



*Accelerate Progress for Students*

Rennette R. Apodaca, MPA, CPPO  
Executive Director

Raquel Reedy  
Superintendent

**RFP NO. 18-037 RA      ADDENDUM #1**

January 27, 2018

Please note the following responses to questions regarding RFP:

1. Have you established a desired budget range for the overall project? As you know, projects of this type are subject to wide differences in scope. For example, a higher budget range might allow more latitude on gathering stakeholder insights and collaboration or greater depth in creative testing, while a more limited budget would suggest a more conservative allocation of resources. Understanding even a rough range of the desired budget will greatly assist us in developing services and deliverables that will be most efficient for APS.

**No budget has been established.**

2. When is the desired start date for the brand development process, and the desired launch of the marketing efforts?

**This will be discussed with the awarded vendor.**

3. During the implementation phase of the project, should we assume that all marketing tactics would be planned, implemented, and delivered by the vendor, or is there an in-house communications/marketing team who would be involved in managing or collaborating in implementing tactics?

**This will be discussed with the awarded vendor. However, APS does have an in-house communications team.**

4. Ref Page 11, Costs: the RFP asks for "detailed information for costs". However on page 12 it includes only an hourly rate for three

areas. Are you expecting us to outline which services fall under each of the three categories? **Please provide hourly rate for areas on page 12.**

5. Is the MSAP grant intended to encompass a four year program?

**The grant is awarded for five years.**

6. When does APS expect to launch the MSAP? **This has not been determined and will be discussed with awarded vendor.**

7. How will the contractor recover hard costs like printing and photography? Will these be reimbursed at cost or will the contractor be allowed to include a markup?

**This will be negotiated with awarded vendor. However, APS has an internal graphics and printing department.**

8. Would EACH Magnet school (Mission, Garfiled and the one at the Valley High campus) have it's OWN identity (combined with the APS logo of course), or would they all have the same logo/brand?

**This will be discussed with awarded vendor**

9. Page 10, Paragraph #2: Regarding template creation, do you want templates for the whole list of items...flyers, brochures, postcards, signage? A template would imply that APS is provided with a basic structure, and APS will do the finish work on it.

**This will be discussed and negotiated with awarded vendor**

Thank you for your interest in Albuquerque Public Schools

**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**

\_\_\_\_\_  
**DATE**