

ADDENDUM ACKNOWLEDGEMENT FORM
Addendum No. 1

SOLICITATION: RFQ – Communications Consulting Services

DATE: November 1, 2022

Please be advised that the following changes are applicable to the original specification of the above referenced RFQ. Changes to the specifications are indicated by **underscore**; deletions are indicated by a **strikethrough**.

3.0 Deliverables, Tasks, Minimum Level of Service, and Financial Consequences

Deliverable 1 – Project Kick-Off Meeting		
Description	Minimum Level of Performance	Financial Consequences
Contractor shall host a Project kick-off meeting in accordance with section 2.1.1.	At a minimum, Contractor must conduct a kick-off meeting in accordance with section 2.1.1, and as evidence provide DEO with the agenda and presentation materials, as approved by DEO within five (5) calendar days of Contract execution or by November 18, 2023 November 23, 2022 , whichever is sooner. Completion of this deliverable is based on review and approval by DEO.	Failure to conduct the kick-off meeting and provide the agenda and presentation materials, as approved by DEO within five (5) calendar days of Contract execution, or by November 18, 2023 November 23, 2022 , whichever is sooner, shall result in a penalty of \$500 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.
Deliverable 2 – Project Management Plan		
Description	Minimum Level of Performance	Financial Consequences
Contractor shall draft and submit a Project Management Plan in accordance with section 2.1.2.	At a minimum, Contractor must submit to DEO a Project Management Plan in accordance with section 2.1.2 within seven (7) calendar days following Contract execution or by November 18, 2023 November 23, 2022 , whichever is sooner. Completion of this deliverable is based on review and approval by DEO.	Failure to provide the Project Management Plan as specified in section 2.1.2 within seven (7) calendar days of Contract execution or by November 18, 2023 November 23, 2022 , whichever is sooner, shall result in a penalty of \$1,000 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.
Deliverable 3 – Project Schedule		
Description	Minimum Level of Performance	Financial Consequences
Contractor shall draft and submit a Project Schedule in accordance with section 2.1.3.	At a minimum, Contractor shall submit a Project Schedule in accordance with section 2.1.3 to DEO within seven (7) calendar days following Contract execution	Failure to provide a Project Schedule as specified in section 2.1.3 within seven (7) calendar days of Contract execution or by November 18, 2023 November 23, 2022 , whichever is

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	<p>or by November 18, 2023 November 23, 2022, whichever is sooner.</p> <p>Completion of this deliverable is based on review and approval by DEO.</p>	<p>sooner, shall result in a penalty of \$500 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.</p>
Deliverable 4 – Screen Design Sessions		
Description	Minimum Level of Performance	Financial Consequences
<p>Contractor shall conduct design sessions with subject matter experts, as identified by DEO, in accordance with section 2.3.</p>	<p>At a minimum, Contractor shall conduct design sessions with DEO subject matter experts in accordance with section 2.3 on or before December 2, 2022 November 30, 2022.</p> <p>Completion of this deliverable is based on review and approval by DEO.</p>	<p>Failure to conduct the design sessions in accordance with section 2.3 on or before December 2, 2022 November 30, 2022, shall result in a penalty of \$1,000 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.</p>
Deliverable 5 – Logo Development and Brand Guidelines		
Description	Minimum Level of Performance	Financial Consequences
<p>Contractor shall develop and provide DEO with a comprehensive Modernized System Brand Manual in accordance with section 2.4.</p>	<p>At a minimum, Contractor shall prepare and submit a Modernized System Brand Manual to DEO in accordance with section 2.4 by January 9, 2023.</p> <p>Completion of this deliverable is based on review and approval by DEO.</p>	<p>Failure to submit the Modernized System Brand Manual in accordance with section 2.4 by January 9, 2023, shall result in a penalty of \$1,000 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.</p>
Deliverable 6 – Plain Language Development and Translation		
Description	Minimum Level of Performance	Financial Consequences
<p>Contractor shall provide to DEO documents written in plain language and translated in accordance with section 2.5.</p>	<p>At a minimum, Contractor shall provide to DEO documents written in plain language and translated in accordance with section 2.5 by the due date specified for each document below:</p> <p>System screens must be submitted on or before December 12, 2022.</p> <p>External-facing messages must be submitted on or before December 16, 2022.</p>	<p>Failure to submit the documents written in plain language and translated in accordance with section 2.5 by the due dates specified shall result in a penalty of \$500 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.</p>

