

- 1) Will CCOC handle all printing directly or do you expect respondents to provide print bids at this time?
  - a. We would suggest providing a print bid but have it listed separately as CCOC would then be able to determine if it would be more cost effective to continue to provide that service with current methods and hardware.
- 2) Can you specify the projected number of brochures, news releases and articles to be created by the vendor throughout the year?
  - a. The idea is that a template and content system will be set up for the newsletters for CCOC staff to then complete as needed. We are asking for guidance on setting up this template.
- 3) After launch of the redesign, how often do you foresee the vendor needing to update the website throughout the year? How in-depth may those updates be?
  - a. We are not looking for management of the website but help on the website design to make it more up-to-date and user friendly as well as suggestions of content and content management to achieve that goal.
- 4) Can you provide an estimated length (in total number of pages) for the Annual Report?
  - a. We anticipate it being 25 pages or less.
- 5) Will Florida CCOC provide photography or should agency include photography costs for annual report, newsletter and website?
  - a. Costs for photography or stock photos should be included in the response.
- 6) Does Florida CCOC currently use a website content management system?
  - a. The CCOC does not currently use a content management though they do have a database driven website.
- 7) Florida CCOC update the website using a content management system or is the outside vendor to be in charge of updates?
  - a. The CCOC would update the website based on suggestions of the vendor.
- 8) If the majority of the content for the Annual Report is budget and finance related, what percentage of the content does the CCOC anticipate it will need developed by the vendor vs. the CCOC?
  - a. The CCOC will develop 90-95% of the content of the Annual Report.
- 9) Does the CCOC intend to publish the Annual Report in various journals statewide/nationally or is it requesting print management of the report?
  - a. The CCOC does not intend to publish the report in various journals, statewide or nationally. We do want a quote for printing of no more than 150 copies.
- 10) If the CCOC intends to publish this report, is there a separate budget apportioned for the publication?
  - a. There is not a separate budget for publishing the report at this time.
- 11) What percentage of the content does the CCOC anticipate it will need developed by the vendor vs. the CCOC for Newsletters, Brochures, News Releases, Articles?
  - a. The CCOC will develop all content of these reports. We are seeking assistance on development of the template and layout.

- 12) Is it appropriate to plan for four distinct versions of the following communications pieces or will an initial designed custom template for each the remaining issues be acceptable?
- a. An initial designed custom template for each of the remaining issues is acceptable.
- 13) Is the CCOC requesting assistance with developing digital content for its existing website or is it requesting that the chosen vendor re---program its existing website with a content management system (CMS)?
- a. We are only seeking professional services to review the design and use of our website and make recommendations for improvements. Staff will internally make the content and design changes.
- 14) Does the current site have a content management system?
- a. We do not currently have a content management system though we do have a database driven website.
- 15) What is the budget for this ITN?
- a. We have not established a budget for the ITN but would expect it to be less than \$10,000 for services.
- 16) What is the CCOC's deadline for the Annual Corporation Report?
- a. The deadline for the Annual Report is December 1, 2011.
- 17) Ink / process - Am I correct in assuming 4/4 process would be desired?
- a. We would rely on the expertise and recommendation of the vendor.
- 18) Is the "web based dissemination" a .pdf, or a more involved online solution?
- a. Currently this is done via pdf but we would ask for the expertise and recommendation of the vendor if a different method was suggested.
- 19) Tab #2 says "Competitive Solicitation Cover Sheet and Addenda." Is that the same as the "Appendix A: Notice of Intent to submit and ITN"? Appendix A says this document must be delivered in a timely manner according to the calendar of events, but this is not listed in the calendar of events.
- a. The Notice of Intent to Submit can act as the Cover Sheet for the Competitive Solicitation.