

# COMMUNITY OUTREACH

April through June 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.

## CARÍN LEÓN - KEY TO THE CITY

Strategies implemented:

- Developed and implemented a full scale public relations and social media strategy to draw media attention and inform the community of the event
- Coordinated a VIP/ press pre-event with Carin Leon’s team which attracted local & regional media; developed a manifest of confirmed media for security purposes
- Collective coverage of this event on social media alone provided exposure to nearly 1 million social media followers (based on total followers on all social media pages that promoted Carín León receiving a key to Coachella)



## FIRE STATION #79 - RIBBON CUTTING

Strategies implemented:

- Collaborated with the communications team from the Riverside County Fire Department and led development of the combined press release and distribution to local media
- Developed and implemented an organic social media strategy to inform the community of the event
- Ordered custom giveaways for attendees & designed the program for the event
- Arranged for onsite interviews with the Mayor and council who were in attendance

## COMMUNITY OUTREACH, CONT'D

### 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 U92.7 from 5/1-5/24
- A billboard was installed in City promoting the event
- A digital campaign ran on Youtube through May 24th achieving the following:
  - 214.65k impressions (82.86% thru streaming)
  - 118 clicks
  - Most clicks within 45-54 age range



### BUILDING SAFETY MONTH

Strategies implemented:

- Added the event to the calendar on Coachella.org
- Worked with the Development Services Team to gather key information needed to promote the event
- Developed social media graphics and promoted both events through the City's Facebook, Instagram and LinkedIn pages organically

### OPERATION SPLASH

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
- Radio ads ran on La Poderosa and La Suavecita from 6/3-6/7
- Organic social media posts were published to build anticipation surrounding the event



## COMMUNITY OUTREACH, CONT'D

### PUBLIC SERVICE ANNOUNCEMENTS (PSA'S)

The City partnered with the Riverside County Fire Department and the Riverside County Sheriff's Department to raise awareness surrounding the use of illegal fireworks and shooting guns ahead of the July 4th holiday through the development of two separate PSA's.

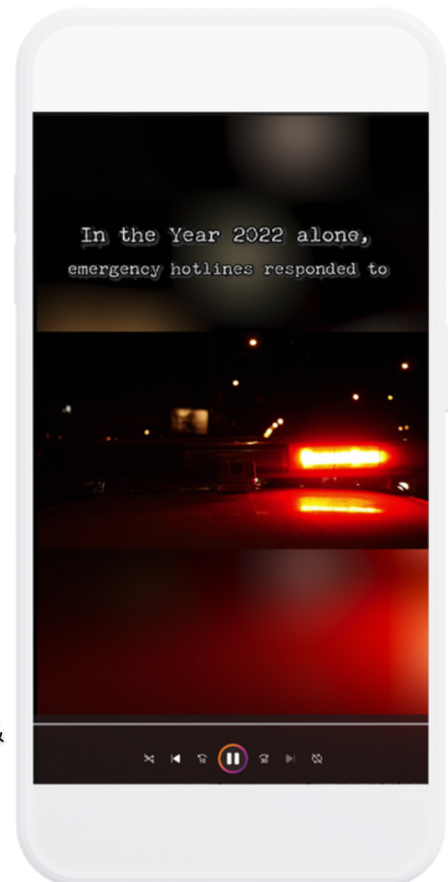
Strategies implemented:

- The City spearheaded development of conceptual scripts for both spots and worked with both agencies for feedback and approval.
- The City negotiated tv ad buys with Univision, Telemundo and Spectrum TV for airing both :30 spots. Free production of both spots in English and Spanish was worked into the negotiation with Univision. Please note this is the first time the City has run any ads on television.
- Spectrum ran the ads through their digital/streaming services, only targeting households in the city of Coachella.
- Upon completion, the spots were also run on Coachella's social media pages (Facebook, Instagram and LinkedIn) and added to the City's YouTube page. The videos were also boosted on Facebook and Instagram for added visibility in both English & Spanish.
- The goal is to run the PSA's again toward the end of the year when these incidents seem to traditionally spike