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	<p>Rationales and rationale templates must be submitted on or before January 16, 2023.</p> <p>Forms must be submitted on or before January 23, 2023. Handbooks, guides, and FAQs must be submitted on or before May 15, 2023.</p> <p>Website content must be submitted on or before May 22, 2023.</p> <p>Completion of these deliverables is based on review and approval by DEO.</p>	
Deliverable 7 – Public Relations Materials		
Description	Minimum Level of Performance	Financial Consequences
Contractor shall develop and submit to DEO public relations materials in accordance with section 2.7.	<p>At a minimum, Contractor shall submit public relations materials to DEO in accordance with section 2.7 no later than May 15, 2023.</p> <p>Completion of this deliverable is based on review and approval by DEO.</p>	Failure to submit public relations materials to DEO in accordance with section 2.7 by May 15, 2023, shall result in a penalty of \$500 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.
Deliverable 8 – Outreach Campaign		
Description	Minimum Level of Performance	Financial Consequences
Contractor shall develop and provide to DEO an Outreach Campaign in accordance with section 2.7.	<p>At a minimum, Contractor shall submit to DEO an Outreach Campaign in accordance with section 2.7 by June 5, 2023.</p> <p>Completion of this deliverable is based on review and approval by DEO.</p>	Failure to submit to DEO an Outreach Campaign by June 5, 2023, shall result in a penalty of \$500 per day for every business day beyond the due date. Such reduction shall be made from the deliverable payment.

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4.4 – Responses are due according to the schedule below:

Important dates/times related to RFQ events are listed below. All times are Eastern Standard Time and are subject to change.

DATE	TIME	EVENT
10/25/2022	3:00 p.m.	Release of RFQ
10/28/2022	3:00 p.m.	Technical Questions due to DEO via MyFloridaMarketPlace (MFMP) Ariba On Demand (AOD)
11/1/2022	5:00 p.m.	DEO Responds to Technical Questions (Anticipated)
11/4/2022 11/7/2022	3:00 p.m.	Quotes due via MFMP AOD
11/7/2022 11/10/2022	5:00 p.m.	DEO selects Contractor for Services (anticipated)
11/14/2022 11/18/2022		Anticipated Contract start date

Technical Questions and Answers:

The Department's response to timely submitted questions are provided below:

Number	Page/Section	Question	Answer
1	Page 25 – Schedule	Would DEO please consider extending the proposal due date to give respondents additional time to respond?	Please see this Addendum (Addendum No. 1) for this RFQ.
2	Schedule	Would DEO consider an alternative timeline for deliverables? For example, the schedule laid out for the plain language development and translation and the system screen designs may not align well given the amount of content (hundreds of templates and thousands of notices) and screens that would need to be analyzed, re-written and designed?	Please see this Addendum (Addendum No. 1) for this RFQ.
3	Schedule	Are there any other dependent milestones within this program that are driving the scheduling and sequencing of this work as outlined in the request?	Please see section 1.5., Summary of Requested Services.
4	Scope	Can simplification dictate a new information architecture? - In addition to nomenclature and plain-language, will the contractor be	Please see section 2.5, Language Development and Translation, and section 2.6, System Content and

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Number	Page/Section	Question	Answer
		<p>able to consider re-arranging the navigation and structure on floridajobs.org?</p> <p>- As part of the content simplification effort, can the contractor reconsider the navigation and structure of the CONNECT site, including account dashboard, claimant benefit application?</p>	<p>Specifications, which specifies requested services.</p>
5	Scope	<p>In the claim application, can the contractor reconsider order and wording to make the display of some questions conditional based on previous answers or previously collected information? If so, who will be responsible for establishing data availability and documenting those business rules?</p>	<p>See response to question 4.</p>
6	Scope	<p>We know that DEO is also focused on achieving the goals of the REACH act, including strategically aligning and coordinating education and workforce initiatives. With that in mind, are there plans to better integrate the experiences for monetary reemployment benefits application and other reemployment or job placement services? Should the reemployment benefit site content be assessed with EmployFlorida and CareerSource site content coordination in mind?</p>	<p>Please see section 2.2, Documentation Review, which specifies the documents and communications that are in-scope for this RFQ.</p>
7	Pre-populating	<p>With an eye toward simplification by pre-populating data, will there be any integration between IDme, EmployFlorida, and the CONNECT site to pass information to or from the reemployment account or benefit application?</p>	<p>Pre-population is not in-scope for this RFQ.</p>
8	Rebranding	<p>Can there be any expectation that new typography, color palette, and component design be extended to the entire floridajobs.org experience? What is the expected extent and differentiation of the rebranding, given the current close ties between the DEO and CONNECT logo and color schemes?</p>	<p>The Brand Guidelines will establish a new brand for the Modernized System that will be used to develop the materials specified in the Scope of Work and any other materials identified by DEO in the future.</p>

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9		Is US citizenship required to work on this project? 2. What is the estimated budget for this project/effort? 3. Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort and value of the contract?	Please see section 5.3, Employment Verification. DEO is seeking services that provide best value to the State. DEO currently manages all Reemployment Assistance communications.
10		Can the Government extend the deadline by a week? This will allow us to prepare a response addressing all the requirements specified in the RFQ?	See response to question 1.
11		Would DEO please consider extending the due date for this proposal?	See response to question 1.

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