NOLA Public School
Procurement Department
2401 Westbend Parkway, Suite 5076,
New Orleans, LA 70114
Paul A. Lucius, Executive Director of Procurement

October 20, 2026

Addendum No. 2

REQUEST FOR PROPOSAL NO. 27-0058

EC ADVERTISEMENT AND MARKETING

This Addendum and Clarification item forms a part of the RFQ Documents and modifies the original RFQ Documents issued September 24, 2026. Acknowledge receipt of this Addendum on the Addendum Form of the Request for Proposal. Failure to do so may subject to disqualification.

This Addendum consists of 12 Pages.
CLARIFICATION:

1. **Question:** Section 5.3 states a project budget of $250,000–$300,000, while the cost form asks for an annual fee evaluated over an initial three-year term and Section 1.3 describes a one-year contract with a possible two-year extension. Is the stated budget annual or for the full contract term, and should approved media buys and production be included in the annual fee?

   Answer: The stated budget is annually. Yes, media buys and production is included in the annual fee.

2. **Question:** The RFP references an anticipated budget of approximately $250,000–$300,000. Is this amount intended to represent the annual budget, the total budget for the initial contract term, or another period?

   Answer: The stated budget is annually.

3. **Question:** Does the stated budget include both agency professional fees and third-party expenses such as paid media, advertising placement, printing, production, out-of-home advertising, programmatic media and other pass-through costs?

   Answer: The stated budget includes all services mentioned above according to the needs of the media campaign for the contract year.

4. **Question:** For paid media and other significant third-party expenses, is the selected agency expected to pay vendors directly and subsequently seek reimbursement from NOLA Public Schools, or can NOLA Public Schools contract with or pay approved media and production vendors directly?

   Answer: Yes, the selected vendor is expected to pay vendors directly and seek reimbursement.

5. **Question:** If the selected agency is expected to advance media or production expenses, what are the standard invoicing and payment terms for reimbursement?

   Answer: The selected agency must submit an invoice that will follow the procurement process for processing.

6. **Question:** Regarding the evaluation criterion for Louisiana/local experience, is this criterion based specifically on having an office or business presence in Louisiana, prior Louisiana client experience, use of Louisiana-based personnel or partners, or a combination of these factors?

   Answer: Prior Louisiana prior experience preferred.

7. **Question:** Does NOLA Public Schools have an incumbent agency currently providing these services? If so, is the incumbent eligible to compete for the new contract?

   Answer: Yes, NOLA PS has an incumbent agency currently providing services. Yes, they are eligible to compete for the new contract.

8. **Question:** Are proposers expected to provide all services identified in the scope directly, or may specialized services such as media placement, production, translation or research be performed by qualified subcontractors under the prime contractor?

   Answer: The selected provider can choose to select subcontractors under the contract.

9. **Question:** Are there specific expectations regarding the amount of on-site presence in New Orleans versus services that may be performed remotely?

   Answer: No specific expectations, expecting consistent communication and partnership that support the scope of the contract to ensure timely and accurate deliverables.

10. **Question:** Does the $250,000 to $300,000 budget in Section 5.3.0 include media placement and production costs, or does it reflect agency fees only?

    Answer: Yes, it includes everything.

11. **Question:** For media buys and vendor/subcontractor costs, will NOLA-PS pay media vendors directly or prepay approved media, or does NOLA-PS expect the consultant to pay vendors and seek reimbursement through monthly invoices?

    Answer: NOLA-PS expects the consultant to pay vendors and seek reimbursement.

12. **Question:** Please confirm whether the annual fee should cover the full scope including media

    Answer: Full scope should be covered in the year.

13. **Question:** Is there an annual media budget or enrollment target for the 2027 campaign that proposers should plan around?

    Answer: This campaign focuses on providing information to the public to aid in each year's enrollment, which can vary from year to year.

