



**IDEA Headquarters**  
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## Request For Proposals Addendum

### **Addendum #1: RFP Vendor Questions & Answers/ Pre-Proposal Presentation**

Date: 11/22/2024

### **RFP 11-DSP-0125 Demand Side Platform**

To: All Prospective Vendors

The following questions were sent in response to the referenced Solicitation for further clarification. Questions and Answers are listed below.

**Question 1:** Is there an estimated budget for this project or not at this time?

**Answer:** Currently, our estimated budget for 12 months is \$1,000,000.

**Attachments:** Pre-Proposal Meeting PPT slides

End of Addendum



**IDEA Public Schools  
Request for Proposal (RFP)  
For  
#11-DSP-0125 Texas  
Demand Side Platform**

Pre-Bid Meeting

November 19, 2024 @ 10:00 AM CST

Humberto Hinojosa, Procurement Analyst



## Recording

This meeting will be recorded and transcribed for future reference

Please type your name, title, phone number, email address, and organization in the chat

# Pre-Bid Agenda

- Welcome
- Agenda & Solicitation Overview
- Bid Proposal Submission & Selection
- Project Scope and Overview
- Q&A
- Wrap-up



# Point of Contact (POC)

All inquiries regarding this solicitation should be directed to IDEA's:

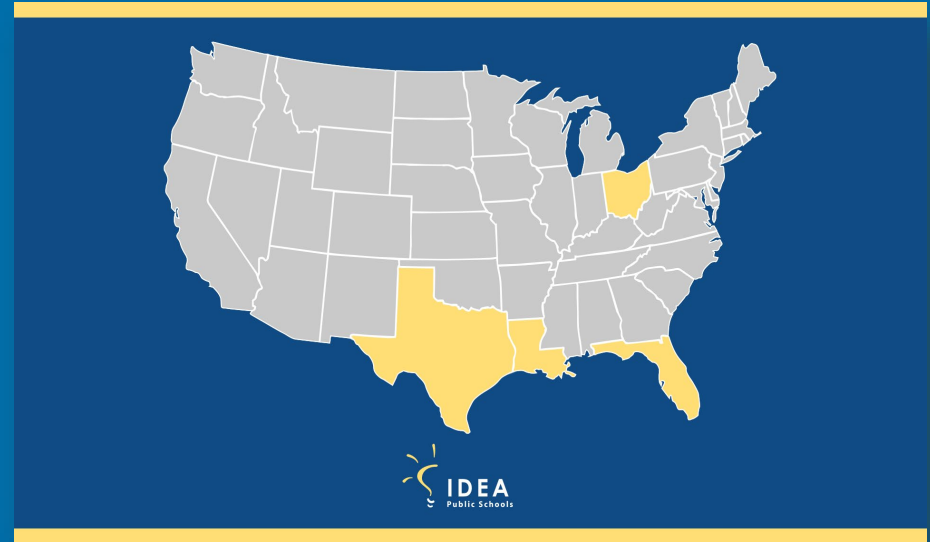
Procurement Department

[solicitations@ideapublicschools.org](mailto:solicitations@ideapublicschools.org)



# Disclaimer

This Document serves to aid interested vendors doing business with IDEA. This Document does not constitute legal advice or bind IDEA in any manner. Anything stated at this pre-submittal conference is not intended to change any terms and/or conditions stated in the advertised solicitation document. Any authorized changes will be made in writing in the form of an Addendum issued by IDEA Procurement Department.



# Solicitation Overview

IDEA is seeking Proposals from qualified Respondents or individuals in response to this Request for Proposal (RFP) for a self-service Demand-Side Platform (DSP) for managing advertising in Texas, specifically for student and staff recruitment efforts. This platform should enable efficient planning, scheduling, and management of digital ad campaigns.

