



ROWLAND UNIFIED SCHOOL DISTRICT
1830 S. NOGALES STREET
ROWLAND HEIGHTS, CA 91748

ADDENDUM 1
Community Outreach/Marketing Services
Bid No. RFQ/P 2024-25 (Q2)

NOVEMBER 8, 2024

TO ALL PROSPECTIVE BIDDERS:

Note: *The following Addendum shall become part of the contract documents, and the bidder shall provide for all work as required by this Addendum. Acknowledge receipt of the Addendum on the Bid Proposal Form.*

Specifications/Clarifications:

Question: Do you expect an incumbent agency to bid on this work?

Answer: No

Question: How many partners do you believe will submit a proposal for this work?

Answer: We do not know how many firms will submit a proposal for this work?

Question: Is there a preference for a local partner?

Answer: Not necessarily

Question: What is the budget for this project? Does this budget include hard costs for advertising?

Answer: No estimate has been provided for this project.

Question: Are you required to go with the lowest-cost bid?

Answer: We are not required to go with the lowest-cost of proposal submitted.

Question: When will the work begin?

Answer: The district wants to submit a contract for the board's approval on December 13, 2024.

Question: How long is the duration of the contract?

Answer: The contract duration will be determined at the time of the award.

Question: Are you envisioning a partner to conduct statistical research for the market analysis?

Answer: Yes

Question: Do you anticipate the need for a website redesign?

Answer: Not necessarily

Question: Does this project require completion of the questionnaire form? If so, when does this form need to be submitted by, and when will we be notified if we can move forward with submitting a proposal?

Answer: Please see the RFQ/P posted on our website at www.rowlandschools.org

Question: Is there an expectation that the dedicated Communication Manager required in the RFP would be on site full time? Or would a remote, dedicated communication manager be considered?

Answer: Please read the RFQ/P. The district is not expecting to hire a full-time Communications Manager.

Question: 1. Section D - References and Description of Experience

Can we include two references from school districts and two from other public sector clients (cities, counties, or municipalities)?

Answer: Include at least four (4) school districts with similar program needs, along with the names of individuals familiar with your work that can be contacted by District staff.

Question: 2. Section F - Case Studies

May we provide two case studies from the same school district? Additionally, for the two additional examples mentioned in the RFQ, would public sector projects outside of school districts be acceptable?

Answer: The District prefers Firms with previous experience providing similar services to public school districts, and Firms should provide examples of previous experience providing similar services to K-12 districts in California.

Question: 3. Project Management and Reporting

Does RUSD currently have a Communications Director or staff assigned to this scope of work, or are you looking for a firm to provide end-to-end communications services? After the award, who will the agency report to?

Answer: Yes the District currently has a full time Communication Director. The firm will report to the Administrative Services Department.

Question. 4. Budget Do you have an anticipated budget range for the scope of work outlined in this RFQ?

Answer: The district does not have an anticipated budget.

Question: 5. Enrollment Goals Is increasing enrollment at RUSD a goal for this communications and outreach effort?

Answer: Yes

Question: If this is the objective, have you completed any demographic assessment, birth rates, and other analyses that demonstrate that increased enrollment is a possibility?

Answer: Yes

Responses to RFI's will be provided via addenda posted on the district's website at www.rowlandschools.org

The vendor must check the district's website for any addendum before submitting their proposal.

Rosana McLeod

Director of Purchasing