



ALUM ROCK UNION ELEMENTARY SCHOOL DISTRICT

2930 Gay Avenue, San José, CA 95127 · Phone: 408-928-6800 · Fax: 408-928-6416 · www.arusd.org

ADDENDUM #1 FOR RFP No. 23224-SUP01

Public Relations/Marketing Services

Below are responses to questions presented in reference to the above RFP.

Q & A

Q: For the proposal, In my history of bidding, you need the description of services, your company, references, price, etc., all up front to aid in the selection process. But the TB shot, Proof of insurance, and fingerprinting are all done IF selected and before signing the contract.

A: Correct.

Q: The RFP is a bit unclear on that here. Please Advise. I've also noticed that every school district needs their own fingerprinting profile. Please advise about this as well.

A: If selected, the contractor will need to sign the Fingerprinting and Criminal Background Check Certification Form.

Q: Would you like the proposal submitted in the format of page 7? If not, do you have a preferred format? Or just clear description/info? Please advise.

A: Just a clear description/information.

Q: Is there an in-person requirement and if so, what is the expectation?

A: No in-person requirement, unless there's a need to meet in person.

Q: Do you have a district employee or contractor who is currently filling a communication role in any capacity? (i.e. parent-facing information, website updates, etc.)

A: Yes.

Q: Based on the scope of work, would you prefer us to denote a flat monthly retainer and/or would you require minimum hours?

A: Provide a flat monthly amount including hourly rate.

Q: Aside from what we can view on the website, does the district have any existing channels such social media channels and/or third party marketing tools such as MailChimp/Constant Contact or a website CMS system? We see you run your external site on Finalsite.

A: We use social media platforms and ParentSquare.

Hilaria Bauer, Ph.D., Superintendent

Board of Trustees: Minh Pham, President · Corina Herrera-Loera, Vice-President
Andrés Quintero, Clerk · Andrea Flores Shelton, Member · Linda Chavez, Member



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Q: Are you looking to change any of your current communication/technology tools?

A: No.

Q: We work with other districts where this threshold amount is required unless the project is going out to bid. Given that you've chosen an RFP process, is this total amount still the required ceiling?

A: This is considered special services, thus is not subject to the bid limits.

Please submit a signed copy of this addendum with your RFQ/P response.

Company Name: _____

Signature: _____

Print Name: _____ Date: _____

Hilaria Bauer, Ph.D., Superintendent

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