



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

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:

Anais Medina Diaz

Director of Communications

San Gabriel Valley Mosquito and Vector Control District

1145 N. Azusa Canyon Road

West Covina, CA 91790

Email: amedinadiaz@sgvmosquito.org

Phone: (626) 814-9466

1. Introduction and Invitation to Submit Proposals

The San Gabriel Valley Mosquito and Vector Control District (“District”) invites qualified firms to submit proposals to provide strategic community outreach, communications, and public education services.

The District is seeking a consultant partner to design and implement a comprehensive, multi-phase outreach effort that measurably increases community awareness, understanding, and confidence in the District’s services and value.

This effort represents a significant investment in strengthening the District’s connection with the communities it serves and will support long-term public engagement, transparency, and informed participation in District programs and initiatives.

2. District Background

The District is an independent special district established in 1989 under the authority of California Health and Safety Code §§ 2000–2093. The District was formed in response to a public health need for coordinated mosquito control following the emergence of St. Louis encephalitis in the region.

Today, the District provides comprehensive mosquito and vector control services to over 1.5 million residents across twenty-six cities and unincorporated areas of Los Angeles County, covering approximately 287 square miles. The District’s mission is to protect public health by suppressing vector populations and reducing the risk of vector-borne disease transmission through science-based integrated vector management.

The District is governed by a 27-member Board of Trustees, with one representative appointed by the city council of each member city and one representative appointed by the Los Angeles County Board of Supervisors. Policy direction is provided by the Board, and day-to-day operations are managed by the District Manager and administrative staff. The District operates from its headquarters in West Covina and currently employs 33 full-time and 16 limited term or seasonal staff members across multiple departments, including operations, surveillance, communications, and administration.

The District maintains a strong commitment to transparency, regulatory compliance, and public service. As a public health agency, it operates in accordance with the Brown Act, the California Public Records Act, and other applicable laws governing public entities.

3. Project Context and Objectives

The District serves a large, diverse population across twenty-six cities and unincorporated areas of Los Angeles County. As a public health agency, the District relies on effective

communication and community engagement to ensure residents understand the services provided, the risks addressed, and the value delivered.

The District is undertaking a phased, strategic outreach effort to strengthen its visibility, improve public understanding, and build community trust.

The District maintains an established and effective internal outreach program that focuses primarily on public health education and behavior change. This effort is intended to build upon that foundation, while shifting the primary emphasis of this engagement toward strengthening District awareness, public understanding, trust and confidence, and perceived value of services.

As part of this initiative, the District is seeking consultant support to design and implement a strategic community outreach and public education program that supplements and enhances existing efforts, expands capacity, and introduces additional expertise and resources to extend the District's reach and effectiveness.

The primary objective of this engagement is to achieve measurable improvements in community awareness, perception, and confidence in the District through a coordinated, data-informed outreach approach.

The selected consultant will support the District in achieving the following outcomes:

- **Increase public awareness** of the District's role, services, and public health impact
- **Improve community understanding** of public health mosquito control and the services provided by the District
- **Strengthen public trust and confidence** in the District as a transparent, science-based public agency
- **Enhance perceived value** of District services among residents and stakeholders
- **Expand outreach and engagement** with culturally and linguistically diverse communities across the District's service area
- **Support consistent, clear, and effective messaging** across communication platforms and outreach efforts
- **Improve measurable indicators** of:
 - Community awareness
 - Public understanding
 - Trust and confidence
 - Perceived value of services

4. Scope of Work

The District seeks a consultant to develop and implement a 12-month, strategic, data-informed outreach and communications program that operates in coordination with—and as a supplement to—the District’s existing outreach and communications efforts.

The District maintains an established internal outreach program focused on public health education and behavior change. This engagement is intended to build upon that foundation by expanding capacity and introducing additional expertise, tools, and resources to enhance overall effectiveness.

The selected consultant is expected to function as a strategic partner and force multiplier, supporting the District in achieving measurable improvements in community awareness, understanding, trust, and perceived value of services, with particular emphasis on expanding reach and effectiveness through targeted, data-driven paid media strategies.

The scope below outlines anticipated areas of work; however, proposers are encouraged to recommend approaches that best achieve the District’s stated objectives. The selected consultant will be expected to coordinate closely with District staff to align messaging, outreach activities, and campaign execution.

A. Strategic Communications & Campaign Development

- a. Develop communications strategies aligned with District goals
- b. Refine messaging and positioning for diverse audiences
- c. Support phased campaign planning and execution
- d. Provide strategic recommendations to improve effectiveness

B. Brand Identity & Awareness

- a. Strengthen or refine brand identity and messaging
- b. Develop key message frameworks
- c. Ensure consistency across communication platforms

C. Paid Media & Advertising

- a. Develop and implement paid media strategies
- b. Recommend media mix (digital, print, outdoor, etc.)
- c. Manage media buying and placement
- d. Track and optimize campaign performance

D. Content Development

- a. Create print, digital, and multimedia content
- b. Develop educational and informational materials
- c. Support storytelling and community-focused messaging

E. Public Relations & Media Engagement

- a. Develop media strategies and outreach plans
- b. Build relationships with local and ethnic media
- c. Draft press materials and coordinate media opportunities

F. Community Outreach & Engagement (API-Focus)

- a. Develop outreach strategies targeting priority audiences
- b. Support partnerships with community-based organizations
- c. Assist with multilingual and culturally relevant outreach

