

MEMORANDUM

TO: RFP Recipients

FROM: Diana Reighart *DR*
Project Analyst/Planner

DATE: August 1, 2023

SUBJECT: Addendum No. 1 to the Request for Proposals (“RFP”) for Marketing, Public Education, and Communications Services dated July 13, 2023.

Proposal submissions to the Authority procurement email address and the additional contact email addresses set forth in the RFP at Section 1.6, Submission Requirements, is amended to include that all electronic proposal submissions shall include the subject line “Marketing, Public Education, and Communications Services.”

Additionally, this Addendum No. 1 is to answer Proposer Questions submitted in writing by the Question Submittal Date on July 20, 2023. Answers issued by written addenda will be binding on the Authority and the Proposers, including the answers provided below.

- 1) **Question:** Is there an incumbent for this RFP? If so, can you provide the name of the firm?

Answer: Pinnacle Communications is the incumbent on-call Marketing, Public Education, and Communications Services contractor.

- 2) **Question:** To clarify the not-to-exceed value of the contract, the \$100,000 would be the total for the 3-year period, correct (and not the annual value)? Also, would media expenditures be a separate contract? For example, the RFP asks for an outline for a \$50,000-\$60,000 campaign. If that campaign runs, does that \$50,000-\$60,000 come from the \$100,000 total (only leaving the Proposer \$40,000-\$50,000 total for marketing and design services over the contract's term), or is the \$100,000 only for the Proposer's services and all outside costs (media, printing, etc.) would be separate?

Answer: The initial not-to-exceed value of the contract is \$100,000; subject to annual appropriation. The not-to-exceed value can be increased through contract amendment, with Board approval, to accommodate additional projects, as needed. Additional media expenditures would not be a separate contract. Additional work requested under the contract will be authorized using fixed price work orders, as follows: 1.) Authority staff and/or Member Jurisdiction staff describe work to be performed; 2.) Contractor responds with a cost proposal based on the hourly rates set forth in the contract and 3.) Upon agreement on cost, a fixed price work order will be issued. Also, please see the Answer to Question #3 below regarding the correct term of the contract (5 years with two, one-year extensions at the Authority's sole option).

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Tower II – Suite 402, 100 S. Charles Street, Baltimore, MD 21201-2705

Comprehensive Waste Management Through Recycling, Reuse, Resource Recovery and Landfill

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With regard to the \$50,000-\$60,000 campaign, this is a hypothetical public education outreach deliverable that will be used primarily as an evaluation tool. This is item E in Section 4.4: Evaluation of Offerors in the RFP.

- 3) **Question:** Can you also clarify the duration of the contract? In some spots, it says 3 years, but in other spots, it looks like the contract would be 5 years (January 2024 through December 2028).

*Answer: The contract duration is 5 years with 2, one-year optional extensions, for a total potential contract of 7 years. This is stated correctly in Section 2.2 Contract Term as, "It is anticipated that the Contract term will commence on or about January 1, 2024, and end December 31, 2028, with two, one-year extensions at the Authority's sole option." However, Part V: Estimated Contract Value is modified as follows: "The initial not to exceed value for this **five**-year Contract is \$100,000; subject to annual appropriation. This is a **five**-year Contract with up to two, one-year renewal terms and the annual awards will be based on the work to be undertaken each fiscal year."*

- 4) **Question:** For the request to edit the draft newsletter article: Are you just looking for the proposer to provide general grammar and sentence clarity recommendations? Or are you looking for something more intensive? Is this the level of editing that would be expected during the actual newsletter development process?

Answer: For the request to edit the draft newsletter article, the Authority would like proposers to provide a finished example of a page of a newsletter using the sample article that could be expected during the actual newsletter development process. The sample article may be edited for general grammar and sentence clarity recommendations.

- 5) **Question:** For the requested public education campaign outline: Is the \$50,000-\$60,000 budget meant to stretch across the entire 2.5 year period? Or would this be an annual budget? What media platforms has the Authority used in the past? Has the Authority found specific tactics more successful than others in previous campaigns? If this budget (\$50-\$60K) would need to stretch across 2.5 years, would the Authority be able to prioritize which jurisdictions to target? Or do all jurisdictions need to be targeted equally?

