



Together, Educating Every Student for Excellence

DATE: September 28, 2026

TO: All Offerors

FROM: Tenda Broadnax
Procurement Specialist

SUBJECT: ADDENDUM TO RFP - CONTRACT NO. CHR26019
STRATEGIC COMMUNICATIONS, PUBLIC RELATIONS, AND CAREER PATHWAY
DEVELOPMENT SERVICES

ADDENDUM #1 Questions & Answers

	Questions	Answers
1	Past Performance and References May a prime vendor demonstrate relevant experience, comparable past performance, sample work, and qualifications through the experience of proposed subcontractors and named key personnel? Additionally, may subcontractor client references be included among the three required business references?	Bidders may demonstrate relevant information through subcontractors. However, we are looking to work directly with the bidding vendor. Those references may be submitted if a subcontractor is referenced.
2	Component B Workshops Appendix B states that the selected vendor will provide a minimum number of "[TBD]" workshops per academic year. Could the District please clarify the anticipated minimum number of workshops and/or expected frequency?	We can't predict how many workshops will be needed or the frequency. We will work with the selected vendor to plan any needed workshops collaboratively.

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3	Crisis Communications Response Time The RFP references an initial crisis-response window of “[30/60/90] minutes.” Could the District clarify the required response time for emergency communications support?	There are different timelines for each type of crisis. Whenever emergency communications is needed, the selected vendor will be advised of the timeline.
4	Job Shadowing and Externships For the Component B requirement involving student job-shadowing and externships, may these experiences take place at District facilities, an approved subcontractor or partner facility, virtually where appropriate, or another approved professional worksite rather than exclusively at the prime vendor’s office?	It is preferred that the job shadowing take place in district or at an approved location. Virtual shadowing or activities are not preferred.
5	Component B Lead Qualifications The RFP requires the Component B lead to have appropriate credentials and experience working with K-12 students. Are there specific credentials, certifications, years of experience, or educational qualifications the District considers necessary or preferred for this role?	There are no credentials needed. Preference will be given to those who have experience working with students.
6	Component-Specific Proposal Eligibility The RFP states that the District’s goal is to identify a single prime vendor capable of providing both Component A and Component B in an integrated manner, while also reserving the right to make multiple or partial awards. Will the District consider proposals from vendors seeking to provide Component A — Communications Services only, without proposing on Component B?	Priority preference will be given to bids that provide proposals to both Components A and B.

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7	Separate Awards by Component If the District determines that multiple or partial awards are in its best interest, may Component A and Component B be awarded to separate vendors?	Priority preference will be given to bids that provide proposals to both Components A and B. Separate vendors are not preferred.
8	Scope Within Component A If a vendor is permitted to propose on Component A only, must that vendor provide all Component A base services, or may the District consider proposals for defined portions of Component A, such as strategic communications, digital/social media, content development, community engagement, or related communications services?	Priority preference will be given to bids that provide proposals to both Components A and B.
9	Component A Estimated Level of Effort Does the District have an estimated monthly number of hours, historical level of effort, or anticipated workload for the Component A base services that vendors should use when developing the annual retainer and estimated monthly hours requested in Appendix A?	We do not have an estimated number of hours.
10	District Communications Staffing Structure Please describe the District's current communications staffing structure and clarify which Component A responsibilities are expected to be led by the selected vendor versus performed collaboratively with existing District staff.	The entire scope of work will be a collaboration with our current Public Information Office. Decisions will be made at that time around what work will be led by the selected vendor. The office is currently being reorganized. Our current structure includes a Public Information Officer/Marketing Specialist and a Media Specialist.

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11	Crisis Communications Response Time Appendix B references an example initial crisis-communications response window of “[30/60/90] minutes.” What response time should vendors assume for proposal staffing and pricing purposes?	There are different timelines for each type of crisis. Whenever emergency communications are needed, the selected vendor will be advised of the timeline.
12	Crisis Communications Availability Does the required on-call crisis and emergency communications support require 24/7/365 availability, including evenings, weekends, holidays, and school closures? If so, what level of staffing and availability should vendors include within the Component A annual retainer?	It is expected that the selected vendor be available for emergency messaging requests. The level of staffing will be left up to the selected vendor.
13	Media Relations Expectations Please clarify the anticipated volume and frequency of media-relations support, including press releases, media advisories, story pitching, interview coordination, spokesperson preparation, and proactive media outreach.	The selected vendor will work with our current Public Information Office to determine the volume and work assigned.
14	Digital/Social Media Scope Please clarify the District’s expectations for digital and social media support under Component A, including the number of social channels, anticipated content volume, whether the selected vendor will create and publish content directly or primarily provide strategy and guidance, and the extent of community-management responsibilities.	The selected vendor will work with our current Public Information Office to determine the volume and work assigned.

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15	Creative Production — Base vs. Optional Please clarify which graphic design, video, photography, multimedia, and related creative-production services are expected to be included within the Component A base annual retainer versus procured separately as Optional/As-Needed Services.	The expected scope is for a vendor to assist our current Public Information Office. Vendors who wish to bid should use what they know about the workings of a Public Information Office to submit a bid that complements that work.
16	Multilingual Communications Volume Does the District have an estimated annual volume of Spanish and other multilingual communications that vendors should include within the Component A base retainer? Please also clarify whether translation services must be performed by certified translators.	The selected vendor would not be expected to translate messaging at this time.
17	Website Content Support Please clarify the anticipated scope and volume of website-content support under Component A and whether the selected vendor will be responsible only for drafting/editing content or will also be expected to publish content within the District's website CMS.	The selected vendor will work with our current Public Information Office to determine the volume and work assigned.
18	Monthly Dashboard and Reporting Please identify any existing analytics, social media management, media-monitoring, or reporting platforms the District currently uses and whether the selected vendor will be expected to provide or license any additional reporting tools.	In terms of monthly dashboard and reporting, the vendor will not be expected to provide or license any reporting tools. In addition, our Public Information Office will work with the selected vendor and determine their role in social media management or analytics.

