

ADDENDUM ACKNOWLEDGEMENT FORM
Addendum No. 2

SOLICITATION: RFQ – Communications Consulting Services

DATE: November 3, 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 23, 2022 December 2, 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 23, 2022 December 2, 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 23, 2022 December 9, 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 23, 2022 December 9, 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 23, 2022 December 9, 2022 , whichever is

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	<p>or by November 23, 2022 December 9, 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>
<p>Deliverable 4 – Screen Design Sessions</p>		
<p>Description</p>	<p>Minimum Level of Performance</p>	<p>Financial Consequences</p>
<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 November 30, 2022 December 21, 2022, whichever is sooner.</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 November 30, 2022 December 21, 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>
<p>Deliverable 5 – Logo Development and Brand Guidelines</p>		
<p>Description</p>	<p>Minimum Level of Performance</p>	<p>Financial Consequences</p>
<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 draft Modernized System Brand Manual to DEO in accordance with section 2.4 by January 9, 2023 January 20, 2023.</p> <p>The deadlines associated with this deliverable should be viewed as a final first draft that is subject to changes as determined by DEO leadership.</p> <p>Once this deliverable is submitted to DEO, there may be additional edits and review made as the project progresses that the Contractor will be responsible for resolving through June 20, 2023.</p> <p>Completion of this deliverable is based on review and approval by DEO.</p>	<p>Failure to submit the draft Modernized System Brand Manual in accordance with section 2.4 by January 9, 2023 January 20, 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>

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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 January 20, 2023.</p> <p>External-facing messages must be submitted on or before December 16, 2022 January 20, 2023.</p> <p>Rationales and rationale templates must be submitted on or before January 16, 2023 January 27, 2023.</p> <p>Forms must be submitted on or before January 23, 2023 February 23, 2023.</p> <p>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><u>The deadlines associated with this deliverable should be viewed as final first drafts that are subject to changes as determined by DEO leadership.</u></p> <p><u>Once complete, there may be additional edits and review made as the project progresses that the Contractor will be responsible for resolving and completing through June 20, 2023.</u></p> <p>Completion of these deliverables is based on review and approval by DEO.</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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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.	At a minimum, Contractor shall submit public relations materials to DEO in accordance with section 2.7 no later than May 15, 2023. Completion of this deliverable is based on review and approval by DEO.	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.	At a minimum, Contractor shall submit to DEO an Outreach Campaign in accordance with section 2.7 by June 5, 2023. Completion of this deliverable is based on review and approval by DEO.	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.

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)
11/7/2022 11/11/2022	3:00 p.m.	Quotes due via MFMP AOD
11/10/2022 11/16/2022	5:00 p.m.	DEO selects Contractor for Services (anticipated)
11/14/2022 11/22/2022		Anticipated Contract start date

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