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Superintendent

DATE: September 9, 2025
RFP NUMBER: 26-018AS
RFP TITLE: District-Wide Communication Platform
ADDENDUM NUMBER: 1

The following are clarifications, changes, and/or QUESTIONS and RESPONSES to RFP 26-018AS

- **The Proposal due date remains September 17, 2025 and will not be changed.**

Question 1: Where can vendors review the District's DPA?

Response 1: The district does not have a standard Data Processing Agreement; vendors should propose their data processing or data sharing agreement.

Question 2: What are your business drivers, pain points, and/or compelling reasons to issue this District-Wide Communication Platform RFP initiative?

Response 2: Albuquerque Public Schools is issuing this District-Wide Communication Platform RFP to address long-standing challenges in how we connect with students, families, staff, and the community across more than 140 schools and 65,000 students. Our current systems are fragmented, creating inefficiencies, inconsistent messaging, barriers for multilingual families, and gaps in urgent communication. We need a single, comprehensive platform that integrates with our student information system, supports multichannel and two-way communication, offers real-time translation, and provides role-based tools for teachers, administrators, and families. The business driver is clear: effective communication is foundational to student success, family engagement, and public trust. A modern, scalable, and secure solution will reduce duplication, improve accessibility, streamline workflows, and ensure that every family receives timely, accurate information in the language and format they need.

Question 3: Regarding the requirements for 'Multichannel Messaging' and 'Two-Way Messaging,' could the district please clarify if the ability for families to 'respond and engage' must be supported via SMS/text messaging in addition to other channels like the mobile app?

We want to confirm that two-way conversations are possible for families who may not have reliable data access or a smartphone.

Response 3: Yes, the district requires that families be able to respond and engage through SMS/text messaging as well as through the mobile app and other channels. The intent is to ensure equitable access for all families, including those who may not have reliable internet or a smartphone. Two-way messaging must therefore support SMS so families can carry on conversations with teachers, schools, and the district without being limited by technology or data access barriers.

Question 4: Is SOC2 certification sufficient? We do not have ISO 27001 certification, FedRAMP Moderate or NIST 800-53 compliance.

Response 4: Please describe how your solution maintains equivalent or better information security compliance than the listed standards.

Question 5: Does APS expect two-way messaging to be available across all channels (SMS, voice, email, app), or only select ones?

Response 5: APS expects two-way messaging to be available through SMS/text and the mobile app, at a minimum, with flexibility across other channels as well. This ensures families can engage with teachers, schools, and the district in the way that works best for them. Because not all families have reliable internet or smartphone, SMS must be supported so communication is not limited by technology or data access barriers. Our intent is to provide equitable access for all families.

Question 6: Can APS confirm whether this arrangement, a joint proposal submission with two resulting contracts, is acceptable under the terms of this RFP?

Response 6: APS cannot accept joint proposal submissions with two resulting contracts. One company can submit their proposal and list the other company as a sub-contractor in their proposal.

Question 7: The Terms and Conditions section includes provisions such as Termination for Convenience by APS. Can APS confirm whether these terms are non-negotiable, or if the district is open to negotiating certain contractual provisions with the awarded vendor during contract finalization?
Will the district accept redlines to the terms and conditions?

Response 7: Yes, APS is open to negotiating certain contractual provisions with the awarded vendor during contract negotiations, except for certain terms and conditions which are governed by New Mexico State Law, which cannot be negotiated.

Question 8: Can you share any more details about what type of integration you're looking for regarding the requirement to integrate with the website (Plone, Finalsite)?

Response 8: APS expects the platform to integrate seamlessly with our district website so families and staff can easily access information without having to navigate multiple systems. Specifically, we need the ability to post notifications, alerts, and updates from the communications platform directly to our website (currently using Plone and Finalsite). This could include items like emergency alerts, event information, or other districtwide messages. The intent is to streamline communications, reduce duplication of effort, and ensure consistency across channels.

Question 9: Do you have data on the total number of SMS text messages or phone calls you send over the course of a school year?

Response 9:
From 07/01/2024 To 06/30/2025:
SMS: 4,123,135
Phone: 3,811,279

Question 10: Can you share more details on the support for integration with Google Chat? What functionality are you looking for in this integration?

Response 10: Because APS is a Google Classroom district, Google Chat is a tool widely used by both staff and students. We are looking for an integration that allows for notifications, reminders, and messages from the communications platform to flow directly into Google Chat. Ideally, this would support both one-way announcements (such as alerts or reminders) and two-way engagement where appropriate, so staff and students can interact with messages without having to leave their existing workflow. The goal is to make communication seamless, reduce redundancy, and meet people where they already are.

Question 11: For Training Requirement 4.5.1, half-day training sessions are requested for different staff levels. Are you flexible in those time frames if the platform training takes less than half a day?

Response 11: Yes, APS is flexible on the length of training sessions. Our priority is to ensure that staff at all levels have enough time to be fully trained and comfortable with the system. If the required training can be delivered effectively in less than half a day, we are open to shorter sessions, as long as there are assurances that all staff receive the support they need to use the platform confidently.

Question 12: APS reserves the right to enter into an eight-year contract with the awarded Offeror(s). However, the Cost Proposal form only requests Year 1 and Year 2 pricing. To clarify, does APS wish to have 8 years of pricing shown?

Response 12: Yes, please provide pricing for 8 years.

Question 13: Proposal Submittal Requirements and Checklist Form: Does this form need to be returned within the proposal?

Response 13: Yes, both the Proposal Submittal Requirements form AND this signed Addendum need to be returned with the Proposal.

Question 14: Proposals shall not exceed 65 pages total for all the sections listed. Is it possible to increase the page size limit? The RFP seems to include a lot of comprehensive requirements that need a response and we wish to thoroughly answer and explain our solution, offerings, and benefits to APS with screenshots.

Response 14: Yes, the number of pages can be increased up to 80.

ACKNOWLEDGE ADDENDUM WITH SUBMITTED PROPOSAL:

Addenda not signed and returned may consider the RFP non-responsive and may be rejected.

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Company/Firm Name

_____

Signature

_____

Date