14. **Question:** Whether there is a minimum number of years in business, annual revenue, or staff size required for a responsive proposer.

    Answer: No minimum number of years in business or other requirements for a proposer outside the RFP requirements.

15. **Question:** Whether an Oklahoma- based small business/independent Consultancy is eligible to submit.

    Answer: Yes, if they meet the minimum requirements.

16. **Question:** The current final proposal deadline and time zone

    Answer: October 27th, 2026 at 10:00 AM CST

17. **Question:** Whether firms located outside Louisiana are eligible to submit proposals

    Answer: Yes, firms located outside Louisiana are eligible to submit proposals.

18. **Question:** Whether the services may be performed primarily or entirely remotely, aside from any meetings or activities expressly requiring on-site participation

    Answer: Services may be performed in all types listed above.

19. **Question:** Does the budget of 250,000-300,000 include the direct costs of media buys, or only the management of media buys and vendors as detailed in the scope? If it does not include the direct costs of media buys, do you have a budget range in mind for the actual costs of placing ads? While we can be successful at various budget levels, knowing the buy budget will help us determine the right list of tactics and the general design and production costs we include in the proposal.

    Answer: Yes, the budget includes everything mentioned.

20. **Question:** Does the $250,000 to $300,000 budget include paid media placements, production and installation costs, or only agency fees? If media is included, is there an expected split between media and services?

    Answer: This depends on the needs of the campaign for each annual campaign cycle.

21. **Question:** May proposers present the annual fee as a fixed agency fee plus a separate media and production budget passed through at net cost, provided the total stays within the stated budget?

    Answer: Yes, proposers may present the annual fee as a fixed agency fee plus a separate media and production budget passed through at net cost

22. **Question:** How will this criterion be scored? Does a Louisiana-based subcontractor or team member qualify the proposal for some or all of these points, or must the prime proposer be domiciled or have an office in Louisiana?

    Answer: Points are provided if the primary company is Louisiana based.

23. **Question:** Can the District share enrollment targets or KPIs for the next early childhood application

cycle, the key application window dates, and results from prior campaigns?

Answer: There is no designated enrollment target since EC is "always enrolling" based on seat allocations which may change from year to year. The key application window dates are as follows: Main Round = January 4, 2027 – February 19, 2027. Open Enrollment begins June 1st annually which means there is a bit of overlap because we will be in two enrollment terms/cycles at the same time every year.

24. **Question:** Is there an incumbent agency for this work, and if so, who?

    Answer: Yes, there is an incumbent agency.

25. **Question:** Will the selected firm implement recommended website changes in the District's content management system, or deliver recommendations for District staff to implement?

    Answer: No, the selected firm will not, only if there are WCAG 2.1 level AA compliance suggestions.

26. **Question:** Which languages should creative and outreach materials be produced in, and should the proposal name a specific translation partner for the Language Translation Partnerships criterion?

    Answer: The outreach materials should be translated in the languages represented within the application cycle data. We currently translate for eight languages but must remain responsive to the needs of the applicants represented. Non-AI translation services are requested.

27. **Question:** The RFP identifies a 35% DBE participation goal. Can a prime contractor that is itself an eligible certified woman-owned, minority-owned and/or disadvantaged business count its own participation toward that goal?

    Answer: Yes. Respondents identified as a DBE Prime Firm is required to submit all required forms identified within the solicitation and are required to sign all Signatures of Authority within all identified sections of the DBE Provisions. DBE Prime must identify the scope(s) of work performed via itemized services rendered within proposal.

28. **Question:** Which specific DBE, WBE and/or MBE certifications are recognized by NOLA Public Schools for purposes of meeting the participation goal? Are certifications issued by other governmental jurisdictions or recognized third-party certifying organizations accepted through reciprocity?

    Answer: The City of New Orleans DBE Program and the **LAUCP DBE** certifications are recognized.

