



**REQUEST FOR PROPOSALS (RFP)**  
**Multi-Channel Communications & Outreach Platform**  
**Greater Los Angeles County Vector Control District (GLACVCD)**

**APRIL 17, 2026**

**E-DELIVERY ADDRESS**

Allison Costa  
Assistant General Manager  
[acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)

**CONTACT INFORMATION FOR INQUIRIES**

**contact via e-mail and phone call**

Allison Costa  
Assistant General Manager, Administrative Services  
[acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)  
562-777-5005

**NON-MANDATORY PRE-PROPOSAL  
VIDEO SUBMISSION**

E-mail to [acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)  
by May 3, 2026; 5:00 PM

**PROPOSAL DUE DATE**

May 3, 2026; 5:00 PM

**REQUIRED NUMBER OF PROPOSALS**

One (1) electronic copy (PDF)



**REQUEST FOR PROPOSALS (RFP)**  
**Multi-Channel Communications & Outreach Platform**  
**Greater Los Angeles County Vector Control District (GLACVCD)**

**To interested and qualified Vendors:**

The Greater Los Angeles County Vector Control District (GLACVCD) is soliciting Proposals from qualified vendors **to provide a Communications Platform and Consulting Services.**

Requirements for this RFP are enclosed.

In order to be considered in the selection process, interested parties shall submit one (1) electronic copy (PDF) of their Proposals and Fees via email no later than 5:00 PM, May 3, 2026, to:

Allison Costa  
Assistant General Manager, Administrative Services  
[acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)

A non-mandatory pre-proposal recording by your firm may be submitted via email to [acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org) by 5:00 PM, May 3, 2026.

If you have any questions, please contact via email or phone call:  
Allison Costa  
Assistant General Manager, Administrative Services  
[acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)  
562-777-5005

Late proposals will not be accepted.

Sincerely,

Allison Costa  
Assistant General Manager, Administrative Services  
GLACVCD



**REQUEST FOR PROPOSALS (RFP)**  
**Multi-Channel Communications & Outreach Platform**  
**Greater Los Angeles County Vector Control District (GLACVCD)**

**1. Introduction**

The Greater Los Angeles County Vector Control District (“District”) is a public health agency and California Special District formed in 1952 through a citizen petition aimed at controlling mosquitoes emanating from the Los Angeles River and to protect residents from vector-borne diseases like West Nile virus and dengue fever. The District has evolved over time and now provides mosquito, midge, and black fly control services to nearly six million residents in 36 cities and unincorporated portions of Los Angeles County totaling an area of just over 1,000 square miles. The District is governed by 37 Trustees. One Trustee is appointed by each of the 36 cities and the County Board of Supervisors appoint one to represent unincorporated areas of Los Angeles County. Trustee duties and responsibilities include setting policy, establishing the budget, approving expenditures, and retaining legal counsel.

**2. Project Description**

The District is seeking proposals from qualified vendors to provide a comprehensive, unified communications platform to support public outreach, emergency notifications, seasonal campaigns, and community education. The platform will enable the District to deliver timely, accurate, and coordinated messaging to residents across multiple communications channels. The District is also seeking public education consulting services for an upcoming Proposition 218 initiative in 2027.

**3. Project Objective**

The District seeks a single, integrated platform that allows staff to create and distribute communications across SMS, email, social media, and direct mail from one system, while maintaining compliance with all applicable regulations.

**4. Scope of Services**

The selected vendor shall provide a fully integrated communications platform including SMS, email, social media publishing, and direct mail capabilities, along with implementation, training, and ongoing support.

**5. Required Use Cases & Functional Scenarios**

**A. Mosquito Activity Alerts**

- a. Geo-targeted alerts to specific service areas
- b. Real-time or same-day development of public health notifications
- c. Targeting by GIS boundary, ZIP code, or neighborhood

**B. Emergency Communications**

- a. High-priority alerts via SMS, email, and social media
- b. System capacity to deliver large-scale notifications rapidly
- c. Vendor must specify delivery speed and system capacity

### **C. Seasonal Campaigns**

- a. Multi-channel campaign creation and scheduling
- b. Reusable templates for recurring campaigns
- c. Automation of outreach messaging

### **D. Unified Multi-Channel Publishing (Required)**

- a. Single-entry content creation with distribution across SMS, email, social media, and direct mail
- b. Centralized dashboard for all communications
- c. No duplication of effort across channels

### **E. Social Media Integration**

- a. Publishing to multiple platforms from one interface
- b. Scheduling and coordination of posts
- c. Compliance with public records requirements

### **F. Direct Mail Integration**

- a. Ability to support address-based outreach campaigns
- b. Integration with mailing services
- c. Vendor must describe turnaround time and cost structure

### **G. Audience Development & Compliance**

- a. Tools to build and manage opt-out subscriber lists
- b. Integration with website and outreach efforts
- c. Compliance with the TCPA, CAN-SPAM, CCPA, and CPRA
- d. Ability to leverage publicly available data for targeting

### **H. Consulting Services (Proposition 218 Initiative)**

- a. Strategic communications support for public education campaigns
- b. Experience with public agency outreach required
- c. Provide at least two relevant case studies