**Gun PSA  
(combined stats)**  
**Reach:** 58,230  
**ThruPlays:** 15,913  
**Views:** 77.85% women &  
 22.15% men

**Fireworks PSA  
(combined stats)**  
**Reach:** 31,994  
**ThruPlays:** 8,675  
**Views:** 48.35% women &  
 51.65% men



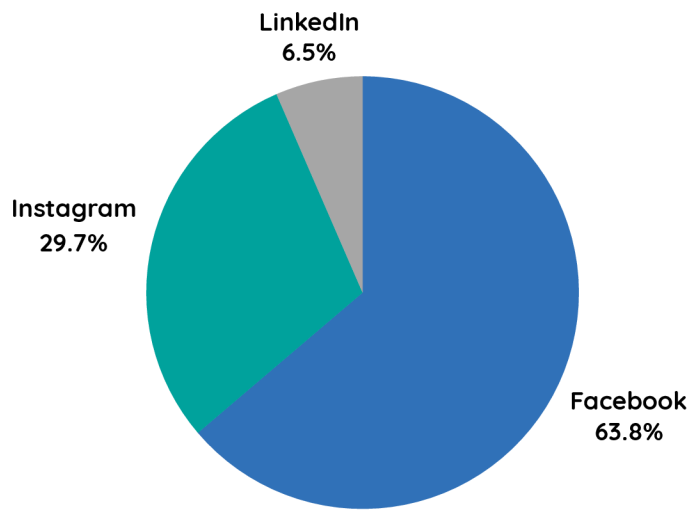
# GLOSSARY OF TERMS

- **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 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:** 13,561 followers - 5.5% growth

**Instagram:** 6,317 followers - 19% growth

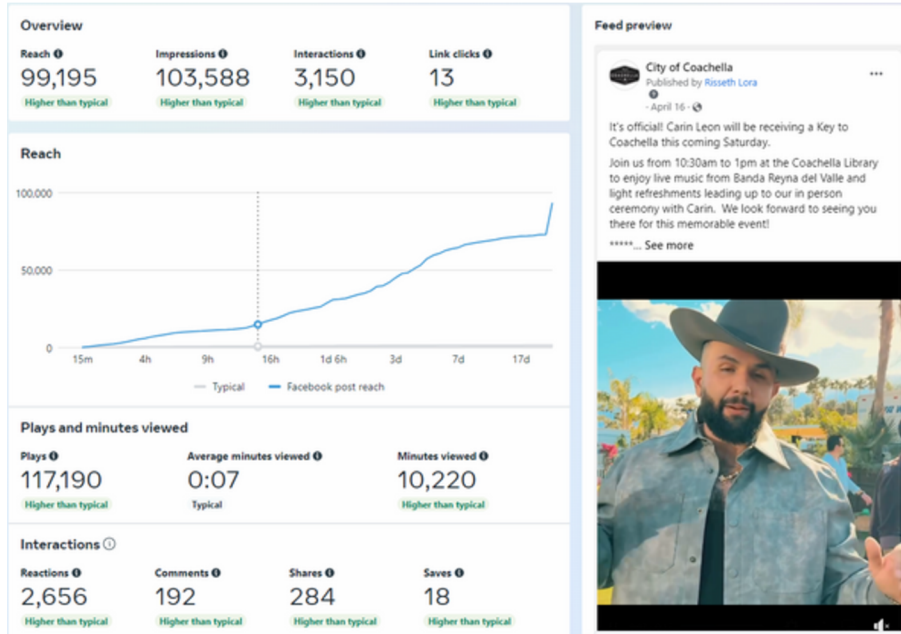
**LinkedIn:** 1,385 followers - 11.1% growth

