

ANTELOPE VALLEY UNION HIGH SCHOOL DISTRICT



ADDENDUM #1 – ANSWERS TO QUESTIONS FOR RFP #1/26-27

REQUEST FOR PROFESSIONAL COMMUNICATIONS AUDIT SERVICES

RFP Submittal Deadline

September 30, 2026 at 3:00 PM

Submit to:

Antelope Valley Union High School District
176 Holston Dr. Lancaster CA, 93535
Attn: Jaylene Schaeffer, Human Resources

Addendum to Request for Proposals

Date: September 18, 2026

Subject: Communications Audit Services

Q: May you please verify the method of submission? The RFP includes an address to submit proposals to, however, also states to submit a single PDF document. If the District is requesting hard copies, can you please confirm how many originals/copies of the proposal are requested? If we are to submit a PDF, can the proposal be submitted via email?

A: The proposal can be submitted electronically via email as a single PDF attachment.

Q: Can resumes be included as an appendix as long as brief bios and role descriptions are included in section 4.4. Project Team & Staffing?

A: Yes, please include resumes as an appendix.

Q: Section 4 states that firms must respond to Sections 4.1 through 4.9; however, the RFP provided appears to end at Section 4.6. Please provide the requirements for Sections 4.7, 4.8, and 4.9.

A: This was an error. Section 4 ends at 4.6.

Q: Section 3.A states that the selected firm will conduct "a minimum of [Number] focus groups." Please clarify the minimum number of focus groups expected.

A: The District expects a minimum of 5 focus groups to be conducted.

Q: The RFP identifies October 19, 2026, as the start of scope. Does the District have a required or preferred completion date for the communications audit, final report, and presentation?

A: While the District desires timely completion to maintain project momentum, thorough reporting and analytical accuracy are our highest priorities. Proposers should outline a realistic timeline starting October 19, 2026, that ensures meticulous and comprehensive findings.

Q: Does the District expect the selected firm to conduct engagement activities at all school sites, a representative sample of sites, or may firms propose an appropriate site-engagement strategy?

A: Firms may propose an appropriate site-engagement strategy as part of their proposal.

Q: Does the District have specific expectations regarding which stakeholder interviews, focus groups, meetings, or other engagement activities must be conducted in person versus virtually?

A: The District values broad community involvement and desires to offer multiple avenues for participation. Proposers may recommend an effective combination of in-person and virtual formats for stakeholder interviews, focus groups, and meetings.

Q: Does the District have an anticipated number of one-on-one executive leadership interviews, or should firms recommend the number and participants as part of their proposed methodology?

A: Firms should recommend the appropriate number and participants as part of their proposed methodology.

Q: Is the selected firm expected to design, administer, host, analyze, and report on the digital and paper-based community-wide surveys, or will the District provide an existing survey platform and/or administrative support?

A: The District will provide an existing survey platform for the selected firm to use.

Q: Beyond Spanish, are there specific languages the District expects to be included in surveys, focus groups, interviews, written materials, or other engagement activities?

A: Spanish is the only additional language expected by the District.

Q: Section 3.C requests “actionable, prioritized recommendations for a 3-to-5-year Strategic Communications Plan.” Is the selected firm expected to develop the full Strategic Communications Plan, or provide recommendations and a roadmap that the District will use to develop the plan?

A: The selected firm is expected to provide recommendations and a roadmap that the District will use to develop the plan.

Q: Will the District assist the selected firm with identifying, recruiting, scheduling, and communicating with stakeholder participants, particularly students, families, multilingual households, staff, and community partners?

A: Yes, District staff can assist in these efforts.

Q: For the paper-based survey, what is the expectation regarding the cost of printing and distribution? Is the district planning to print and distribute the paper-based survey itself, or is the bidder expected to include in the proposal an estimate for the cost of printing and distributing a paper-based survey?

A: The District will provide printing materials for paper-based surveys.

Q: Is the paper-based survey intended to be distributed primarily by mail or in person at school sites, community locations and special events?

A: Proposers should recommend the appropriate strategy as part of their proposed methodology.

Q: If the bidder is expected to cover the cost of printing and mailing the paper-based survey, approximately how many households would the survey need to be mailed to? Is it to be mailed only to district families? Is it also to be mailed to the wider community via bulk mail on the district's postal routes?

A: Not applicable, as the District will cover printing costs.

Q: Would distributing a paper-based postcard about the survey with a scannable QR code to a fully accessible, translatable survey online constitute an acceptable alternative for a paper-based survey? Or would that not meet the district's expectations?

A: Yes, the District would consider this as part of a proposed strategy.

Q: Is the paper-based survey expected to be printed and distributed in the same number of languages as the digital survey if a bidder's digital survey platform provides extensive translation options? Beyond English and Spanish, what other languages must the paper-based survey be translated into?

