



SAN GABRIEL VALLEY MOSQUITO AND VECTOR CONTROL DISTRICT
Request for Proposals
Strategic Community Outreach, Communications and Public Education
Services

Addendum No. 1

Issued: May 18, 2026

Solicitation for Strategic Community Outreach, Communications, and Public Education
Services

Release Date: May 6, 2026

Proposal Due Date: May 26, 2026 at 2:00 P.M.

Contact:

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NOTICE TO PROPOSERS

This Addendum forms part of the above-referenced RFP and is intended to clarify questions received from prospective vendors.

The responses provided herein are intended to clarify the District's expectations and do not materially modify the scope of work or requirements set forth in the original RFP. All other terms and conditions remain unchanged.

Vendors are responsible for acknowledging receipt of this Addendum in their proposal submission.

QUESTIONS AND RESPONSES

- 1. Has the District previously engaged a consultant or firm for any of the outreach, communications, public education, or paid media services described in this solicitation? Is there currently an incumbent providing these services? If so, can you provide the name of that firm/individual.**

The District has not previously engaged a consultant or firm for outreach communications, public education, or paid media services. The District has an internal communications team consisted of a communications director, a communications specialist, two education specialists, one outreach assistant, and three extra help (seasonal) outreach assistants. All ad buys, design, social media content, and outreach have been conducted by staff.

- 2. Is there a total budget the District would like bidders to use as a ceiling for the NTE Cost Proposal?**

The District has allocated \$300,000 for vendor support and paid media buys over the course of the term of engagement. The District anticipates spending \$150,000 for vendor support, and the remaining funds for paid media buys. However, the District is open to considering different fund allocations suggested by the vendors.

- 3. For the Paid Media & Advertising task, should the bidder include recommended costs within its Cost Proposal or are these expenses paid directly by the District upon approval? What portion of your overall budget has been reserved for ad buys in the past?**

Bidders should include anticipated paid media and advertising placement costs within their Cost Proposal as a separate line item or clearly identified budget category.

The District expects proposers to provide recommended media spend estimates based on their proposed outreach strategy and campaign approach. All paid media activities and associated expenditures will remain subject to District review and approval prior to implementation.

The District's previous advertising budget was \$20,000 in FY 24-25, and \$30,000 in FY 25-26. These funds are typically utilized to support the District's disease response notifications (i.e. West Nile virus, dengue outreach).

4. Which social media platforms does the District currently utilize?

The District currently utilizes the following social media platforms for public outreach, education, and community engagement: Facebook, Instagram, X (formerly Twitter), LinkedIn, and YouTube, and uses the handle @SGVmosquito for these platforms.

Additionally, the District maintains "Ada Eez the Mosquito" branded social media accounts on Instagram and X (@Ada_Eez) to support educational and community-focused outreach initiatives.

Lastly, the District utilizes Nextdoor and Neighbors (by Ring) to provide updates, as needed.

5. Does the District currently have a Brand or Style Guide? Is the District interested in a potential rebrand?

The Communications Department has a style guide that provides guidance on brand colors and fonts across its different programs/initiatives. Additionally, styles and templates are used across Canva and Illustrator to maintain consistent design features. At this moment, the District is not considering a rebrand.

6. The RFP references outreach to culturally and linguistically diverse communities. Can the District clarify whether translation or in-language adaptation services are anticipated as part of this engagement, and if so, whether the District has identified priority languages or prefers proposers to recommend an approach and scope as part of the proposal? Does the district have in-house translation capabilities?

The San Gabriel Valley (SGV) is home to the largest concentration of Asian Americans in the United States, making up over 30% of the population in the SGV. However, the District's current staff, resources, and relationships are limited in reaching this important audience. The District is looking for vendor support to help establish relationships and outreach with Asian American and Pacific Islander (AAPI) communities, leaders, and ethnic media. The district does not have any in-house AAPI-speaking staff capable of translating or interpreting.

In addition to English, the District may require outreach materials and messaging in other languages commonly spoken within the service area. These may include Spanish, Chinese languages (Mandarin and/or Cantonese), Vietnamese, Armenian, and Tagalog. The District currently translates all materials into Spanish and Chinese (Traditional), and Vietnamese. Spanish translation and interpretation are done in-house, while all other languages need to be outsourced. The District has a budget line-item dedicated for translation services.

7. Can you define what success looks like for the District a year from contract award?

The District is scheduled to conduct a sample ballot assessment in April 2027 through SCI Consulting. The results from this assessment will help the Board of Trustees consider the viability of a successful Proposition 218 ballot measure in Fall 2027. The assessment will provide insights on district awareness, trust, and buy-in of property owners (residential and commercial) within the District's jurisdiction. A successful assessment will demonstrate support for an increase in the District's benefit assessment. Currently, property owners pay \$20/per parcel per year for the District's services.