29. **Question:** If a proposer has a qualifying certification application currently pending, may certification be completed after proposal submission but before contract award, or must certification be active at the time the proposal is submitted?

    Answer: The Respondent's DBE Certification must be in good standing at the time the proposal is submitted for review.

30. **Question:** If subcontractors are required to meet all or part of the DBE goal, must those firms be identified and committed at the time of proposal submission?

    Answer: Yes. All information submitted is vetted for approval.

31. **Question:** If subcontracting/teaming is permitted, may clearly identified subcontractor or team-member experience, client references, past-performance examples, and work samples be included and scored as part of the proposed delivery team, provided the prime's own history is separately and accurately disclosed?

    Answer: Yes

32. **Question:** Please clarify the DBE requirement for RFP 27-0058: is there a mandatory participation percentage/goal, and if so may it be satisfied through qualified subcontractors rather than the prime itself holding DBE certification?

    Answer: Yes

33. **Question:** If a firm does not currently have DBE status, but completes all forms, are they disqualified from consideration or only at risk of losing the 10 points allocated to DBE status in the proposal rubric?

    Answer: Proposers/Respondents are not required to have a DBE Certification, in order to submit a proposal/response to any solicitation advertised by OPSB. IF the forms are submitted correctly, the Proposer may be deemed responsive; however, will not receive any points related to DBE matters.

34. **Question:** Can DBE status be gained through filling out the DBE forms as part of this RFP? I assume the answer is no, given that OPSB does not conduct an independent DBE Certification process, but I wanted to check if there is a way to gain it if we are otherwise qualified.

    Answer: Respectfully, the City of New Orleans DBE Program and the LAUCP DBE certifications are recognized for small business concerns.

35. **Question:** Is the 35% calculated on the total contract value including media placements, or on agency fees only? Do certified DBE media vendors (for example, outdoor or transit advertising vendors) count toward the goal?

    Answer: Yes, 35% is calculated towards the total contract value. Yes, any DBE business concern providing direct or indirect services will count towards the Prime's contract value.

36. **Question:** Are electronic signatures acceptable on the Appendix A forms, and is remote online notarization acceptable for the DBE Professional Services Compliance Certification Checklist?

    Answer: Yes

37. **Question:** Are the Section 1.2 conditions (local, prior NOLA-PS knowledge, Louisiana landscape, EC unified enrollment) minimum qualifications, or preferred factors that may be met through subcontractors or comparable experience?

    Answer: They are preferred experience factors, not minimum qualifications for responsiveness. Proposers may demonstrate them through qualified subcontractors, partners and comparable experience elsewhere. Note that points under the Local (Louisiana) criterion are awarded only when the prime proposer is Louisiana based

38. **Question:** Is there an estimated budget or not-to-exceed amount?

Answer: The anticipated budget is $250,000 to $300,000 per contract year.

39. **Question:** Does the budget include all agency fees, paid media, production, translation, subcontractors and pass-through expenses? Is there an anticipated allocation? Is it annual or for three years?

    Answer: The budget is annual and includes all fees, paid media, production, translation, subcontractor and pass-through costs.

40. **Question:** What has annual paid media and production spend been for Early Learning marketing in recent years?

    Answer: Recent annual campaign spend has been approximately $300,000, with roughly 70 percent allocated to media buying and 30 percent to creative services and account management

41. **Question:** Must agency services be billed monthly in arrears, or may an agency propose an advance retainer or initial payment? Is billing time and materials, or may a fixed monthly fee or milestone-based fee be proposed?

    Answer: Invoices are submitted monthly for work performed; NOLA-PS does not make advance or retainer payments. Agency services must be priced as a fixed fee; hourly or time-and-materials billing will not be accepted. Proposers may structure the fixed fee as a set monthly amount for a defined scope of services or as set amounts tied to deliverables and milestones. Invoices must reflect work completed and include a line-item breakdown. Payment terms follow the district procurement process.

