

**NOLA Public School  
Procurement Department  
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New Orleans, LA 70114  
Paul A. Lucius, Executive Director of Procurement**

**October 11, 2024**

**Addendum No. 2**

**REQUEST FOR PROPOSAL NO. 25-0011  
EARLY CHILDHOOD ENROLLMENT INFORMATION CAMPAIGN**

This Addendum and Clarification item forms a part of the RFP Documents and modifies the original RFP Documents issued September 26, 2024. Acknowledge receipt of this Addendum on the Addendum Form of the Request for Proposal. Failure to do so may subject proposal to disqualification.

**CLARIFICATION:**

1. **Question:** How does the district intend to allocate the estimated annual contract value of \$300,000 across different media types and campaign initiatives?

**Answer:** The estimated annual contract value of \$300,000 encompasses both the chosen vendor's service fees and the costs for the media types and campaign initiatives.

2. **Question:** How does NOLA-PS want leads routed? Would they go to the overseers of OneAPP?

**Answer:** It is not the intention of NOLA-PS to have the chosen vendor to route leads. Therefore, there is no need for the vendor to have contact with the overseers of the OneApp.

3. **Question:** Do families receive lottery priority based on proximity to their choice? Are there specific regions outside of Orleans Parish that should be prioritized for outreach?

**Answer:** No, families do not receive lottery priority based on the proximity of their choice. There are no specific regions outside of Orleans Parish that should be prioritized for outreach.

4. **Question:** Would the committee consider selecting multiple vendors that specialize in specific marketing channels?

**Answer:** NOLA-PS intends to select vendor(s) through this process to lead the overall marketing strategy. The vendor(s) will be responsible for assisting in purchasing services from other vendors, such as billboard advertising, social media ad space, TV ad time, and other marketing channels.

5. **Question:** while we are in the process of obtaining our Disadvantaged Business Enterprise (DBE) certification, we understand that this can take 2-3 months in the state of Louisiana. Would it be possible to submit our proposal with documentation showing that we're actively pursuing the certification?

**Answer:** If the Proposer's Firm is in the process of applying for DBE Certification, and has not received approval, the Proposer will not receive points towards their evaluation. In addition, the Proposer is still responsible for partnering with certified DBE firms.

**End of Addendum No. 2**