



Request for Proposal for Mass Communication Campaign Solution_09-25_JT

Date of Release: September 10, 2025

1. General Information

1.1. Request for Proposal (RFP) Objective

The ERCOT objective in this RFP is to evaluate Respondent's product and service offerings to better understand the features regarding email and SMS subscription solutions for multiple mailing lists. This initiative aims to future proof ERCOT's communications through:

- Identifying a Software as a Service solution to ensure secure and persistent communications via email, SMS, and other digital media presence.
- Deploying, configuring, and migration of ERCOT's existing email distribution lists, registrants, and owners. Providing training and customization which enables ERCOT's team to manage and the communications and integrations

Electric Reliability Council of Texas (ERCOT) will be using Workday Strategic Sourcing (WSS) to manage the submission process for this RFP.

In order to participate, each respondent is required to create a free supplier account with Workday Strategic Sourcing by accessing the following link and following the instructions for new account creation.

<https://us.workdaysspend.com/rfps/public/983654>

Once registered, you can view details and ask questions (via the WSS message center) to ERCOT within the WSS platform. You will also be able to invite additional team members to collaborate, and submit your RFP response.

1.2. ERCOT Point of Contact

The sole point of contact for inquiries concerning this RFP is:

Jason Terrell
ERCOT
2705 West Lake Drive
Taylor, Texas 76574
Jason.Terrell@ercot.com

All communications relating to this RFP must be directed to the specified ERCOT Point of Contact. All other communications between a Respondent and ERCOT staff concerning this RFP are prohibited. Failure to comply with this section may result in ERCOT's disqualification of the proposal.

1.3. Procurement Timeline

Procurement Timeline	
RFP Release Date	September 10, 2025
Optional Notice of Intent to Propose Due	September 17, 2025
Respondent Questions Due	September 19, 2025
Response to Respondent Questions Sent	September 24, 2025
Respondent Proposals Due	October 10, 2025
Respondent Presentations (if needed)	TBD
Anticipated Contract Award	TBD
Anticipated Contract Start Date	TBD