A: Yes. Spanish is the only additional language expected by the District.

Q: Does this mean the bidder should provide recommendations that the district can use for its creation of a multi-year strategic communications plan? Or does this mean the bidder should provide recommendations and also create a multi-year strategic communications plan for the district?

A: The selected firm is expected to provide recommendations and a roadmap that the District will use to develop the plan.

Q: Focus Groups: The Scope of Work states that the selected firm will conduct a minimum of "[Number]" focus groups. What minimum number of focus groups does the District anticipate?

A: The District expects a minimum of 5 focus groups to be conducted.

Q: Focus Group Structure: Does the District anticipate separate focus groups for each of the stakeholder groups identified in the RFP—teachers, classified staff, site administrators, high school students, parents, and community partners—or may proposers recommend an appropriate stakeholder engagement structure?

A: Proposers may make recommendations.

Q: In-Person/Virtual Engagement: Does the District expect focus groups and executive leadership interviews to be conducted in person, virtually, or through a combination of formats?

A: Firms may propose an appropriate site-engagement strategy as part of their proposal.

Q: Participant Recruitment and Scheduling: Will the District assist with recruiting participants and scheduling focus groups and executive interviews, or should the consultant include participant recruitment and scheduling as part of the proposed scope?

A: Yes, District staff can assist in these efforts.

Q: Community-Wide Survey: Will the District distribute the survey through its existing communication platforms and provide access to the appropriate stakeholder groups, or should survey distribution and participant outreach be included within the consultant's scope?

A: The District will provide an existing survey platform for the selected firm to use.

Q: Multilingual Engagement: Which languages, in addition to English, should the consultant anticipate for surveys and other stakeholder engagement activities? Will the District provide translation and interpretation resources, or should these services be included in the consultant's proposed fee?

A: Spanish is the only additional language expected by the District, and District staff can assist with translation and interpretation resources.

Q: Strategic Communications Plan: The RFP references both an “actionable, multi-year strategic communications blueprint” and recommendations for a 3-to-5-year Strategic Communications Plan. Is the selected consultant expected to develop a complete 3-to-5-year strategic communications plan as a final deliverable, or to provide prioritized recommendations that the District will use to subsequently develop its plan?

A: The selected consultant is expected to provide prioritized recommendations that the District will use to subsequently develop its plan.

Q: Project Timeline: Does the District have a desired completion date for the communications audit? Are there Board, budget, LCAP, strategic planning, or other District timelines that should inform the proposed project schedule?

A: While the District desires timely completion to maintain project momentum, thorough reporting and analytical accuracy are our highest priorities. Proposers should outline a realistic timeline starting October 19, 2026, that ensures meticulous and comprehensive findings.

Q: Final Presentations: In addition to presenting the final report to the Superintendent, does the District anticipate presentations to the Board of Trustees, Cabinet, communications staff, or other stakeholder groups? If so, how many presentations should be included in the proposed scope?

A: No, the final report will be submitted to the Superintendent or designee.

Q: School Site Review: When the RFP calls for an audit of school sites and communications, does the District expect the consultant to review communications and digital presence for all District school sites individually, or may the consultant recommend a representative sampling methodology?

A: Proposers may recommend an appropriate representative sampling methodology.

Q: Existing Data and Resources: Will the selected consultant have access to available communication analytics and existing research, such as website and social media analytics, mass-notification engagement data, prior surveys, enrollment data, communication plans, strategic planning documents, organizational charts, and other relevant materials?

A: Yes, the selected consultant will have access to available communication analytics and general district data.

Q: Proposal Requirements: Section 4 states that firms should provide the information requested in Sections 4.1 through 4.9; however, the RFP provided appears to proceed from Section 4.6, Cost Proposal, directly to Section 5. Are Sections 4.7 through 4.9 missing, and, if so, will those requirements be provided through an addendum?

A: This was an error. Section 4 ends at 4.6.

Q: Required Proposal Form: The RFP indicates that proposals are to be submitted “on the form provided by the District.” Is there an additional proposal form or attachment that proposers should use? I do not see this linked on the website referenced in the RFP.

A: There is no additional proposal form required.

Q: Form of Agreement: The RFP also references a form of Agreement and notes that substantive requested changes must be submitted with the proposal. Is there a District form of Agreement that proposers should review prior to submission?

A: No, there is no separate form of agreement to review prior to submission; if the proposer would like to note substantive requested changes, please include them in the proposal document.

Q: Submission Format: Please clarify the required submission format. The RFP calls for a sealed response delivered to the District Administration Office and also specifies that proposals be submitted as a single PDF document. Should proposers provide printed copies, a USB drive containing the PDF, or another combination? If printed copies are required, how many should be submitted?

A: Proposals may be submitted electronically via email as a single PDF attachment, or mailed with 5 hard copies if submitting physically.