



*Accelerate Progress for Students*

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Executive Director Procurement/ Accounts Payable

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Superintendent

DATE: 02/27/2023

BID NUMBER: 23-062 DNS

BID TITLE: School Photography and Related Services.

ADDENDUM NUMBER: 2

1. QUESTION: I was wondering who I contact to see if my photography company is still an active vendor and if I must do a new proposal and bid for the upcoming meeting?  
RESPONSE: Due to the end term date of RFP 18-062 RA; if you would like to continue doing business with Albuquerque Public Schools please submit a proposal for RFP 23-062 DNS School Photography and Related Services.
  
2. QUESTION: Is this a new RFP? Or is the renewal we have done in past years, with just a new system to renew? We would need to redo all of the paperwork.  
RESPONSE: This is a new RFP. Please submit updated paperwork for this new RFP.
  
2. QUESTION: I saw it mentioned sending in a sample photograph and sample yearbook. Would it be hard copies that you needed or was that just left over from a previous RFP wording maybe? If our proposal needs to be submitted electronically, how should we submit physical samples?  
RESPONSE: Submit requested samples to APS Procurement at City Center as directed within the RFP. Send or hand deliver your samples to Procurement 6400 Uptown, Albuquerque, NM 87110. Procurement 500 East; RE: 23-062 DNS School Photography and Related Services
  
3. QUESTION: For the "Evaluation Sample" how I would include a sample of a yearbook and a sample of a school portrait that "clearly identifies the base and options in my price proposal"  
RESPONSE: Your Evaluation Sample should consist of a submitted sample, which reflects the quality of the product you are offering students and family and also falls in line with the price proposal you have submitted to the APS district.
  
4. QUESTION: Do insurance documents need to be included, and if so, where in the order of documents should the insurance document be placed?



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RESPONSE: Submit Insurance documents along with your proposal as requested within the RFP document. Insurance document should be placed among the submitted paperwork.

5. QUESTION: Does our business license need to be included?

RESPONSE: Yes, include your business license.

6. QUESTION: Since I am just a Sports Team photographer. Is there different paperwork I need to fill out?

RESPONSE: Submit a proposal that reflects any services you would like to offer APS

7. QUESTION. In regards to commission, is there going to be a cap on the percentage? In the past, there has always been a 20% cap. We prefer this to stay the same, or even possibly lowered so as to keep package prices as low as possible for the parents in the district.

RESPONSE: There is no cap, the vendor should provide the best commission to the school that the business can give.

8. QUESTION: In previous RFPs, there was a stipulation about the commission %. I believe it was a max of 20% or maybe there was even a stipulation that said to quote your pricing with a 20% commission so that when you are comparing pricing you will see all the vendors' packages with the same commission % added in. If not, there is not an easy way to compare apples to apples. Also in other parts of the country, certain companies have over promised large commissions of upward of 50% eventually destroys the market as parents cannot afford photos with such high commissions. Additional large ticket items have been offered to schools as commissions for companies that over promise and under deliver and the parents suffer.

RESPONSE: The District will be evaluating the cost of packages to APS families as well as commission offered. Vendors should keep in mind the pricing to families and corresponding commission that is fair and reasonable to APS families and Schools. No large ticket item can be offered as commission, if a vendor offers that instead of commission, their offer will not be accepted and if they have been awarded a contract, the contract will be terminated.

9. QUESTION: Some of the companies that have continued as Contractors on the RFP even though they have continually not met the specifications of the RFP. There are schools that are missing large portions of images from their yearbooks because the company lost the images in 22-23 school year and did not go back and photograph again. There are schools that still have elementary student images for high school students because the images were still not provided to SIS. It's not a question I need addressed in the RFP but more just raising a red flag on companies that are not doing justice to our industry, to



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APS and not servicing the schools properly even though they have committed to do so by submitting an RFP.

RESPONSE: APS cannot respond to hearsay. The school must report situations to the district at the time of occurrence; the District will address internal issues with external clients as needed.

11. QUESTION: There was talk that APS Graphics will be producing student ID cards going forward. We need to know if we are producing ID's or if Graphics is producing ID cards so that we can do proper ordering of product. Because of supply chain, if we are required to produce CR80 cards for ALL students including elementary then we need to begin ordering starting April 1 to ensure we will have enough product on hand.

RESPONSE: GES has the capability to produce student IDs. We have sources for both equipment and raw materials needed....GES staff is formulating a scenario plan to be presented to school leadership.

12. QUESTION. The type of card CR80 was specified for all student IDs. These cards are very expensive to print so we need clarification if this is now a mandatory stipulation? Half of the schools currently receiving IDs in APS are getting a soft card material that is non-rip, non-tear, and non-smudge. They do crinkle but do not break or tear and they are extremely lower cost than a CR80 card. The schools in lower income areas have chosen this because of the cost.