## FOLLOWER COMPARISON CHART - CITY BY CITY

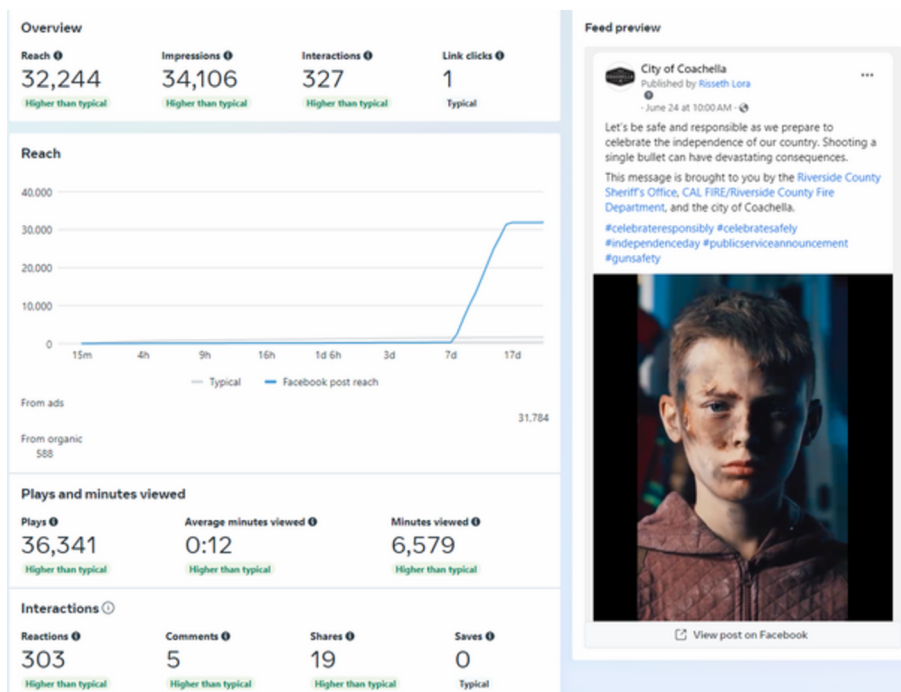
	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	6,347	18,000	11,800	518	5,315	10,500	N/A	N/A
Linkedin	1,400	1,785	1,051	1,599	2,026	386	N/A	1,191
Facebook	13,800+	29,000+	59,000+	5,700+	16,800+	2,300+	3,500+	13,300+