Answer: Yes, the hypothetical public education campaign would have a \$50-60k budget meant to stretch across the 2.5-year period. Media platforms the Authority and its Member Jurisdictions have used in the past for public education campaigns include print media, mailings, billboards, public service announcements on radio and TV, bus ads, and a conglomeration of many other types of media platforms. The success of specific tactics in previous campaigns is tied to many variables, so would have to be evaluated on a case-by-case basis. The prioritization of which jurisdictions to target depends upon several factors including the topic of the hypothetical public education campaign Offerors decide upon. The Offerors are encouraged to provide information about the geographic deployment strategy behind the public education campaign given the budget and other factors in their Responses.

- 6) **Question:** For the requested social media training class outline, can you clarify the expected deliverable for this request? Are you just looking for the Proposer to turn that description in Attachment N into a high-level outline that could be the basis for a future presentation?

Answer: Yes, as stated in Section 4.4: Evaluation of Offerors, Item F lists "Social media presentation outline" as the deliverable. Attachment N is based on a past social media training seminar hosted by the Authority. This could be used to develop a high-level outline, though the outline need not be based on Attachment N.

- 7) **Question:** For the Waste Watch newsletter, each issue, how many articles would be supplied by the Authority in final (or nearly final form) vs. articles that the Proposer would need to write from scratch based on background material provided by the Authority?

Answer: Typically, the Authority provides 4-7 nearly final form articles to the contractor for each quarterly WasteWatch newsletter. The contractor would not be expected to write articles from scratch based on background material provided by the Authority.

- 8) **Question:** For the Authority Brochure, can you clarify what software in Microsoft Office 365 was used to create the current brochure (i.e., Publisher vs. Word vs. PowerPoint)? Does the Proposer need to keep the brochure in that file format, or could the brochure be re-created in Adobe Creative Suite?

Answer: Microsoft Word was the software used to create the current Authority brochure. The Authority prefers to keep the brochure in that file format.

- 9) **Question:** For the Websites:

- a. How many hours per month are currently spent updating or maintaining the 4 websites listed in the RFP?
- b. Can you provide more specifics on the types of changes the Proposer would be expected to handle (as opposed to updates the Authority currently handles in-house)? What is an example of a "complicated" update as mentioned in the RFP?
- c. Is the Authority interested in redesigning any of these 4 websites from scratch?
- d. The recyclemoreoften.com website redirects to the Anne Arundel County government website, so it doesn't appear that the original website is still accessible to the public. Is this website still being used/updated?
- e. Does the Proposer need to handle new hosting for the 4 websites?
- f. Is there a reason that the websites cannot remain on their existing hosting platform(s)?
- g. Can you clarify the request for costs to "migrate the websites to the Proposer's computer system"? Is this just referring to the costs to migrate the websites from the existing hosting platform to the new hosting platform?
- h. If so, will the Authority be able to provide the Proposer with the login information for the current hosting accounts?

Answer:

- a. *Authority staff spend approximately 2-3 hours per month updating the following websites (nmwda.org, mdrecycles.org and swana-midatl.org).*
- b. *Authority staff perform basic updates to the websites, e.g., posting documents, basic text revisions, etc. The Authority would require the proposer to complete more complex tasks, e.g., creating new pages, editing menus, complex formatting, graphic design, etc.*
- c. *The Authority does not plan to initiate a website redesign for any websites.*

- d. *The recyclemoreoften.com website is still being used and updated.*
- e. *The contractor will need to handle hosting the 4 websites.*
- f. *The websites could remain on their existing hosting platforms (GoDaddy, FastComet). The request for costs to migrate the websites from the existing hosting platform to the new hosting platform is in case the contractor prefers to work with a different hosting platform than the current one.*
- g. *Yes, this refers to the costs of migrating the websites from the existing hosting platform to the new hosting platform, if needed.*
- h. *Yes, the Authority can provide the contractor with the login information for the current hosting accounts.*

- 10) **Question:** For the development of Educational/Informational flyers, can you provide an estimate of the number of flyers needed over a 12 month period? And is each flyer a single 8.5x11 page, two sided? Would the Authority provide all content for each flyer?