G. Strategic Advisory

- a. Provide ongoing communications guidance
- b. Adjust strategies based on performance and feedback
- c. Ensure alignment with legal and informational requirements

Deliverables (Minimum Expectations)

Proposers should anticipate delivering:

- A proposed campaign approach and initial strategic framework as part of the proposal submission
- Campaign plan and implementation roadmap
- Messaging framework and key materials
- Outreach and engagement plan by audience
- Media strategy and recommendations
- Regular performance reports and analytics
- Final summary report with outcomes and recommendations

5. Minimum Qualifications

Proposers must demonstrate:

- Experience providing strategic communications and outreach services for public agencies or similarly complex organizations
- Proven success with large-scale public outreach or education campaigns
- Experience engaging diverse and multilingual communities
- Ability to design and implement data-driven communications strategies
- Strong project management capacity and ability to meet timelines
- Experience working in California and familiarity with public sector environments is preferred

6. Proposal Requirements

Proposals must clearly address the following:

A. Firm Overview and Experience

- Background and qualifications
- Relevant experience with similar projects
- Experience with public agencies and community outreach

B. Project Understanding and Approach (*Key Section*)

Proposers must demonstrate a clear understanding of the District's goals and provide:

- A proposed strategy for achieving project objectives
- Recommended phases of work and approach
- Suggested outreach methods and tools
- Approach to reaching diverse and multilingual communities
- Proposed metrics for success

C. Project Team

- Key personnel and roles
- Relevant experience
- Subconsultants (if any)

D. Work Plan and Schedule

- High-level timeline and milestones
- Key deliverables and sequencing

E. Relevant Project Examples

- At least three (3) similar projects
- Description of scope, approach, and outcomes

F. References

- Minimum of three (3) public agency or comparable clients

G. Fee Proposal

- Not-to-exceed cost
- Breakdown by task and staff
- Hourly rates
- Optional alternative fee structures

7. Evaluation Criteria

Proposals will be evaluated based on the proposer's qualifications, relevant experience, responsiveness, and overall value to the District. The District may invite one or more finalists for interviews prior to final selection.

Key evaluation criteria include:

- Experience and history of performing similar services for a public agency
- Qualified personnel and other resources to meet the scope of services
- Proposal cost to perform the services
- Completeness, thoroughness, clarity, and neatness of proposal
- References
- Proposed method to accomplish the Services
- Proper and current licenses and certifications

The District reserves the right to:

- Request additional information or clarification from any proposer
- Conduct interviews or request presentations
- Reject any or all proposals
- Select the most qualified proposer based on overall best fit for the District's needs

Final selection will be based on a holistic assessment of qualifications and value, as determined by the District.

8. Submission Instructions

All proposals must be received by the District no later than:

Tuesday, May 26, 2026 at 2:00 P.M

Late submissions will not be considered.

Proposals may be submitted electronically or in hard copy as follows:

- **Electronic Submission (Preferred):**

Email a single PDF file containing all required components to:

Anais Medina Diaz

Director of Communications

San Gabriel Valley Mosquito and Vector Control District

Email: amedinadiaz@sgvmosquito.org

Subject line: **RFP – Strategic Communications Services – [Firm Name]**

- **Hard Copy Submission (If applicable):**

Mail or deliver one (1) printed copy and one (1) digital copy (USB drive) to:

San Gabriel Valley Mosquito and Vector Control District

Attn: Anais Medina Diaz, Director of Communications

1145 N. Azusa Canyon Road

West Covina, CA 91790

9. Questions and Clarifications

Questions regarding this RFP must be submitted in writing to the contact below no later than:

Thursday, May 14, 2026 at 2:00 P.M.

Responses to all timely questions will be shared with all known prospective proposers via email and posted on the District's website.

RFP Contact

Anais Medina Diaz

Director of Communications

Email: amedinadiaz@sgvmosquito.org

Phone: (626) 814-9466

Website: www.sgvmosquito.org

GENERAL TERMS AND CONDITIONS

A. Reservation of Rights

The District reserves the right to:

- Reject any or all proposals, in whole or in part
- Waive any informalities or irregularities in the RFP process
- Modify or cancel this RFP at any time
- Reissue this RFP or issue a new solicitation at a future date
- Seek clarification or additional information from any proposer
- Conduct interviews or request presentations from one or more finalists
- Select the proposer that, in the District's sole judgment, best meets its needs and is in the best interest of the District

B. Public Nature of Proposal Materials

All proposals submitted in response to this RFP become the property of the District and may be subject to public disclosure in accordance with the California Public Records Act (Government Code § 6250 et seq.). Proposers must clearly identify any portion of the proposal they consider proprietary or confidential. The District does not guarantee confidentiality of any materials submitted.

C. Conflict of Interest

Proposers must disclose any actual, apparent, or potential conflicts of interest that may exist relative to providing services to the District. Failure to disclose a conflict may result in disqualification.

D. Cost of Proposal Preparation

All costs associated with the preparation and submission of a proposal are the sole responsibility of the proposer. The District shall not reimburse any costs incurred in responding to this RFP.

E. Contract Award and Execution

Award of a contract is subject to approval by the Board of Trustees. The selected proposer will be required to enter into a written agreement with the District that includes standard terms and conditions, including provisions for termination, indemnification, insurance, and compliance with applicable laws.

F. Term of Engagement

The anticipated contract term is approximately one (1) year, beginning June 2026 through June 2027. The District reserves the right to engage separate or additional counsel for specific matters, or to terminate the agreement at any time in accordance with the terms and conditions of the executed contract.