

February 11, 2026

ADDENDUM NUMBER 1
Request for Proposals (RFP) Number 25-04

**MARKETING SERVICES
CAREER AND COLLEGE PREPARATORY ACADEMY (CCPA)**

IMPORTANT NOTICE

Please note the following responses to questions asked by prospective Proposers:

1. **Question:** Fee Schedule requirements:

Section XXXVII (Proposal Content) lists "C. Fee Schedule" as a required submission item, while Section XVIII (Fees/Services Schedule) and Attachment A, Section D, Question (21), reference pricing for additional as-needed services. Could you please confirm whether proposers are expected to submit:

- one consolidated fee schedule covering all required pricing, or
- two separate fee schedules (for example, one for core services and one for additional/as-needed services)?

Answer: Proposer can provide one itemized consolidated fee schedule which includes pricing for all services or provide two separate fee schedules, whichever will provide the complete fee information.

2. **Question:** Placement of Attachment A:

Section XXXVII specifies that the proposal content should be organized in listed order. To confirm our understanding, should **Attachment A – Information Required of Proposer** be placed **after the Executive Summary and Narrative**, or should it appear earlier in the proposal package?

Answer: Attachment a can be placed at the end of the proposal package.

3. **Question:** Referencing narrative content in Attachment A, Section C (Question 20) Attachment A states that if information is provided elsewhere in the proposal, proposers may clearly identify where it can be found. For Section C – Additional Information (Question 20), would it be acceptable to respond by referencing the Narrative section (for example: "Please see Narrative, pages X–Y") when that content already addresses the Superintendent's evaluation needs?

Answer: Attachment A, Section C- Additional Information is provided to allow the Proposer to add any other information not already provided that may assist the Superintendent.

4. **Question:** Is there a budget or budget range for this RFP?

Answer: We do not have a set budget at this point. We are prepared to do what is necessary to market our program.

5. **Question:** Are there specific enrollment targets or growth benchmarks CCPA is aiming to achieve during the initial contract year?

Answer: We want to increase enrollments and would like to ramp up to at 250 student enrollments, which would be adding about 75-100 new students to our school.

6. **Question:** Does CCPA currently track cost per lead, cost per enrollment, or conversion rates across marketing channels? If so, which metrics are most meaningful to internal stakeholders?

Answer: Unfortunately, we do not have an exact tracking for each conversion. We track increased website inquiries and then use that to find cost per enrollment. We do not have call center capabilities to track each different type of lead.

7. **Question:** Is there an anticipated annual or monthly budget range allocated for paid media as part of this engagement?

Answer: Again, we have not established a firm budget amount for marketing our CCPA charter school. We are prepared to do what is necessary to market our program.

8. **Question:** Will paid media spend be managed under the awarded contract, or funded separately by OCDE?

Answer: Media spend will be managed under the awarded contract.

9. **Question:** Who currently hosts and manages FREECCPA.com, and what content management system (CMS) is used?

Answer: Our website is hosted by WPEngine and managed mostly by our OCDE Applications team with minor updates from our CCPA team. We also have an account with Keap for lead management.

10. **Question:** Are there analytics platforms or CRM systems currently in place for lead tracking and enrollment attribution? If not, should proposers include recommendations for this as part of their response?

Answer: I believe we have had some google analytics but not anything where can really attribute to lead tracking and enrollments. Also, yes we use the Keap system to track leads, but it is not tied to our internal databases, so it is cumbersome to align with which enrollments have come from the KEAP/ website leads. So yes, this can be part of recommendation and responses.

11. **Question:** Has OCDE previously engaged an incumbent firm for marketing services supporting CCPA?

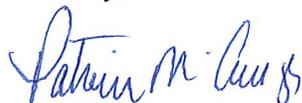
Answer: Yes, we have used marketing services in the past, however, we are looking for more wrap-around services from a new marketing firm.

All specifications remain unchanged except sections or parts of sections added to, revised, deleted, or clarified by this Addendum.

This Addendum shall be considered part of the Project documents for the above-mentioned project as though it had been issued at the same time and shall be incorporated integrally herewith. Where provisions of the following supplementary data differ from those of the original Project Documents, this Addendum shall govern and take precedence.

Proposers are hereby notified that they shall make any necessary adjustments in their proposals on account of this Addendum. It will be construed that each Proposer's proposal is submitted with full knowledge of all modifications and supplemental data specified herein.

Sincerely,



Patricia McCaughey
Executive Director, Business Operations