42. **Question:** May advance-payment third-party costs be invoiced and paid before the agency commits the expense, or must the agency incur the cost and seek reimbursement?

    Answer: The selected agency is expected to pay media, production and other third-party vendors directly and seek reimbursement from NOLA-PS by invoice, processed through the district procurement process.

43. **Question:** Is there an incumbent, and is that firm eligible and expected to respond?

    Answer: Yes, NOLA-PS has an incumbent agency, and it is eligible to compete for the new contract.

44. **Question:** Is direct school-system or EC unified enrollment experience expected, or will comparable integrated consumer acquisition or enrollment campaign experience be considered?

    Answer: Direct experience is preferred but not required. Comparable experience managing integrated acquisition or enrollment campaigns will be considered under the evaluation criteria.

45. **Question:** Who will be the primary day-to-day lead and decision-maker, and what internal resources will support the work?

    Answer: The Director of Early Childhood Outreach and Family Access will serve as the day-to-day lead, with approvals through the Executive Director of Early Childhood Education. The agency will coordinate with the NOLA-PS EC Enrollment which will provide brand standards, website coordination and enrollment data.

46. **Question:** Is the agency expected to develop a new campaign strategy and creative platform, or build

on the existing campaign and assets?

Answer: The agency will build on the existing Early Childhood brand and campaign assets, which include an Application Guide, video series, school exploration tools and outdoor creative. Proposers may recommend new creative concepts within the Early Childhood brand guidelines.

47. **Question:** Will the agency have access to previous results, media plans and spend, research, enrollment data and other historical performance information?

    Answer: Yes. The selected agency will receive prior campaign reports, media plans and aggregate application and enrollment data at kickoff. No student- or family-level personal information will be shared.

48. **Question:** Beyond overall enrollment, what KPIs will define success?

    Answer: There is no single enrollment target, because Early Childhood is always enrolling and seat allocations change each year. Success will be measured by applications submitted during Main Round and Open Enrollment, application completion and verification rates, reach and response among priority neighborhoods and language communities, traffic and engagement on Early Childhood web pages and tools, and attendance at outreach events.

49. **Question:** Which languages are anticipated, what volume of translation is typical, and should translation be included in the budget?

    Answer: Materials should be translated into the languages represented in each application cycle's data. NOLA-PS currently translates into eight languages and must remain responsive to applicant needs. Translation must be performed by human translators; AI translation is not accepted. Translation costs are included in the annual budget.

50. **Question:** Is the website component limited to audit, strategy and recommendations, or must the agency implement changes, SEO/GEO and accessibility remediation? Is there a current website partner?

    Answer: The website component is audit, strategy and recommendations only, including WCAG 2.1 Level AA findings and a prioritized remediation list. NOLA-PS staff and its existing website partner will implement changes. The selected agency will coordinate with that partner as needed.

51. **Question:** As primary marketing partner, will the agency manage or work alongside other partners? Who is responsible for year-round outreach, special initiatives, events and emerging communication needs?

    Answer: The agency will not manage other partners. It will work directly alongside the Director of Early Childhood Outreach and Family Access, who represents the district's website partner, NOLA-PS and community partners in the New Orleans Early Education Network and serves as the agency's single point of coordination with them. The Director leads year-round outreach, special initiatives, events and emerging communication needs, and the agency supports that work as defined in the scope.

52. **Question:** Is the budget inclusive of paid media and production, or fees only?

    Answer: The budget is inclusive of all fees, paid media and production. Refer to Question 40.

53. **Question:** What are the anticipated contract start date and the 2027-28 EC Main Round window?

    Answer: The 2027-28 Main Round application window is January 4, 2027 through February 19, 2027. Open Enrollment begins June 1 annually, so the selected agency will often support two enrollment cycles at once. The anticipated contract start date will be upon the execution of the contract.

54. **Question:** Does Specification 7 require recommendations only, or hands-on implementation? Who owns the CMS, and will the vendor receive access?