Answer: The estimated number of flyers needed over a 12-month period fluctuates depending on the needs of the Authority and its Member Jurisdictions. However, in Attachment A: Proposed Rates and Charges requests an estimated cost on the "Layout and Design Cost for Camera Ready Trifold Flyers/Brochures". The cost for printing and distribution of the flyers is not required. Flyers tend to be a single 8.5x11 page, single-sided. The Authority and/or Member Jurisdiction typically provides a majority of the content for flyers and other projects.

- 11) **Question:** Does the Authority currently work with an agency or individual designer on these projects (brochures, newsletters, website maintenance, etc.)? If so, why is the Authority looking to find a new agency now? And is the current agency/designer also submitting a proposal for this initiative?

Answer: Yes, please see the Answer to Question #1. The current on-call Marketing, Public Education, and Communications Services contract is set to expire December 31, 2023. Thus, the Authority must undertake a Request for Proposals process to procure a new on-call Marketing, Public Education, and Communications Services contract. The Authority will not have confirmation of proposal submissions until August 24, 2023 (proposal submission due date).

- 12) **Question:** Does the Authority like its current brand look and design style as-is (and the Proposer would be working within those existing guidelines/layouts)? Or would the Proposer be developing a new brand/design look for the Authority from scratch through these new brochures and newsletters?

Answer: The Authority plans to keep its current brand look and design style. The contractor would be working within those existing guidelines/layouts.

- 13) **Question:** The RFP lists four sites (nmwda.org, swana-midatl.org, mdrecycles.org and recyclemoreoften.com), but the recyclemoreoften.com site is just a redirect to the Anne Arundel County site. So, the Authority will need us to manage three sites and not four, correct?

Answer: No, four sites need to be managed. It is true that recyclemoreoften.com redirects to the Anne Arundel County Bureau of Waste Management Services site. This particular part of Anne Arundel County's website is maintained and updated by the Authority's on-call Marketing, Public Education, and Communications Services contractor.

- 14) **Question:** Based on the RFP, it looks like the Authority wants us to host these sites. Does the Authority want us to host these sites in our name and then bill the Authority, or does that request mean something different?

Answer: Yes, the Authority would like the on-call Marketing, Public Education, and Communications Services contractor to host these sites and then bill the Authority.

- 15) **Question:** Please clarify if the contractor will be required to host the website on an independently-owned server, or if they will only be responsible for managing site content and design on the government's server? (Relates to **Section 3.2 D (p. 5-6)**: References updates to WordPress websites, website development, and monitoring data and analytics. **Attachment A, secs. B & C** ask for estimates to host and migrate the websites on the Proposer's computer system.)

Answer: The contractor will be required to host the website on an independently owned server. Currently, nmwda.org and mdrecycles.org are hosted with GoDaddy, swana-midatl.org is hosted with FastComet, and recyclemoreoften.com is currently URL forwarding to: <https://www.aacounty.org/departments/public-works/waste-management/>

- 16) **Question:** Does the government anticipate including this within the scope of the public education campaign noted in the second paragraph of this section, with a budget limitation of \$100,000? OR if requested will the government ADD an
- a. additional \$50,000 to \$60,000 when they request this phase (through an amendment to the contract award)?
 - b. If development of new ads falls under the primary scope of service, please clarify the type and frequency of ads it may request, e.g.: digital; video, radio, print, etc.

Answer: Please see the Answer to Question #2. As each ad campaign for the Authority or Member Jurisdiction is unique, ad type and frequency would have to be evaluated on a case-by-case basis. Past communications projects for the Authority and its Member Jurisdictions have included digital, video, radio, print, etc.

- 17) **Question:** How many printed copies of the quarterly newsletters are required? Typically when printed in hard copy.