# TOP 5 SOCIAL MEDIA POSTS

## 1. Carin Leon - Key to the City Announcement

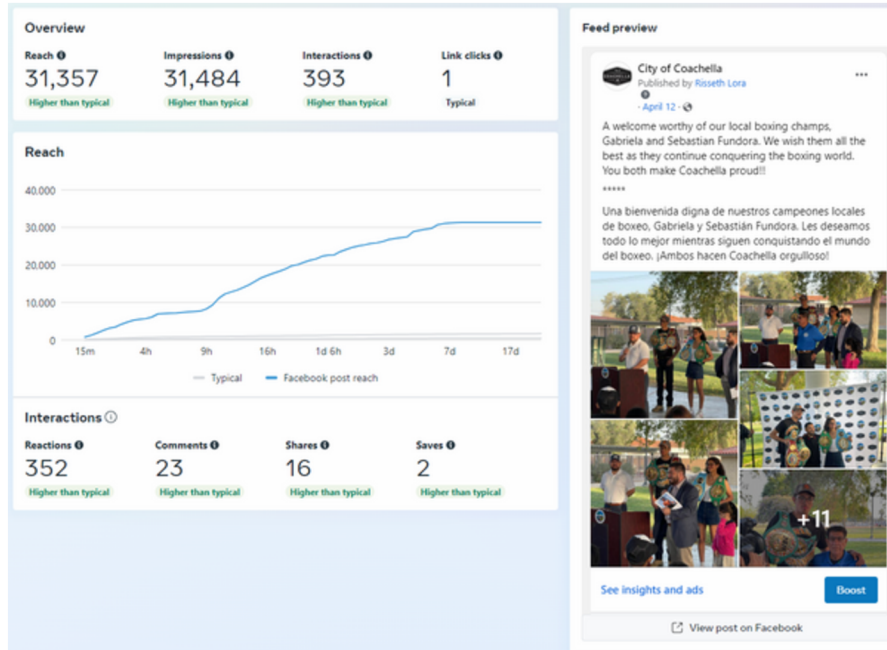


## 2. Firearms Public Service Announcement

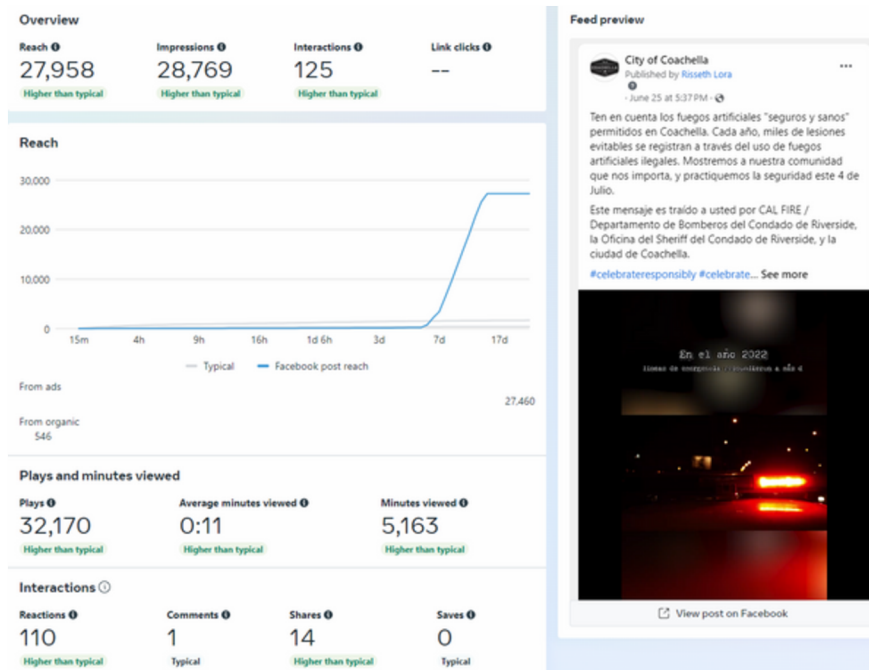