    Answer: Recommendations only. NOLA-PS owns its websites and content management systems, and implementation will be handled by NOLA-PS and its website partner. CMS access is not anticipated.

55. **Question:** Is SEO/GEO limited to the Early Learning and Childcare section of nolapublicschools.com, or does it include the unified enrollment site and other EC web properties?

    Answer: The scope is limited to enrollnolaps.com, including its Early Childhood pages and tools. Nolapublicschools.com and the third-party application platform are not included.

56. **Question:** Will NOLA-PS provide Google Analytics, Search Console and any search or AI-visibility reporting at kickoff? Does NOLA-PS monitor how AI answer tools represent EC information, and are there target metrics?

    Answer: NOLA-PS will provide available analytics and Search Console reporting at kickoff. Target metrics will be set with the selected agency as part of the audit.

57. **Question:** Which languages are expected, is translation of creative, website and GEO content in the budget, and what counts as a "partnership"?

    Answer: See Question 50 on languages and budget. A partnership is a named translation provider identified in the proposal, supported by a letter of commitment or existing agreement that describes the services and languages covered.

58. **Question:** Are there restrictions on AI tools or third-party platforms with district content or family data (FERPA, state privacy law), and any data-security or hosting requirements for monitoring and reporting tools?

    Answer: EC position is no family or student personal information goes to the vendor, and non-AI translation is required.

59. **Question:** Section 2.0 calls for monthly purchasing and expenditure updates; Specifications 3 and 5 call for weekly. Which applies? Are there required formats for quarterly KPI reports and dashboards?

    Answer: Both apply. The agency will provide a monthly expenditure report with each invoice and weekly purchasing status updates during active media flights. There is no required format for quarterly KPI reports or dashboards; the format will be agreed at kickoff and must include spend to date by line item.

60. **Question:** Our firm has limited school-related experience but strong marketing, video and digital content experience. Is that sufficient?

Answer: There are no minimum years in business or sector-specific experience requirements beyond those stated in the RFP. Proposals will be scored against the published evaluation criteria, including relevant experience.

61. **Question:** Is the budget for the full three-year contract or annual?

    Answer: Annual. See Question 40.

62. **Question:** Should the annual fee include media and pass-through costs or itemize them separately? Is there a required media allocation, permitted management fee or markup, payment timing, and can media be funded in advance or paid directly by NOLA-PS?

    Answer: The annual fee covers the full scope, including media and pass-through costs. Agency services must be a fixed fee, not hourly billing. Proposers may present the annual fee as that fixed agency fee plus a separate media and production budget passed through at net cost, provided the total stays within the stated budget. There is no required media allocation. Any management fee or markup must be disclosed. NOLA-PS will not prepay or pay media vendors directly (see Question 43)

63. **Question:** Are there minimum media channels, creative volumes, on-site or event obligations, campaign dates and response-time expectations? Does the website scope require implementation? Which systems and data will the agency access?

    Answer: There are no minimum channels or production volumes; proposers should recommend a mix suited to the campaign. On-site presence is not required, though support for outreach events may be requested. Campaign dates are in Question 54. NOLA-PS expects consistent communication and timely, accurate deliverables; proposers should state their response times. Website scope is in Question 51. System and data access is in Question 48 and Question 57.

64. **Question:** Which languages and services (translation, interpretation, transcreation) must be priced, are volumes available, and what documentation substantiates the translation partnership?

    Answer: See Question 50 and Question 58. Proposers should price written translation for at least eight languages and note pricing for interpretation and additional languages.

65. **Question:** How is “Local (Louisiana)” defined for the 15-point criterion, and is partial credit given for some Louisiana participation?

    Answer: Section 6.0, Evaluation Criteria/Process, assigns fifteen (15) points to the “Local (Louisiana)” evaluation criterion.