Answer: The Authority prints its own copies of the WasteWatch quarterly newsletter, but primarily distributes the newsletter electronically. The contractor would not be responsible for printing the newsletter.

- 18) **Question:** Are cloud service providers allowed for hosting the websites when migrated?

Answer: Yes, cloud service providers could be allowed for hosting the websites.

- 19) **Question:** Are there any physical security restrictions for where the web content is stored or maintained (provided the entities are US based)?

Answer: The Authority is not aware of any physical security restrictions for where the web content is stored or maintained.

- 20) **Question:** Is the \$100,000 budget per annum?

Answer: Please see the Answer to Question #2.

- 21) **Question:** Can you clarify what you mean by training?

Answer: Please see Attachment N and the Answer to Question #6.

- 22) **Question:** Looking at ATTACHMENT A – why are you asking for rates going out 5 years for a 3 year contract?

Answer: Please see the Answer to Question #3. The correct term of the contract is 5 years with two, one-year extensions at the Authority's sole option.

- 23) **Question:** Regarding ad placement -where is the advertisement going to be placed and is it assumed to be included in the budget?

Answer: As each ad campaign for the Authority or Member Jurisdiction is unique, ad placement would have to be evaluated on a case-by-case basis. As stated in the Answer to Question #2, the not-to-exceed value can be increased through contract amendment, with Board approval, to accommodate additional projects, as needed.

- 24) **Question:** Is the cost of printing to be included in the budget?

Answer: No, the cost of printing need not be included in the budget as the Authority completes its own printing. However, if Member Jurisdictions require printing as part of their communications projects, the not-to-exceed value can be increased through contract amendment, with Board approval, to accommodate additional projects, as needed.

- 25) **Question:** Do you want ATTACHMENT B edited?

Answer: Please see the Answer to Question #4.

- 26) **Question:** Is there a preference for in-state bidders, and would you consider out-of-state applicants?

Answer: In-state and out-of-state applicants will be evaluated according to the same criteria established in Section 4.4: Evaluation of Offerors.

- 27) **Question:** Will any members of your team be involved in the campaign production process (creative direction, writing, design, etc.) on all projects?

Answer: Yes, the Authority anticipates that staff members of the Authority and/or each participating Member Jurisdiction would be involved in the campaign production process on most, if not all projects. The specific staff members and Member Jurisdictions involved will be project dependent.

- 28) **Question:** Will a team member of the NEMDWDA present the Social Media Training Seminar with the strategic outline of the successful vendor, or does the successful vendor need to present the seminar?

Answer: In the past, the contractor has presented the Social Media Training Seminar and members of the Authority and Member Jurisdiction staff attended.

- 29) **Question:** What is the expectation level for your desired type of video production for the Ads campaign? See our proposed options: Option 1: half-day shoot; Option 2: half-day shoot & editing; Option 3: full day shoot; Option 4: Full-day shoot & editing

Answer: There is no set expectation of video production for the public education campaign proposal outline. Inclusion of video production is at the discretion of the Offeror. Also, please see the Answer to Question #5 for other clarifications related to the public education campaign proposal outline. Offerors are invited to provide pricing information for video production options in the Proposed Rates and Charges section of the Response.

- 30) **Question:** What is the size of your current contact list (emails)?

Answer: The Authority has approximately 478 entries in our distribution list for the WasteWatch newsletter. Each Member Jurisdiction has its own distribution lists, and that information would be made available to the contractor prior to requesting a cost proposal for additional work.

- 31) **Question:** How would you like to track/measure your goals for each project?

Answer: As each project for the Authority and/or Member Jurisdictions is unique, goals and tracking metrics would be project dependent.

- 32) **Question:** In addition to the proposed schedule to release the quarterly newsletter, what is the expected timeline for completing the other projects? (4 website updates, social media training seminar, advertising campaign, etc.).