# TOP 5 SOCIAL MEDIA POSTS, CONT'D

## 3. Boxing Champs Homecoming Celebration (Fundora Siblings)



## 4. Fireworks Public Service Announcement



# TOP 5 SOCIAL MEDIA POSTS, CONT'D

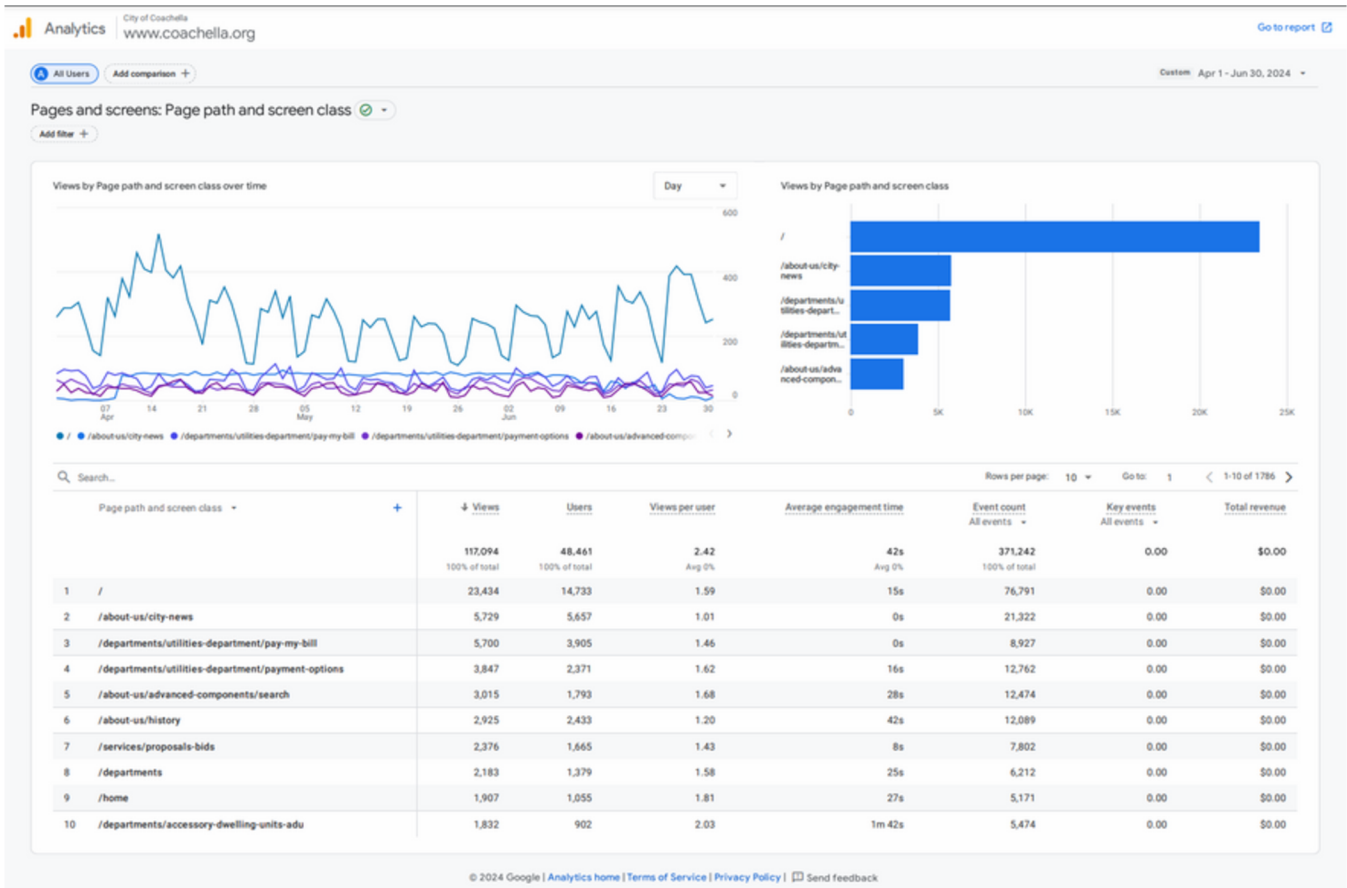
## 5. Welcome to Coachella 365 Days A Year





