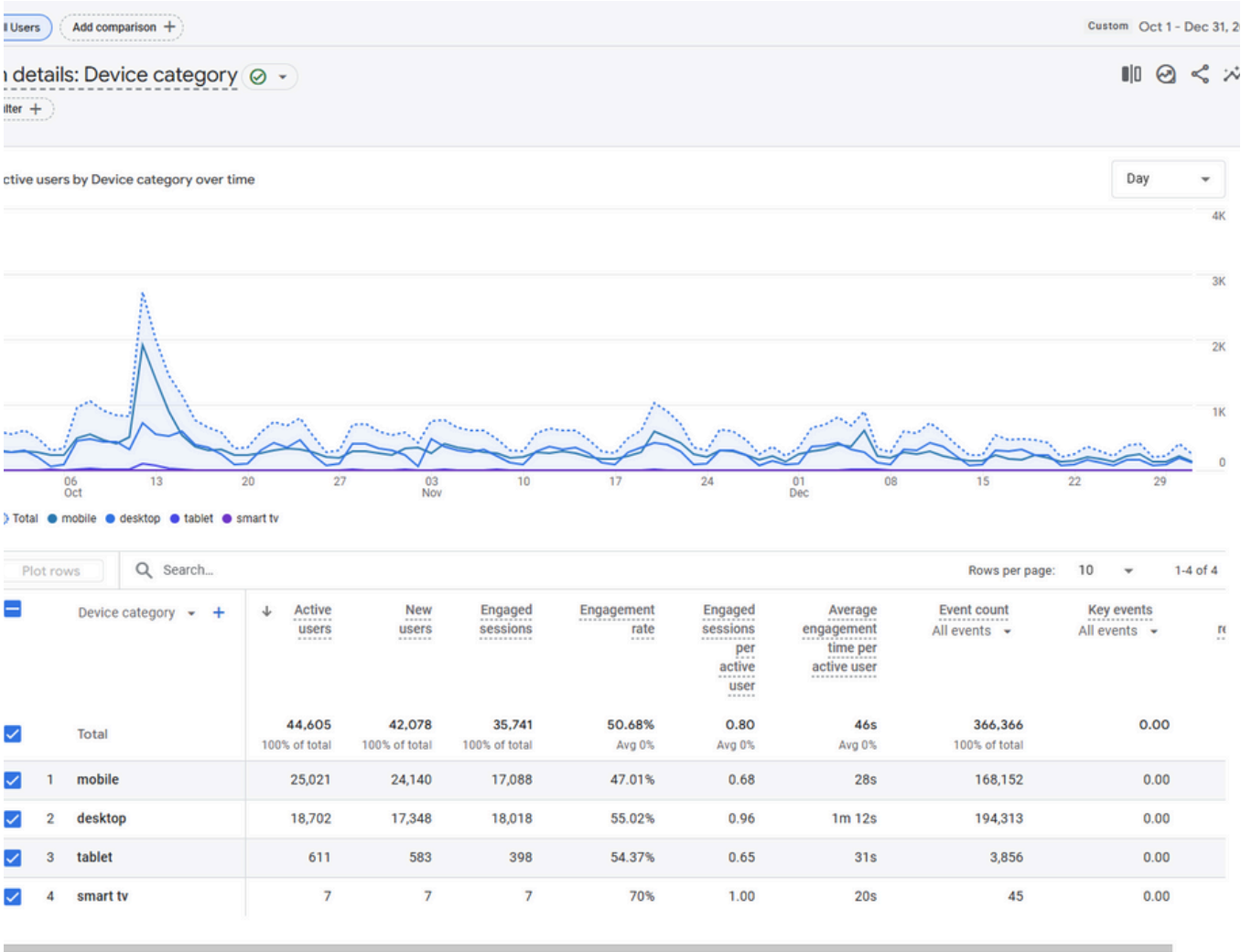
## Demographic Details (website visitors):



- 1. Los Angeles - 10,547 visitors
- 2. Coachella - 3,544 visitors
- 3. Indio - 2,656 visitors
- 4. San Diego - 1,399 visitors
- 5. Riverside - 1,163 visitors

# WEBSITE ANALYTICS

Devices used to view the website:



- 1.Mobile/Phone - 25,021 sessions
- 2.Desktop - 18,702 sessions
- 3.Tablet - 611 sessions
- 4.Smart TV - 7 sessions





# RESIDENT NEWSLETTER

A huge goal for the end of 2024 was to **publish our Resident Newsletter highlighting the City's resident programs, 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, the newsletter was also formatted in print and delivered to resident homes** in the 92236 area code.

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 41.9%** 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:

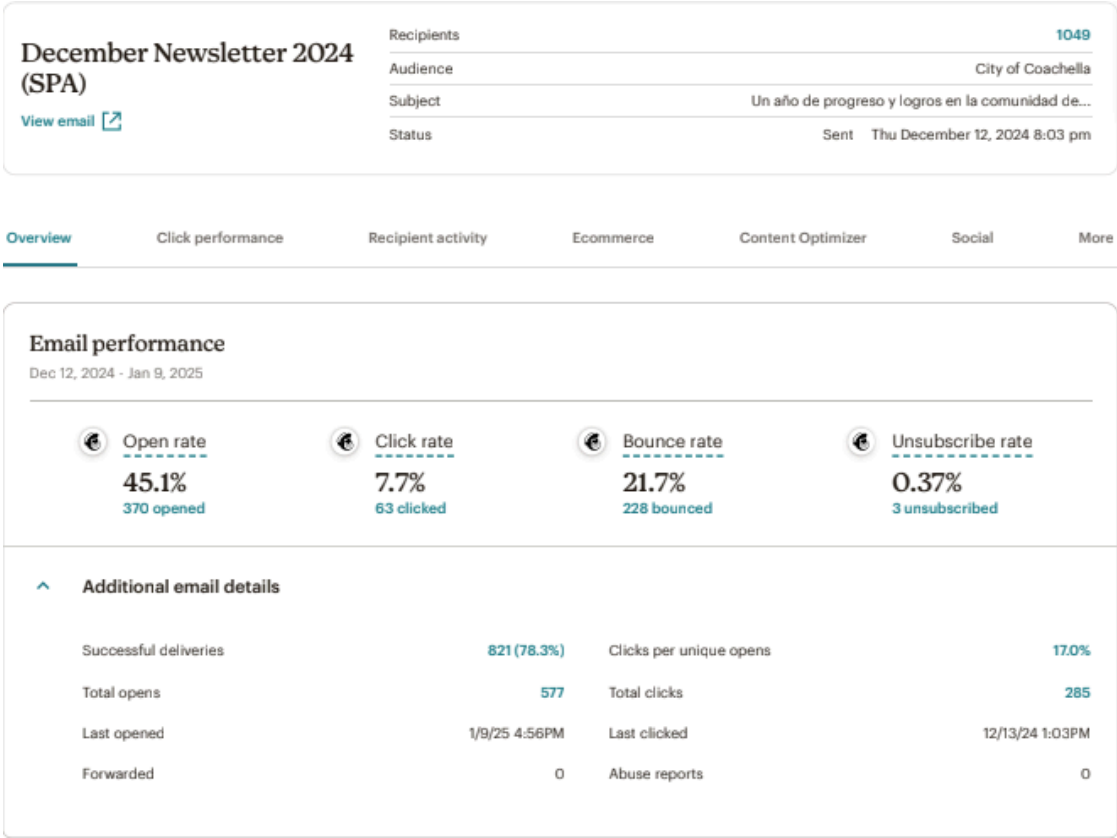
- 2-5%: Average across most industries.
- Higher (5-10%): Indicates strong engagement, particularly for niche or highly targeted audiences.

Our resident newsletter **averaged a click rate of 5%** as it was emailed twice in both English and Spanish.

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

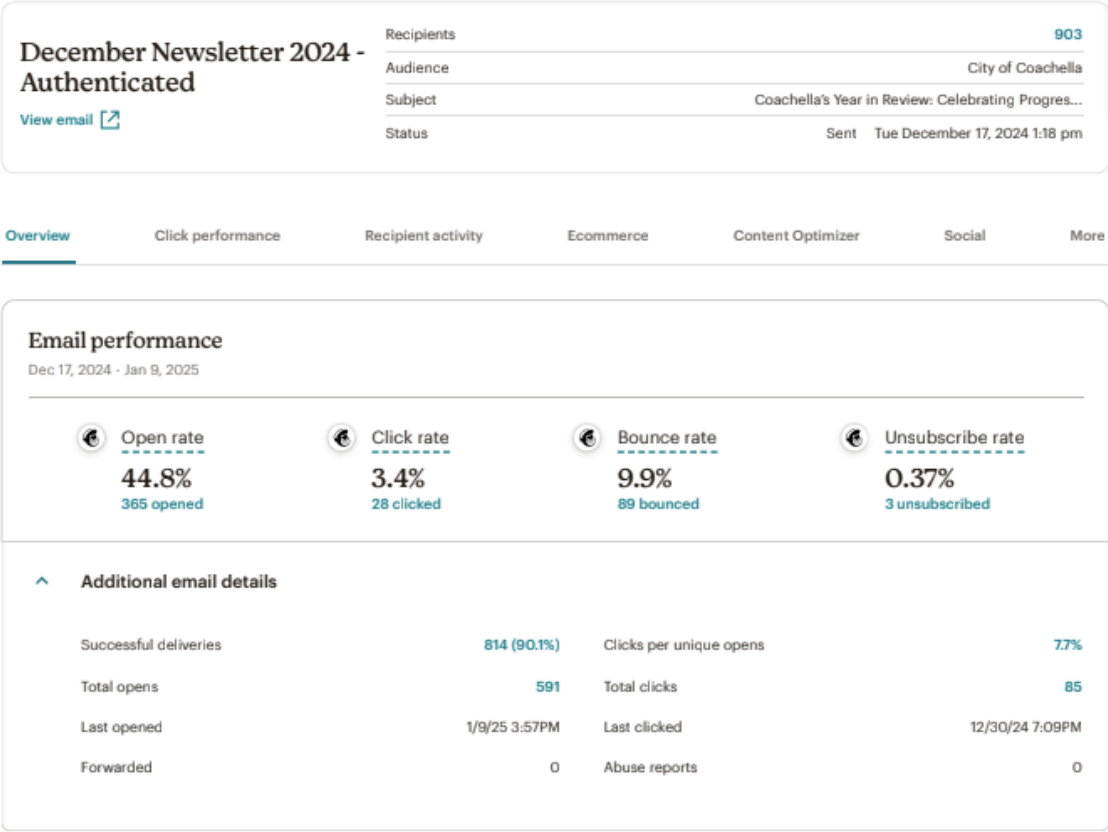
# NEWSLETTER ANALYTICS

## Spanish Newsletter (Most Engagement):



# NEWSLETTER ANALYTICS

## English Newsletter (Most Engagement):



- 1. <https://www.coachella.org/residents/broadband-internet>
- 2. <https://www.coachella.org/residents/coachella-resident-engagement-academy>
- 3. <https://www.coachella.org/citygovernment/commissions-and-committees/youth-commission>
- 4. <https://cvwatercounts.com/academy/>
- 5. <https://www.facebook.com/yourcoachella>