



SOCIAL MEDIA MARKETING AND COMMUNICATIONS SERVICES

REQUEST FOR PROPOSALS
SUBMISSION DEADLINE FOR PROPOSALS:
Friday, July 31, 2026, 5pm

BACKGROUND

The Contra Costa Mosquito and Vector Control District (CCMVCD) is a Public Health government agency that is an independent Special District and not part of Contra Costa County government. CCMVCD provides public health services to county residents to reduce the risk of vectors of disease or harm. CCMVCD operates primarily by means of locally controlled funding and receives revenue from property taxes.

CCMVCD provides services for mosquitoes including mosquitofish service, ground-nesting yellowjackets, ticks, rats and mice, and skunks.

MISSION

The Contra Costa Mosquito and Vector Control District is a public health agency dedicated to protecting the community from mosquitoes and other vectors of disease.

Objective: Increase and improve communication to District residents and other agencies

This plan would assess the District's various methods of information delivery annually, to reach and maintain benchmarks for communications and marketing established by the District and community.

Action:

- Continue to engage the community in current and future innovative technology and treatment efforts.
- Continue to promote and create awareness of District services utilizing the District website and social media.
- Develop a District market plan to ensure diversity in communication methods, and a branding plan. It should be reviewed regularly and updated as needed and should be front facing to the public, i.e., web page, social media that includes but is not limited to:
 - Branding of the District
 - Promoting the District's upcoming 100-year anniversary
 - Publication and signage standards
 - Increased use of social media
 - Maintenance and development of the District's website, utilizing the District website vendor platform
 - Partner opportunities
- Continue to use and enhance service marketing using an equity lens with specific emphasis on program promotion in the Spanish language
- Ensure communication channels align with preferences identified in the master plan. Place a greater priority on use of email, social media, and distribution of mailers where necessary.

SCOPE OF WORK

Contra Costa Mosquito and Vector Control District is seeking proposals from qualified social media marketing and communications professionals specializing in government agency and/or community-based promotion.

The following is an overview of marketing and communications work anticipated to be completed for CCMVCD **September 1, 2026 – September 1, 2027**. Note: One-year contract extension optional up to two additional years will be available with both parties in agreement.

Website

The Contra Costa Mosquito and Vector Control District's web page: ContraCostaMosquito.gov, is a focal point for community outreach and involvement. Consistent formatting and relevant and timely informational updates are essential for the success of the District. The District utilizes a third-party vendor as its website management platform.

- Weekly content updates of District's control activities, virus detection, and upcoming events
- Create an Events page and add events as needed
- Maintaining Board meeting information and agendas, event teasers and other important information on landing page
- Adding press releases to the news and announcements link
- Keeping all content on all pages and sections accurate and reflecting most current information
- Adding RFPs and job postings to the respective pages as needed

SWOT Analysis

Requesting a SWOT analysis for both our social media and our marketing plan Marketing Analytics & Performance Measurement. The District seeks a marketing partner that can demonstrate measurable outcomes and provide actionable data to evaluate the effectiveness of marketing investments and outreach efforts. Marketing Attribution & Conversion Tracking

The selected consultant shall develop systems and processes to track the effectiveness of marketing campaigns and their impact on service requests, event attendance, and resident engagement.

- Provide recommendations on marketing investments based on conversion rates and return on investment (ROI).
- Identify the most effective communication channels by program area, demographic group, and campaign type.
- Provide recommendations to improve participation and engagement.

Newsletter

A monthly emailed newsletter is a key component to reach users and keep them abreast of current activities within the District

- Create monthly e-newsletter that is reviewed and approved by the General Manager in advance for release on the second Friday of each month.
- Ensure distribution to existing recipients utilizing the District's digital and email marketing platform and expand this reach
- Coordinate with staff to update and grow the distribution list by encouraging residents to subscribe on the website.