***The detailed scope of services and vendor requirements can be found on Part II: SCOPE AND SPECIFICATIONS OF THE PROPOSAL***

# Request for Proposal Tentative Timeline

|   |   |
|---|---|
| <b>RFP Issue Date:</b>                  | Wednesday, November 13, 2024                  |
| <b>Pre-Proposal Conference</b>          | Tuesday, November 19, 2024, at 10:00 AM (CST) |
| <b>Respondent Question Cut-Off Date</b> | Thursday, November 21, 2024, at 4:00 PM (CST) |
| <b>Addendum Issue Date</b>              | Friday, November 22, 2024                     |
| <b>Solicitation Due Date &amp; Time</b> | Tuesday, December 3, 2024, at 2:00 PM (CST)   |
| <b>Evaluation Period:</b>               | December 5 - 10, 2024                         |
| <b>Board Meetings:</b>                  | Last week of January 2025                     |



# Submittal Procedures

**Due: Tuesday, December 3, 2024 @ 2:00 PM CST**

## Texas

**Proposal Submission:** Proposals may be submitted using the [Public Purchase](#) or [Self-Service](#) website, or by sending One (1) clearly identified hard copy ORIGINAL of the Proposal to:

IDEA Public Schools  
RFP # 11-DSP-0125 Texas

**Attn: Purchasing Department-Demand Side Platform**

2115 West Pike Blvd  
Weslaco, TX 78596

Proposals MUST be received by IDEA by the specified due date and time outlined in the timeline. Each proposal MUST be sealed and marked with the relevant information; failure to do so may result in the proposal not being considered. Please ensure that all submissions are received by IDEA by the designated due date and time.

*Note: Faxed or emailed Proposals will not be accepted. Acceptance Period is 120 days from the date of the proposal submission deadline unless otherwise stated in writing.*

# RFP Submittal Requirements

## Texas

Each Submittal must be organized and follow the required format as stated in the RFP. Each Section must be appropriately tabbed and inclusive of all required submittals.

Attachment A – Title Page. This form must be completed and included as the cover sheet for Proposals submitted in response to this RFP.

Attachment B – Vendor Acknowledgement

Attachment C – Insurance or Bonding Requirements

Attachment D – IDEA Conflict of Interest Form

Attachment E – Texas Ethics Commission Form CIQ

Attachment F – Felony Conviction Disclosure Statement

Attachment G – Certification Regarding Lobbying

Attachment H – Recent and Ongoing Projects

Attachment I – Reference Sheet

Attachment J – Litigation, Terminations, Claims

Attachment K – Proposed Pricing

Attachment L – IRS Form W-9

Attachment M – Deviations and Exceptions

Attachment N – Certification Regarding Drug-Free Workplace

Attachment O – Child Support Certification

**Appendix A** – RFP Completion Checklist

**Additional Documentation (Optional)** Additional documents may be submitted in instances where additional documentation is needed and not already captured.

# Evaluation Criteria



| % Weight     | Evaluation Criteria   |
|--------------|---|
| 40%          | <b>Cost Proposal:</b> Price and total long-term cost to IDEA to acquire goods and/or services.  |
| 15%          | <b>Added Value:</b> Any additional features, services, or strategic insights that enhance the platform's utility beyond the basic requirements.   |
| 15%          | <b>Features Tactics:</b> Examine the DSP's functionalities, focusing on customization, targeting, analytics, and alignment with IDEA's ad management goals.   |
| 10%          | <b>Support:</b> Assess the quality and accessibility of vendor support, including onboarding, ongoing assistance, and response times.   |
| 10%          | <b>Reputation/References:</b> The quality/reputation of the Respondent's good and/or services, Respondent's past relationship with Texas public schools.  |
| 5%           | <b>Payment Terms:</b> Flexibility of payment terms, including options for Net 30 and ACH, for alignment with IDEA's financial practices.  |
| 5%           | <b>Timeline:</b> Provide a timeline that shows adherence to project milestones and completion deadlines, with flexibility for adjustments to align with IDEA's operational schedule and ensure timely implementation of services. |
| <b>100 %</b> | <b>Total Possible Score</b>   |



Use "Raise hand" button via Teams when you have a question

## Q&A

- Questions relevant to projects & solicitation process
- Questions and responses will be posted as an addendum

# Closing

- Agenda, notes, and power point slides will be posted as an addendum
- Final attendee list: If you haven't already, please type name, title, and org in the chat