8. Is the District interested in conducting public opinion research to provide a baseline awareness assessment?

The District is not planning to conduct a public opinion assessment due to limited resources. However, if this is a service that can be fit within the budget, the district may consider it.

Additionally, the District is scheduled to conduct a sample ballot assessment in April 2027 through SCI Consulting. The results from this assessment will help the Board of Trustees consider the viability of a successful Proposition 218 ballot measure in Fall 2027. The assessment may provide insights on district awareness, trust, and buy-in of property owners (residential and commercial) within the District's jurisdiction.

9. What is prompting the timing of this RFP?

The timing of this RFP is intended to support the District's expanded public outreach and community engagement efforts in advance of anticipated Proposition 218-related public education activities next year. The District is seeking communications support to enhance public awareness, strengthen community engagement, and improve understanding of the District's funding structure, programs, services, and public health mission across the service area.

10. What key communications challenges or opportunities are you hoping to address through this scope of work?

As a special district, the District's prominent challenges are identity and awareness within its jurisdiction. Additionally, the District needs to differentiate itself from city and

county organizations, and private pest control companies. The District's mission is to protect public health from mosquito-borne diseases and its recent emergency responses provide an opportunity to showcase the District's role in protecting community health.

11. Can the District clarify its expectations regarding in-person versus remote delivery for this engagement (e.g., remote-first with onsite support for key milestones vs. standing onsite presence, presence for specific activities, etc.)?

The District anticipates the vendor to provide remote-first with on-site support for key milestones. However, if additional costs will be encumbered for presence in specific activities, this should be outlined within the vendor proposal.

12. Does the District anticipate interviews or finalist presentations to be conducted in person, virtually, or in a hybrid format?

If needed, the District finalist presentations and interviews will be conducted virtually.

13. Does the District currently maintain established relationships with local and ethnic media outlets and community organizations that the consultant would be expected to leverage, or is relationship development part of the anticipated scope?

The District's established relationships with ethnic media outlets and community organizations are limited. It is anticipated that relationship development with AAPI media and organizations areas part of the anticipated scope.

The District has established relationships with media outlets that consultants can leverage.

14. How does the District envision responsibilities being shared between existing internal outreach efforts and the selected consultant with respect to content creation and adaptation?

The District's communications and outreach staff will conduct in-person outreach and educational activities. Internal staff will prioritize communications efforts related to disease and emergency response. Press releases, activity notifications, social media content, and supporting documents relating to established outreach programs and disease response protocols will be carried out by internal staff.

Vendors will be expected to adapt the District's current branding guidelines when creating materials, content, and supporting materials for work executed within its scope.

15. Among the listed indicators (awareness, trust, understanding, perceived value), are there priority metrics or baseline measures the District intends to use to assess success during the 12-month term?

At this time, the District has not established formal baseline metrics or numeric performance targets for the indicators identified in the RFP. The District anticipates that the selected consultant will assist in refining performance metrics, identifying appropriate measurement methodologies, and recommending practical benchmarks aligned with the proposed outreach strategy and scope of work.

The District's primary interest is achieving measurable improvement in community awareness, understanding, trust/confidence, and perceived value of District services over the course of the engagement.

Proposers are encouraged to recommend metrics, evaluation approaches, and performance indicators they believe are most appropriate and meaningful for assessing campaign effectiveness within the proposed 12-month term.

Existing District analytics, engagement data, and outreach metrics may be made available to the selected consultant to support strategy development and evaluation planning.

16. Can the District share any high-level information on the size and composition of its current outreach or subscriber lists (e.g., email, SMS), if available, to help proposers appropriately scope audience development and performance expectations?

The District maintains existing outreach and communications channels, including email, SMS/text notification, social media, website, and community outreach platforms that support ongoing public education and engagement efforts.

The District anticipates that the selected consultant will work collaboratively with staff to assess existing outreach assets, identify opportunities for audience growth and engagement, and recommend realistic performance expectations and audience development strategies appropriate to the proposed approach and contract term. Additional information regarding existing communications platforms, audience reach, and available analytics may be shared with the selected consultant during project onboarding and strategy development.

Revisions to RFP Document

Revision to General Terms and Conditions:

Section F, "Term of Engagement," in the General Terms and Conditions is hereby revised as follows:

Original Language:

"beginning June 2026 through June 2027."

Revised Language:

"beginning July 2026 through June 2027."