## **6. Implementation & Support**

- a. Detailed implementation plan and timeline
- b. Data migration and system configuration
- c. Staff training
- d. Ongoing technical support and account management

## **7. Vendor Qualifications**

- a. Experience with public agencies or special districts
- b. Proven multi-channel communications experience
- c. References from similar organizations

## **8. Proposal Requirements**

- a. Company Overview
- b. Proposed Solution

- c. Implementation Plan
- d. Relevant Experience
- e. Cost Proposal (implementation and annual)
- f. References

## **9. Evaluation Criteria**

- a. Ability to meet required use cases
- b. Strength of multi-channel integration
- c. Public sector experience in California
- d. Compliance and risk mitigation
- e. Quality of consulting services
- f. Total cost of services

As part of the evaluation, the District will also contact references listed in the proposal.

The District Selection Panel will review the proposals received, and rank them based on the above criteria, and establish the highest ranked vendor. The District may choose not to conduct oral interviews and negotiate a contract with the highest ranked vendor after the evaluation of written proposals.

After ranking, cost negotiations will begin with the most qualified vendor. Should negotiations fail or result in a price that the District does not consider fair and reasonable, negotiations must be formally terminated, and the District must then undertake negotiations with the second most qualified vendor. If the negotiations with the second most qualified vendor are not successful, negotiations must be formally terminated and the District must then undertake negotiations with the third most qualified vendor, and so on, until the price is determined to be fair and reasonable by the District.

## **10. Contract Award**

Any contract resulting from this RFP will be awarded to a vendor whose Proposal meets the technical requirements of the RFP and is evaluated as the highest ranked proposal. Proposals will be ranked in accordance with the evaluation criteria stated in this RFP.

Negotiations regarding a fair and reasonable price will occur subsequent to vendor selection. Should the District be unable to obtain a fair and reasonable price through negotiations with the highest qualified proposer, the District shall enter into negotiations with the next highest proposer and may award the contract if the parties are able to arrive at a fair and reasonable price. If that is unattainable, the District shall enter into negotiations with the next highest qualified proposer in sequence until an agreement is reached. All agreements are subject to Board approval.

## **11. Timeline**

RFP Issue Date:	April 17, 2026
Proposals Due:	May 3, 2026
Selection:	May 7, 2026
Board Approval:	June 11, 2026

## 11. Required Format for Technical Proposal Submittal

Please submit your Technical Proposal in the format specified below:

**Cover Letter:** Emphasize strong points of the project team and the firm's experience. Include the name, address, telephone number, title, and signature of the firm's contact person for the proposal. The cover letter shall state that the submittal is valid for 90 days.

**Table of Contents:** Provide contents of proposal.

**Fee Proposal:** The Fee Proposal shall be submitted in a separate envelope as indicated in the following section.

*Note: Use of the District's seal is prohibited on any documents without District authorization. Consultants shall not include the District's seal in their proposals without authorization.*

## 12. Fee Proposal Submittal

Fee Proposal shall be submitted as a separate .pdf.

Fee shall be provided in detail per each task identified on this RFP, including staff hours, hourly rates, and any subconsultant costs (if applicable). If subconsultant is proposed, provide the same detail with hours and hourly rates. Each stage of the proposed timeline shall have fees explained in detail.

## 13. Questions Regarding This RFP

All questions regarding this RFP must be submitted via email or phone call:

Allison Costa

Assistant General Manager, Administrative Services

[acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)

## 14. Proposal Submittal Protocol

Interested and qualified vendors shall submit their proposals as follows:

- **.pdf file 1:** Technical Proposal – Please name the .pdf file:  
**TECHNICAL PROPOSAL**  
**Multi-Channel Communications & Outreach Platform for GLACVCD**
- **.pdf file 2:** Fee Proposal – Please name the .pdf file:  
**FEE PROPOSAL**  
**Multi-Channel Communications & Outreach Platform for GLACVCD**

**Proposal submittal due date is:**

May 3, 2026, 5:00 PM

**Proposals shall be emailed to:**

Allison Costa

Assistant General Manager, Administrative Services

[acosta@GLAmosquito.org](mailto:acosta@GLAmosquito.org)

**Late proposals will not be accepted.**

**15. Pre-Contractual Expenses in Responding To the RFP Preparation**

The District shall not be liable for any pre-contractual expenses incurred by any proposer or by any selected vendor. Each proposer shall protect, defend, indemnify, and hold harmless the District from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, the entity participating in the preparation of its responses to this RFP. Pre-contractual expenses are defined as expenses incurred by proposers and the selected vendor, if any, in:

- Preparing and submitting information in response to this RFP
- Negotiations with the District on any matter related to this procurement
- Costs associated with interviews, meetings, travel, or presentations
- All other expenses incurred by a proposer/vendor prior to the date of award and a formal notice to proceed.

**The District reserves the right to amend, withdraw, and cancel this RFP. The District reserves the right to reject all responses to this request at any time prior to contract execution, or only award a partial contract for a limited scope of work. The District reserves the right to request or obtain additional information about any and all proposals.**

**END OF RFP**