Answer: Website updates happen on an as needed basis. Before the pandemic the social media training seminars took place twice a year. The Authority may consider a once-a-year training

seminar during the term of the contract. Any other advertising campaign or communications projects would have their own unique schedules depending on the needs of the Authority and/or Member Jurisdiction involved.

- 33) **Question:** Are there current brands, websites, or similar projects you'd want to emulate?

Answer: Each Member Jurisdiction may be able to answer this on a project-by-project basis. For the Authority, please see answers to Questions #9 and #12. The Authority plans to keep its current brand look, design style, and does not plan to initiate a website redesign for any websites.

- 34) **Question:** When was the last time the NEMDWDA has undergone user/customer experience analysis, strategic communications plan, and/or story and messaging updates?

Answer: The Authority has not undergone user/customer experience analysis, strategic communications planning, and/or story and messaging updates in over 20 years.

- 35) **Question:** It would be conducive to break this down by category (Overall Strategy/Support, Social Management, Campaigns, Media Spend, Video Production, Etc.). Does the annual budget outlined on Page 8, Part V encapsulate the three-year contract's financial scope, or is it specifying the yearly funding for all the projects?

Answer: Please see the Answer to Question #2. Also, please see the Answer to Question #3 regarding the correct term of the contract (5 years with two, one-year extensions at the Authority's sole option).

- 36) **Question:** For the Waste Watch, are you interested in selling advertising in the publication to offset your costs?

Answer: No, the Authority is not interested in selling advertising in the publication to offset costs.

- 37) **Question:** Do you have requirements for your print vendors (i.e., diverse business certifications, etc.)?

Answer: No, the Authority does not have requirements specifically for print vendors. Each Member Jurisdiction has its own diverse business certification procurement requirements, so the MBE/WBE certifications required would be project-dependent. Please also see the Answer to Question #24 regarding expectations around printing.

- 38) **Question:** Are you interested in quick print on demand ability for materials, rather than ordering bulk quantities?

Answer: Please see the Answer to Question #24. Also, Offerors are invited to provide pricing information for quick print and bulk quantity print options in the Proposed Rates and Charges section of the Response.

- 39) **Question:** Please confirm the entire NMWDA.org is built on WordPress. Do you use/intend to use any platforms off WordPress to support forms, submissions, etc.?

Answer: Yes, the entire NMWDA.org website is built on WordPress. The Authority is open to the use of platforms off WordPress to support forms, submissions, etc.

- 40) **Question:** For website updates, will you require: Our team to code pages or create new site updates/pages, or will your IT provider do so, SEO (search engine optimization), Security updates, ADA compliance updates, Hosting?

Answer: The Authority will require the contractor to complete tasks such as coding pages, creating new pages, search engine optimization, security updates and response, ADA compliance updates, and hosting. Please also see the Answer to Question #9. The Authority's IT contractor would not be performing these tasks.

- 41) **Question:** For the \$50-60K media plan requested, please confirm that spend is to cover the entire 2.5 years?

Answer: Please see the Answer to Question #5.

- 42) **Question:** You note reaching "businesses" but then refer to "public education campaign to reach businesses. Please confirm this budget is exclusive to reaching businesses only. Do you wish to reach all businesses, or only certain size/industry businesses? If so, please describe.

Answer: Yes, this budget is exclusive to reaching businesses only. As stated in Section 3.2 Services Item E of the RFP, this campaign is meant to provide "information about commercial recycling to businesses within the Authority's Member Jurisdiction." The prioritization of which businesses to target depends upon several factors including the topic of the hypothetical public education campaign Offerors decide upon. The Offerors are encouraged to provide information about the deployment strategy behind the public education campaign given the budget and other factors in their Responses.

- 43) **Question:** Please confirm the geography shown on this page is up to date and where we should focus our media plan requested: <https://www.nmwda.org/list-of-members-and-map-of-jurisdictions/>

Answer: Yes, the geography shown on the webpage is up to date. Please see the Answer to Question #5, the Answer to Question #42, and Section 3.2 Services Item E of the RFP for guidance regarding focus of the public education campaign outline.