# WEBSITE ANALYTICS

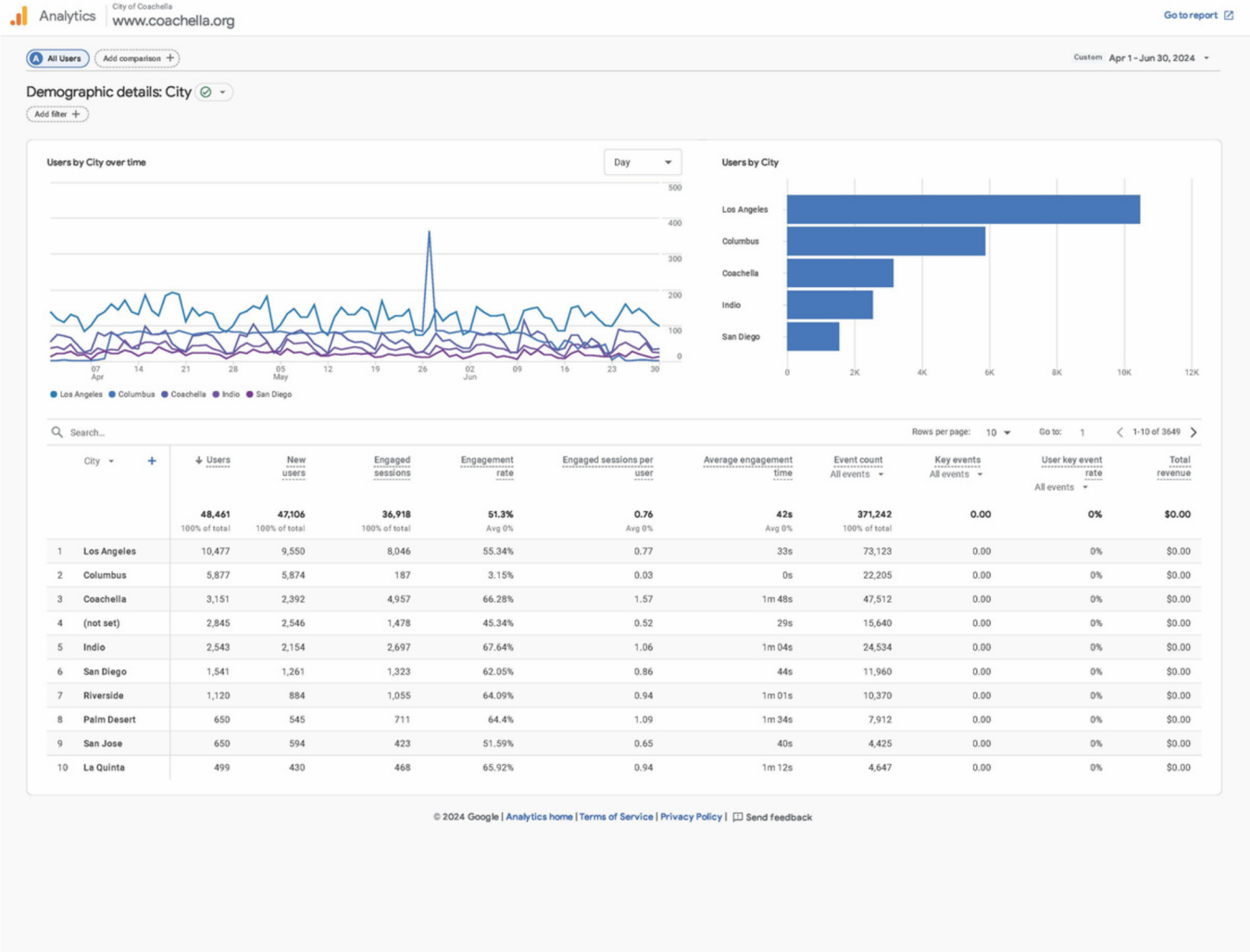
## Top Pages Visited:



1. [About Us/City News](#)
2. [Departments/Utilities-Department/Pay-My-Bill](#)
3. [Departments/Utilities-Department/Payment-Options](#)
4. [About Us/Advanced-Components/Search](#)
5. [About Us/History](#)

