

REQUEST FOR PROPOSALS (RFP)

Text Messaging Platform for Mosquito and Mosquito-Borne Disease Notifications

Issuing Agency: Sutter-Yuba Mosquito & Vector Control District

RFP Release Date: March 20, 2026

Proposal Due Date: April 6, 2026

Contact: Stephen Abshier, District Manager, steve@sutter-yubamvcd.org and Kayla Valencia, Administrative Manager, kvalencia@sutter-yubamvcd.org

1. Introduction

Sutter-Yuba Mosquito & Vector Control District is soliciting proposals from qualified firms to provide a text messaging platform capable of delivering timely push notifications related to mosquito activity and mosquito-borne disease information to the public.

The selected vendor will support the Agency's mission to protect public health by improving communication, outreach, and awareness through reliable and accessible messaging technology.

2. Project Overview

The Agency seeks a vendor to provide a comprehensive messaging solution that enables:

- Mass text notifications (SMS and/or MMS)
- Opt-in/opt-out subscriber management
- Targeted messaging based on geographic areas
- Timely alerts regarding mosquito activity, control efforts, and public health advisories

The system must be user-friendly for staff and accessible for the public.

3. Scope of Services

The scope of services includes, but is not limited to:

3.1 Messaging Platform

- Cloud-based SMS/MMS messaging system
- High-volume message delivery capabilities
- Real-time or scheduled message distribution
- Two-way messaging capability (optional but preferred)

3.2 Subscriber Management

- Public opt-in and opt-out functionality compliant with applicable regulations
- Segmentation of subscribers by location, preferences, or categories
- Secure storage of subscriber data

3.3 Geographic Targeting

- Ability to send alerts based on defined service areas (e.g., neighborhoods, zones, districts)
- Integration with GIS or mapping tools (preferred)

3.4 Public Health Messaging

- Support for emergency alerts and routine notifications
- Templates for common messaging (e.g., spraying notices, disease detection alerts, prevention tips)

3.5 Reporting and Analytics

- Delivery confirmation and message status tracking
- Subscriber engagement metrics
- Reporting dashboard and export capabilities

3.6 System Integration

- Ability to integrate with existing Agency systems (e.g., website, GIS platforms, CRM tools)
- API access (preferred)

3.7 Security and Compliance

- Data security and privacy protections
- Compliance with applicable federal and state laws and regulations
- Industry-standard encryption and safeguards

3.8 Training and Support

- Initial staff training on system use
- Ongoing technical support
- User documentation and resources

4. Accessibility Requirements

The platform must support accessibility best practices, including:

- Compatibility with assistive technologies
- Clear and concise message formatting
- Optional multilingual support
- Administrative interface usability consistent with accessibility standards

5. TCPA Compliance Requirements

The proposed platform and all related services must comply with the **Telephone Consumer Protection Act (TCPA)** and all applicable FCC regulations.

Proposers shall:

- Provide compliant opt-in processes with clear consent language
- Maintain records of user consent and subscription activity
- Support easy and immediate opt-out mechanisms (e.g., STOP commands)
- Ensure message frequency disclosures and sender identification
- Avoid prohibited practices such as unsolicited messaging
- Provide guidance and tools to ensure ongoing compliance with TCPA requirements

Proposers must describe how their platform ensures and maintains TCPA compliance and identify any shared responsibilities between the vendor and the Agency.

6. Proposal Requirements

Interested firms shall submit proposals that include the following:

6.1 Company Information

- Firm name, address, and contact information
- Overview of company history and structure
- Relevant certifications or accreditations

6.2 Experience and Qualifications

- Experience providing mass notification or messaging platforms
- Experience working with public agencies, particularly in California
- Examples of similar implementations and client references

6.3 Technical Approach

- Description of the platform and key features
- System architecture and hosting environment
- Security protocols and compliance measures

6.4 Implementation Plan

- Proposed timeline for deployment
- Onboarding and configuration process
- Data migration (if applicable)

6.5 Cost Proposal

Provide a clear, itemized cost breakdown including:

- Setup and implementation fees
- Subscription or licensing costs
- Cost per message or usage tiers; or annual flat rate
- Training and support
- Optional features or add-ons

6.6 Service Terms

- Proposed contract term(s)
- Service level agreements (SLAs)
- System uptime and support response times

6.7 Additional Information

- Any value-added services
- Scalability options
- Future enhancements or upgrades

7. Evaluation Criteria

Proposals will be evaluated based on, but not limited to:

- Experience and qualifications
- Functionality and ease of use
- Ability to meet public health communication needs
- Security and compliance measures, including TCPA compliance
- Cost and overall value
- Quality and completeness of proposal

8. Submission Instructions

Proposals must be received no later than **April 6, 2026**.

Submission methods:

Stephen Abshier, District Manager steve@sutter-yubamvcd.org

Kayla Valencia, Administrative Manager kvalencia@sutter-yubamvcd.org

Late or incomplete proposals may not be considered.

9. General Conditions

- The Agency reserves the right to reject any or all proposals
- The Agency may request additional information or clarification from proposers
- Issuance of this RFP does not obligate the Agency to award a contract
- All costs associated with proposal preparation are the responsibility of the proposer

10. Questions

Questions regarding this RFP must be submitted to:

Stephen Abshier, District Manager steve@sutter-yubamvcd.org

Kayla Valencia, Administrative Manager kvalencia@sutter-yubamvcd.org

530 674-5456