



**Lexington County School
District One
AMENDMENT OF SOLICITATION**

**REQUEST FOR PROPOSALS (RFP)
P2025.2 COMMUNICATIONS AUDIT**

Solicitation Number:
Date Issued:
Procurement Officer:

**PT2025.6
07/14/2025
Elizabeth Marsh,
CPPB,NIGP-CPP**

Phone:
Email:

**803-821-1176
emarsh@lexington1.net**

AMENDMENT/MODIFICATION NO: **One**

1. ISSUED BY: **Lexington County School District One
100 Tarrar Springs Road, Procurement Office
Lexington, South Carolina 29072
Attn: Elizabeth Marsh, Director of Procurement**

2. CONTRACTOR'S NAME AND ADDRESS:

3. AMENDMENT OF SOLICITATION NO.:
PT2025.6

4. THIS BLOCK APPLIES ONLY TO AMENDMENTS OF SOLICITATIONS:

THE ABOVE NUMBERED SOLICITATION IS AMENDED AS SET FORTH IN BLOCK 5.

5. DESCRIPTION OF AMENDMENT:
**SUBMIT OFFER BY date extended.
QUESTIONS ANSWERED.**

6. CONTRACTOR/OFFEROR IS TO SIGN THIS DOCUMENT AND SUBMIT WITH THEIR RESPONSE TO THE SOLICITATION. FAILURE TO RETURN WITH BID MAY RESULT IN REJECTION OF YOUR OFFER.

7. CONTRACTOR'S SIGNATURE

8. CONTRACTOR'S NAME AND ADDRESS:

BY : _____

(SIGNATURE OF AUTHORIZED REPRESENTATIVE)

9. DATE SIGNED : _____

10. LEXINGTON SCHOOL DISTRICT ONE

11. NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

BY: Elizabeth Marsh

(SIGNATURE OF AUTHORIZED REPRESENTATIVE)

**Elizabeth Marsh, CPPB, NIGP-CPP
Director of Procurement**

12. DATE SIGNED: 07/14/2025

AMENDMENT

THE SOLICITATION IS AMENDED AS PROVIDED HEREIN. ANY RESTATEMENT OF PART OR ALL OF AN EXISTING PROVISION OF THE SOLICITATION DOES NOT MODIFY THE ORIGINAL PROVISION EXCEPT AS FOLLOWS: UNDERLINED RED TEXT IS ADDED TO THE ORIGINAL PROVISION. STRICKEN TEXT IS DELETED.

Question 1: Will bids only be publicly disclosed to satisfy a FOIA request?

District Answer: FOIA requests and requests to satisfy protest procedures.

Question 2: You state the offer must be divided into two parts, the technical proposal and the business proposal. Later, though, you only refer to a technical proposal and a price proposal. Are the business proposal and the price proposal the same thing?

District Answer: Yes.

Question 3: Under Number of Copies to be Submitted, does "original proposal" refer to the unredacted version of only the technical proposal? And should the PDF copy be included on the USB drive as well?

District Answer: Yes.

Question 4: Will preference be given to Contractors based in or with team members located in SC?

District Answer: No.

Question 5: Other things being equal, will SC-based firms receive a greater preference in the criteria?

District Answer: No.

Question 6: Is the District open to considering any contract amendments?

District Answer: The District does not go into contracts with the intention of contract amendments.

Question 7: Is there a maximum budget the cost proposal should not exceed?

District Answer: \$50,000.

Question 8: Do you have an overall budget limit and/or approximate range you could share?

District Answer: \$50,000.00.

Question 9: Can you confirm that "cost proposal" and "price proposal" refer to the same thing?

District Answer: Yes.

Question 10: Under Award Notification, you note that, "Should the contract resulting from this Solicitation have a total or potential value in excess of fifty thousand dollars, such notice will be sent electronically to all Offerors responding to the Solicitation..." Do you plan to send out any such notice before bids are due, and if not, do we understand correctly that the absence of such a notice means the total value of the contract is less than \$50,000?

District Answer: This \$50,000 threshold applies exclusively to procurement code protest procedures.

Question 11: Will the Contractor engage with one primary contact person once retained? If so, what is this person's role?

District Answer: Yes, Communication Chief

Question 12: Is final delivery of the written report and presentation of findings expected at the end of the first one-year term?

District Answer: Yes.

Question 13: In what ways and to what degree has the district already communicated with its key stakeholders about the five-year Strategic Plan?

District Answer: The communications include but is not limited to:

- Presentations at board meetings, professional development meetings, advisory council meetings
- Information on the website and in e-newsletters
- Posters and flyers

Question 14: If the Strategic Plan comes to an end in June 2027, and the two-year maximum timeline for completion of the work is at roughly the same time, is there an expectation that the recommendations from this audit will potentially be put into place not until the next Strategic Plan cycle?

District Answer: The current strategic plan spans from 2024-2029. School districts in South Carolina are required to update their strategic plan every five years. Recommendations from the audit will be put in place for the current plan and if applicable for future plans.

Question 15: Relatedly, are there any specific milestone deliverables you would like to see along the way, and if so, is there anything the selected firm should be aware of when setting these timelines?

District Answer: Tentative timeline:

- Evaluation of Communication Methods, Platforms and Stakeholder Feedback, Branding & Public Image Review and Benchmark: September and October
- Comprehensive Report; Draft Strategic Communications Framework; and Draft Presentation: November/December
- Presentation of Findings and Recommendations: January

Question 16: Do you expect any of the work should/could be conducted in-person (e.g., interviews with relevant district personnel, initial review of materials)?

District Answer: Focus groups and/or interviews, Presentation may be conducted in person.

END AMENDMENT