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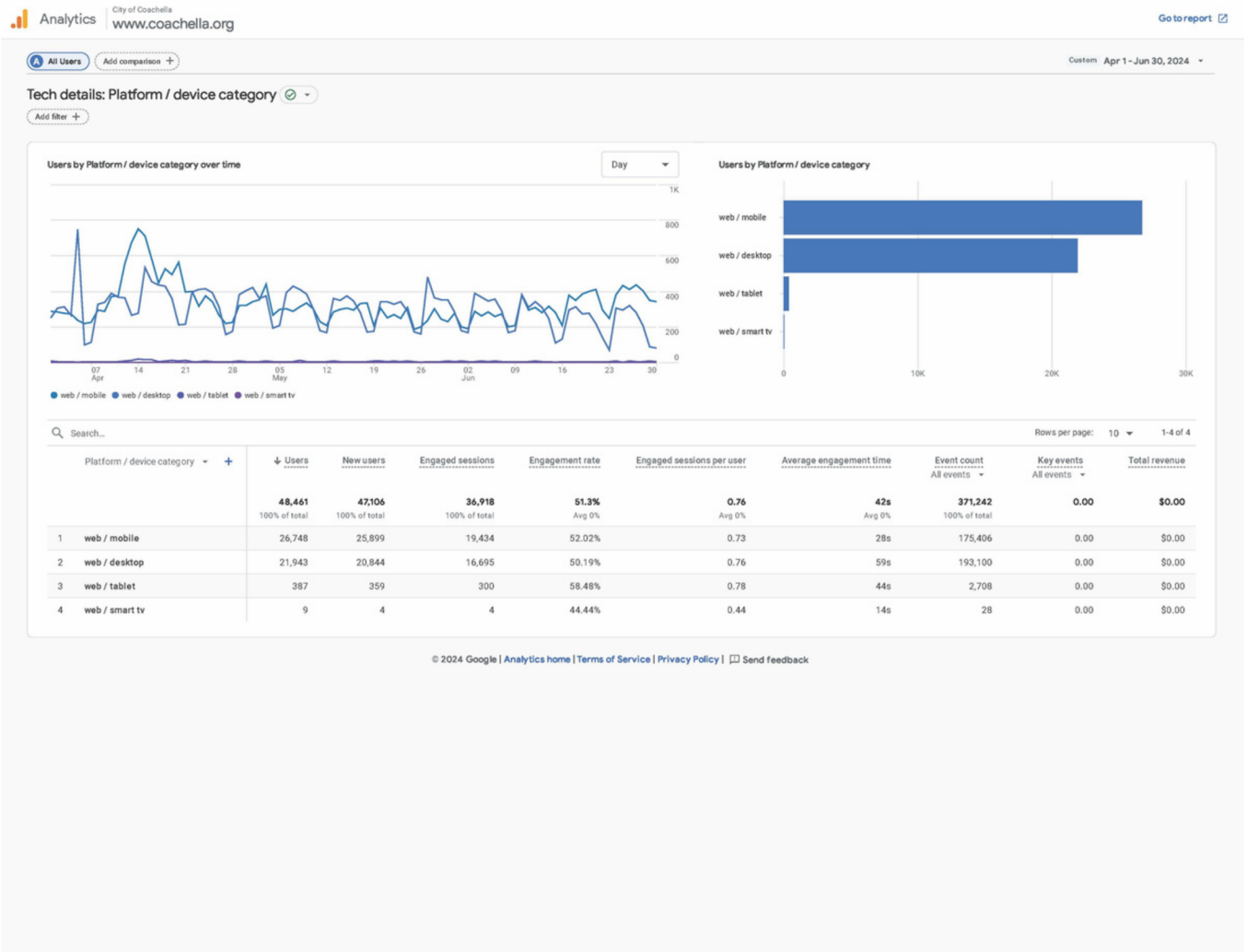
## Demographic Details (website visitors):



1. Los Angeles - 10,477 visitors
2. Columbus - 5,877 visitors
3. Coachella - 3,151 visitors
4. Indio - 2,543 visitors
5. San Diego - 1,541 visitors

# WEBSITE ANALYTICS

## Devices used to view the website:



1. Mobile/Phone - 26,748 sessions
2. Desktop - 21,943 sessions
3. Tablet - 387 sessions
4. Smart TV - 9 sessions

# NEW PARTNERSHIP



A huge goal for 2024 was to **establish a partnership with an organization that could help equip staff to communicate expeditiously and efficiently with residents in the event of an emergency.** This need came to light in the aftermath of Hurricane Hilary. While the City's social media platforms served a viable solution in getting the word out, the concern was that there are many residents who do not follow our social media pages, nor were they active during the most critical moments of the storm.

After conducting extensive research with various mass communications companies used by our peers in surrounding cities, the team felt that Regroup met our needs the best. Their platform is user friendly, offers all of the features we were seeking, and feedback from their client base that we reached out to was top tier.

A core team comprised of myself, our public works director (Maritza Martinez), and our IT manager (Jason Stevens) is currently going through a series of training sessions to learn how to use the system.

An **awareness campaign** is also in the planning phases so we can inform residents about the importance of subscribing. We will be holding a couple of in person **community engagement events** to activate subscriptions, and will share our message via **social media, radio** and potentially **television** in the months to come.