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19	Section II.B, "Integration with existing CSD programs": Can the District describe what career-pathway, communications, or media-production programming currently exists at the District level (e.g., existing CTE offerings, student media programs, or communications infrastructure) that Component B is expected to enhance and extend, rather than duplicate?	Component B is expected to enhance our students currently enrolled in our Communications pathway.
	Appendix C, "Anticipated annual reach" and Section II.B: Does the District have a target or expected number of students and schools to be served under Component B in Year 1, or is the vendor expected to propose this scope independently?	We have three high schools. The selected vendor could potentially work with all three of them. Our CTE Coordinator will work collaboratively with the selected vendor to determine services expected in Year 1.
21	Section II.B, "Industry-led workshops" and Appendix B: Can the District clarify the expected time of day, frequency, and weekly time commitment for on-site workshops and instruction? Are these expected during the school day, after school, or a mix, and is there a target number of hours per week or month?	We can't predict how many workshops will be needed or the frequency. We will work with the selected vendor to plan any needed workshops collaboratively. The workshops will take place at a mutually agreed-upon time, which could be during the school day or after school.

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22	Section II, Optional/As-Needed Services, "Equipment access for student pathway use": Is the vendor expected to supply its own production equipment (cameras, audio gear, editing software) for student pathway use as part of Base Services, or is equipment access strictly an Optional Service priced separately per student/cohort? If separate, can the District clarify expected volume for pricing purposes?	The district has some basic equipment. When working with our students, it is expected that the approved vendor has their own equipment. We have three high schools, so the potential to work with all schools is possible.
23	Section II.A, "Crisis and emergency communications" and Appendix B: Is the vendor expected to develop the District's crisis-communications protocol from scratch, or does the District have an existing protocol that the vendor would review, update, and operationalize?	The selected vendor is not expected to develop any protocols from scratch. We have existing protocols and the selected vendor will have access to them.
24	Section II Overview and Section II.D: Can the District provide further clarification distinguishing Base Services (covered under the annual retainer) from Optional/As-Needed Services (billed under the rate card), particularly where a service could reasonably fall under either category (e.g., creative production, expanded pathway capacity)?	The selected vendor will be advised how to bill a service that might fall under either category.

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25	Section I.A.7 and Appendix C : Given the contract term begins December 1, 2026, when does the District anticipate student engagement under Component B actually beginning — at the start of the contract, at the start of the following school year, or on another timeline?	The selected vendor will work with students in the 2 nd semester of Year 1.
26	Is the intention for the selected vendor to deliver all workshops for students in the program, or will the focus be on train-the-trainer? How many workshops are expected per year/school term and how many students are anticipated to be in each?	We do not prefer train-the-trainer for this work. The number of workshops will be collaboratively agreed upon between the CTE Coordinator and the selected vendor.
27	Will workshops be delivered within a normal school day as an elective?	Electives take place during the school day. This would be part of the student's pathway experience, which could be during the day or after school.
28	How long are class periods?	Class periods are 55 – 90 minutes, depending on the school.
29	Will students have access to all equipment necessary at school, or is there an opportunity for the vendor to ensure availability of necessary equipment?	The schools are equipped with basic equipment. The vendor is expected to have their own equipment for supplemental experiences.
30	In what grade will students enter the program at the beginner level, and is the expectation that they will advance through levels as they advance grade level? For example, will the beginner level be offered to grade 9, intermediate grade 10, advanced grade 11 – or is the expectation that a student could complete all levels in one school year?	Students will be in grades 10 – 12. It is our vision that students start in grade 10 and progress through grade 12.

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31	Is the expectation that students who are shadowing and being mentored do so in person/on site at the vendor's office, and is there transportation available? Or will this be done remotely?	It is expected that students do so in person, and it may take place onsite or at an approved facility. We do not prefer remote services. Transportation may be available but would be agreed upon with the district coordinator.
32	Please describe the District's current communications staffing structure and clarify which Component A functions the selected vendor will be expected to lead directly versus support in partnership with District staff. In particular, who currently handles day-to-day media inquiries, social media posting, website content, internal communications, and crisis communications?	The entire scope of work will be a collaboration with our current Public Information Office. Decisions will be made at that time around what work will be led by the selected vendor. The office is currently being reorganized. Our current structure includes a Public Information Officer/Marketing Specialist and a Media Specialist.
33	Does the District have an anticipated level of effort, approximate monthly hours, or budget range for the Component A base retainer? If not, can the District provide an indication of the current volume of communications activity, such as average monthly media inquiries, news releases/media advisories, social media content, website updates and internal communications?	We cannot predict the number of hours or anticipated level of effort. The selected vendor is expected to use what they know about the workings of a district Public Information office and submit a proposal based on that knowledge.
34	Is the selected vendor expected to manage incoming media inquiries on behalf of the District, or primarily provide strategic counsel, content development, proactive pitching and surge capacity in coordination with District communications staff?	The scope of work will be agreed upon with the selected vendor. Currently, the district handles those inquiries but could potentially rely on the selected vendor to assist.

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35	Please clarify the anticipated on-call expectations for crisis and emergency communications, including whether availability is expected 24/7/365, what constitutes an emergency requiring vendor response, and whether the defined 30-, 60-, and 90-minute response windows refer to acknowledgment/availability or delivery of communications materials.	It is expected that the selected vendor be available for emergency messaging, if needed. There are different timelines for different situations. The expected timeline will be communicated when the assignment is given.
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