Social Media

The District employs a variety of social media outlets for outreach including: Instagram, Facebook, Nextdoor, Twitter (X), and Threads

- Manage all social media platforms and create and update relevant content daily.
 - Create events for upcoming District activities
 - Cross-promote events and programs of partners and community-based organizations that serve the mission of the District
- Create original content, including photographs and videos, and obtain appropriate user-generated content of CCMVCD programs and locations for use on social media platforms.

Printed Materials

Design a variety of public information materials for outreach, including brochures, door tags, mailers and flyers.

News Releases

Develop news releases at the request, and with the final approval of, the General Manager or designee.

Annual Report

Create an Annual Report for print and web distribution that showcases the District's programs and activities from the previous year.

- Proofread, provide advance drafts for District staff review/edits, finalize draft, and facilitate printing through external services

Annual Comprehensive Financial Report (ACFR)

Assist the Financial Administrator in the design of the Annual Comprehensive Financial Report for print and web distribution that showcases the District's financial activities from the previous year.

- Design, proofread, provide advance drafts for District staff review/edits, finalize draft, and facilitate printing through external services

Marketing Plan

An annual marketing plan assists the District in planning and scheduling outreach efforts and provides templates, strategies, and processes to maximize awareness, participation, and community engagement for District programs, services, events, and facilities. The plan shall be drafted immediately following the notice of contract award and submitted for review and approval by the General Manager no later than January 31, 2027.

Implementation of any and all aspects of the plan shall be dependent upon available funding and final approval by the General Manager.

The annual marketing plan shall include, at a minimum, the following components:

Executive Summary:

- Assessment of Current Marketing Efforts, Including Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis)
- Discussion of Branding and Recommendations
- Community Outreach and Engagement Strategy

Digital Marketing Strategy and Design, Including:

- Website recommendations
- Search Engine Optimization (SEO)
- Email marketing campaigns
- Social media strategy and content calendar
- Digital advertising recommendations

Traditional Marketing Strategy and Design, Including:

- Print materials
- Direct mail
- Outdoor advertising
- Media relations and press releases

Distribution Plan

- Marketing Materials and Creative Standards
- Promotion Strategy for Programs, Events, District operations and activities and

Community Initiatives

- Proposed Partnerships and Cross-Promotional Opportunities
- Retention and Growth Strategy for Participants, and Residents
- Journey and User Experience Recommendations
- Marketing Performance Metrics and Key Performance Indicators (KPIs), including:
 - Reach and impressions
 - Website traffic

- Service Requests
- Event attendance
- Social media engagement
- Email open and click-through rates
- Return on investment (ROI)
- Annual Marketing Calendar with Recommended Campaign Timelines
- Budget Recommendations and Prioritization of Marketing Activities
- Reporting and Evaluation Framework, Including Quarterly Progress Reports and Recommendations for Continuous Improvement

Internal Communication

Communication must be facilitated internally to all staff of the District to ensure accurate information sharing and promote culture of inclusivity and ownership of roles

Executive Dashboard & Data Visualization

The District desires a monthly executive dashboard that provides clear, visual, and data-driven insights regarding marketing performance and community engagement.

Dashboard Requirements

The selected consultant shall develop and maintain a monthly dashboard that includes, but is not limited to:

- Website traffic and engagement metrics
- Conversion rates by marketing campaign
- Email marketing performance metrics
- Social media growth and engagement metrics
- Audience demographics
- Top-performing content
- Return on advertising spend (ROAS)
- District-wide marketing performance summary
- The dashboard shall include visual charts, graphs, and trend analysis suitable for presentation to the General Manager and Board of Trustees.

Key Performance Indicators (KPIs)

The consultant shall establish annual benchmarks and measurable performance goals in collaboration with District staff.

KPIs may include:

- Increase website traffic by agreed-upon percentage
- Increase social media followers and engagement
- Increase email subscriber base
- Increase newsletter open and click-through rates

- Increase participation in targeted programs and events
- Improve community awareness of District programs and services
- Annual KPI progress shall be reported quarterly and annually.

Content Creation & Digital Storytelling

The District seeks innovative and creative approaches to community engagement and storytelling.