66. **Question:** Will NOLA-PS evaluate proposals addressing only the digital portions of the scope, with Agency of Record and traditional media listed as exceptions under Section 5.2?

    Answer: Proposers are expected to address the full Scope of Services outlined in Sections 2.0 and 4.0 of the RFP, including Agency of Record services, traditional media advertising, and digital marketing services. Section 5.2.0 states that deviations or exceptions must be identified in the proposal and may result in acceptance or disqualification as determined by NOLA-PS.

67. **Question:** If so, how will the Cost criterion be scored for partial-scope proposals?
    Answer: The Cost criterion will be evaluated in accordance with the Computed Cost Score formula established in the RFP. The solicitation does not establish a separate scoring method for partial-scope proposals.

68. **Question:** Are school-system references required on the reference form?

    Answer: Yes. Section 7.1, Proposal Submission Requirements, requires three (3) to five (5) client references from school districts demonstrating past EC Advertisement and Marketing Services. Section 10.0 provides the School System reference form.

69. **Question:** Must each of the three (3) to five (5) references be an early childhood or public-school advertising engagement, or may adjacent-sector references be used if clearly disclosed?

    Answer: Section 7.1 requires three (3) to five (5) client references from school districts demonstrating past EC Advertisement and Marketing Services. The RFP does not identify adjacent-sector references as substitutes for the required school-district references.

On Page 28 DELETE:
9.0 Cost Form

ORLEANS PARISH SCHOOL BOARD

Procurement Department
2401 Westbend Parkway, Suite 5055
New Orleans, Louisiana 70114

RFP NO. 27-0058

EC ADVERTISEMENT AND MARKETING

State your proposed annual fee. The annual fee will be evaluated over the initial three-year term. Proposers should also indicate whether the annual fee will remain the same during any optional renewal periods.

The total **ANNUAL** fee for providing Project & Construction Management Services:

_____

_____

Fee: _____
(in figures)

Fee: _____
(in words)

NAME: _____ **TITLE**: _____

COMPANY: _____

SIGNATURE: _____ **DATE**: _____

ORLEANS PARISH SCHOOL BOARD (NOLA-PS) reserves the right to consider/approve additional products/services available during the life of this agreement that have yet to be developed but would enhance the products/services provided under this agreement. Such considerations should be made available as part of the routine products/services included in this agreement and made available to client similar to ORLEANS PARISH SCHOOL BOARD (NOLA-PS) at no additional fee.

Should additional fees be required for products/services not yet developed, ORLEANS PARISH SCHOOL BOARD (NOLA-PS) shall receive a cost justification proposal for the added product or service and shall have the right to accept or reject any such offer independent of the original agreement, to negotiate with the successful vendor for additional value and to counteroffer additional value, which may include pricing, additional warranty, technical support and/or training.

Signature _____ Date _____

REPLACE WITH:
9.0 Cost Form

ORLEANS PARISH SCHOOL BOARD

Procurement Department
2401 Westbend Parkway, Suite 5055
New Orleans, Louisiana 70114

RFP NO. 27-0058

EC ADVERTISEMENT AND MARKETING

State your proposed annual fee. The annual fee will be evaluated over the initial term. Proposers should also indicate whether the annual fee will remain the same during any optional renewal periods.

The total **ANNUAL** fee for providing _____

_____

Fee: _____
(in figures)

Fee: _____
(in words)

NAME: _____ **TITLE**: _____

COMPANY: _____

SIGNATURE: _____ **DATE**: _____

ORLEANS PARISH SCHOOL BOARD (NOLA-PS) reserves the right to consider/approve additional products/services available during the life of this agreement that have yet to be developed but would enhance the products/services provided under this agreement. Such considerations should be made available as part of the routine products/services included in this agreement and made available to client similar to ORLEANS PARISH SCHOOL BOARD (NOLA-PS) at no additional fee.

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Signature _____ Date _____

End of Addendum No. 2