RESPONSE: GES has the card material sourcing secured and ready to go. As far as soft card materials, the department can source those also...if needed.

13. QUESTION: Due to the size of the district, elementary schools are not fully photographed until mid-October. What is a solution for the beginning of the year? Photographers do not have access to all student's photos to print IDs at the beginning of the school year, so there is not a good solution for elementary kids and we definitely will not have kindergarten or PreK photos. We already push all High and Middle schools as close to the start of the year as possible cause they have to have IDs as quickly as possible.

RESPONSE: GES: Elementary IDs will be produced by GES. The IDs will not require a photo.

14. QUESTION: If all students are required to have student IDs, how will reprints and lost IDs be dealt with? Synergy already has a template available but there is not currently a way for schools to do reprints out of synergy. Lost IDs and new students are a huge problem in schools and currently the school charges to replace them and they rent a printer from us to print replacements. This will be a lot of reprinting and cost to schools if the schools are responsible for the reprints.

RESPONSE: GES: is currently working with school leadership to inventory leased vs owned printers. The department is also working on sourcing replacement leased printers with service agreements using a current APS contract. As this is completed, replacement and/or new student IDs will be addressed.



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15. QUESTION: Not all students purchase portraits, so the ones that do will be carrying the cost burden of supplying IDs to the whole student body.

RESPONSE: GES: Not a concern when The District brings ID production in house.

16. QUESTION: APS has instituted a policy that they are not enforcing dress code at the schools, students do not look good for their portraits and there is nothing we can do about this. Parents do not want to order photos with kids in hoodies and jackets but we can no longer require them to take them off so we are finding that sales have been reduced drastically. What this means is that especially in lower income areas, there are not enough parents purchasing packages to pay for the student IDs and the photographer somehow has to have a way to pay for the cost of all the students IDs. Can the school be billed separately or a portion of the commission taken out to cover the cost of the IDs if the sales do not cover the cost of the student IDs?

RESPONSE: GES. Not a concern when The District brings ID production in house.

17. QUESTION: Parent communication, in addition to the data that is currently pushed out to us from SIS, is it possible to get parent emails or phone numbers. We put student photos on a secure website to order and each student has a secure access key to order their photos online. We can email the online key for each student directly to the parent so they will have immediate access to order their photos. We are finding with everything going online during COVID it is essential to have electronic communication with the parents so they can order their photos.

RESPONSE: SIS: Parent Email addresses could be added to the STU-1410 SSRS report that is used to provide student lists to photo vendors/schools. It would take longer to run these reports with this added data, but as long as sharing parent data (all APS data) is also covered in confidentiality agreements vendors must sign/agree to that should be covered.

18. QUESTION: We do currently send flyers home for each student, but at high and mid school levels the students do NOT take them home. This is a customer service issue and parents are constantly calling to get their student's online access keys. There are many families that are unaware that they can order school portraits as well and never get that opportunity.

RESPONSE: GES: No question to address.

19. QUESTION: We attend photography conferences and just came back from one. Many of our photographer counterparts around the country are receiving this from schools even in California where the laws are very strict.

RESPONSE: See above. Answer 17.

20. QUESTION: Can we please please please have parent email addresses included in the data sent to us before picture day? Countless school districts across the country are already providing these to their school photographers. This would help in a number of ways including and not limited to ensuring every parent is aware ahead of time that picture day is coming, allowing them to prepare, notifying parents of any changes to picture day, giving



parents the information they need to order after picture day, and allowing parents in split households to receive any and all relevant information.

RESPONSE: SIS: See above. Answer 17.

21. QUESTION: What are all the ways schools in the district communicate and correspond with their parents. Automated phone calls? Emails? Text Messages?

RESPONSE: SIS: School Messenger can use all three forms of communication.

22. QUESTION: Does SIS prefer to have 2 discs created? One after picture day, and another after retake day? We had been told in the past that SIS only wanted one but I feel that is not correct or preferred. It would be easier to make just one after retake day but can certainly make 2 if SIS has a need for those images as soon as possible.

RESPONSE 1: GES prefers to have 2 “discs”, picture files; this would allow for an even production cycle and distribution of IDs to students.

RESPONSE 2: SIS: We prefer that the photographs be given to us as soon as they are available. A second batch can be provided after retakes. This allows us to attach a picture to our new students in a more timely manner. We do not use disks, but can make a Google Drive available for photo upload.

23. QUESTION: If a school already has secure access badges, should we feel obligated to still provide that school with additional staff IDs?

RESPONSE: GES: There should only be one District issued ID badge, there is no need for an additional badge.

**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**

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**SIGNATURE**

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**DATE**



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