The selected consultant shall:

- Develop short-form video content for Instagram Reels (user generated content), Facebook Reels, YouTube Shorts, and emerging platforms.
- Create participant testimonials and success stories.
- Produce staff spotlights, volunteer spotlights, and community partner features.
- Develop recurring content series highlighting programs, operational activities and events.
- Capture professional photography and videography at District programs and events.
- Create content specifically designed to increase engagement, reach, and shareability.
- Develop strategies to engage younger audiences and emerging community demographics.
- Utilize user-generated content and community storytelling opportunities where appropriate.

Community Reach & Audience Growth

The selected consultant shall develop strategies to expand the District's audience and reach new participants.

Strategies may include:

- Audience segmentation and targeted marketing campaigns.
- Geo-targeted advertising.
- Multicultural and bilingual outreach campaigns.
- Influencer and community ambassador partnerships.
- Strategic partnerships with schools, youth organizations, nonprofits, and local businesses.
- Community surveys and resident feedback collection.
- Recommendations for emerging communication platforms and technologies.

Board Reporting & Strategic Recommendations

The selected consultant shall attend monthly meetings (virtual or in-person as

requested) with District leadership to review performance metrics and provide strategic recommendations.

Reports shall include:

- Successes and challenges.
- ROI analysis of marketing campaigns.
- Recommendations for future investments.
- Program-specific marketing performance.
- Industry trends and best practices.
- Opportunities to improve resident engagement.

Reporting

Regular reporting is key to providing metrics for successes and areas to be improved

- Provide monthly report to the General Manager on all marketing campaigns and external communications; follow consistent adopted branding, social media, email newsletter metrics, print marketing distribution, and all other marketing outlets utilized.
- Provide an annual report to the General Manager on all marketing related topics and external/internal communication efforts.
- Provide monthly updates to be distributed to the Contra Costa Mosquito and Vector Control District Board of Trustees.
- Draft and provide to the General Manager an annual District report on all programs and services; to update and inform the Board of Trustees.

Selection:

Proposals received by the District will be reviewed by a selection committee. The selection committee will use the following criteria and point system to evaluate all the proposals received.

CRITERIA

Proposals will be evaluated and ranked based on proven experience, expertise, and technical merit for the requested services. Added consideration will be given to those applicants who have successfully completed similar projects for special districts.

1	Demonstrated knowledge of the CCMVCD's programs, Comprehensive Master Plan, annual goals, and the vision and mission of the District.	30 Points
2	Demonstrated ability to produce and distribute targeted marketing and communication materials and successfully and positively engage the community.	30 Points

3	Educational and professional record, including past record of performance on contracts with governmental agencies and private parties with respect to cost control, quality of work, and ability to meet schedules.	20 Points
4	Evaluation of how the cost of the proposal aligns with the District's proposed budget and how the proposed cost compares with the services and products provided.	20 Points
	TOTAL	100 Points

Proposals should include no more than three (3) professional references

EVALUATION PROCEDURE

Following the evaluation of the proposals, the selection committee may request an interview and/or demonstration from proposers. The selection committee will make a recommendation to the General Manager who will make a final decision.

CONTRACT NEGOTIATIONS

Following the evaluation, interview, and demonstration, the selection committee will recommend a vendor to move forward with contract negotiations. The District will begin negotiations with its first preferred contract at this point in the process, but may meet with other contractors, if contract negotiations are not amicable.

DELIVERY OF PROPOSALS

Address proposal to:

Paula Macedo, General Manager
 Contra Costa Mosquito and Vector Control
 District
 5750 Imhoff Drive, Suite I
 Concord CA 94520

You may also email proposals to:

CCMVCD@ContraCostaMosquito.gov

Deadline to submit proposals is Friday, July 31, 2026, at 5pm.

Any qualification statements received after the above specified time will not be considered.

CCMVCD reserves the right to cancel this request in whole or in part at any time, or otherwise reject any submissions for reasons deemed by CCMVCD that such an action would be in CCMVCD's best interest.