- 44) **Question:** For "obvious counters" on the site, are you referencing wanting to obtain analytics/performance metrics on the site?

Answer: Section 3.2: Services of the RFP states, "The Authority may want to be able to monitor outside use without obvious counters on the sites." The Authority would be interested in obtaining analytics/performance metrics in a format that is not directly visible on the website.

- 45) **Question:** For telephone surveys/focus groups, you ask for hourly rates. However, there are often other costs associated for such efforts, including participant recruitment, compensation and rentals/food, etc. if in person groups. Do you require any notation of such costs in this document?

Answer: Offerors are invited to provide pricing information for such efforts as participant recruitment, compensation and rentals/food, etc. as part of telephone surveys/focus groups in the Proposed Rates and Charges section of the RFP (see Attachment A).

- 46) **Question:** While case studies/examples of work are not requested, will you require any examples of work?

Answer: Under #4 of Required Submittals in the RFP, the Authority requests, "A description of experience with services requested in Section 3.2, especially noting any waste management communications projects (include examples)." Also, "examples of work products and evidence of positive results, if available," is part of the evaluation criteria in the first item of Section 4.4 Evaluation of Offerors in the RFP. Please include relevant examples of work.

- 47) **Question:** What is your annual (yearly) marketing, public education and communications budget?

Answer: Please see the Answer to Question #2.

- 48) **Question:** Is there an incumbent marketing firm? How long have they worked with you?

Answer: Please see the Answer to Question #1. The current on-call Marketing, Public Education, and Communications Services contractor has held numerous contracts with the Authority over the course of approximately 18 years.

- 49) If not, have you worked with a marketing firm before?

Answer: Please see Answers to Question #1 and Question #48.

- 50) **Question:** What will be the main factor in selecting a partner? Cost/hourly rates, Location of the team, Expertise/proven experience, Other?

Answer: Please refer to Section 4.4 Evaluation of Offerors of the RFP to see the full breakdown of how the Evaluation Committee will evaluate proposals. Cost/hourly rate, which is "Price or Cost Effectiveness" in the RFP, accounts for 15% of the evaluation points. Location of the team and expertise/proven experience are two factors of "Experience and qualifications of the firm and key personnel," which, as a total category, accounts for 25% of the evaluation points. Other factors being evaluated include, but are not limited to, work samples, draft newsletter article, public education campaign proposal outline, social media presentation outline, and references. Evaluation and Selection will not be based solely on Price, but will consider Comprehensive Best Value.

- 51) **Question:** Page 1, #3 under Required Submittals indicates a 2 page maximum after “Resumes of key personnel”. Is that 2 pages max per resume? Or, all resumes to fit within 2 pages?

Answer: The 2-page maximum for “Resumes of key personnel” referenced in #3 of the Required Submittals refers to the page limit for each resume.

- 52) **Question:** Is there an incumbent firm already working on these projects? If so, are they going to bid on this RFP? And if there is an incumbent, are you happy with their work?

Answer: Please see Answers to Question #1, Question #11, and Question #48.

- 53) **Question:** Is the \$100,000 budget annually or for the entire 3-years? More simply is the budget \$33,333 or \$100,000 each year.

Answer: Please see the Answer to Question #2.

- 54) **Question:** The assignment to develop a public education campaign to reach business over a 2.5-year timeframe stated on Page 6. Just to confirm this is a separate/different budget of \$50,000 - \$60,000 for the entire 2.5-year timeframe over and above the \$100,000?

Answer: Please see the Answers to Question #2 and Question #5.

- 55) **Question:** Is the contractor coordinating changes for all the following four websites? What are the types of changes and updates that will occur and how often will the contractor need to make them? What is the balance of more complex structural changes, and creative changes vs. edits to copy or swapping out images and are they daily, weekly, monthly, quarterly, etc. We are trying to get an idea of the workload for the websites.

Answer: Please see the Answers to Question #9 and Question #40.

- 56) **Question:** Also do you need a monthly maintenance agreement to keep all four websites structurally sound as well?

Answer: The Authority does not foresee the need for separate monthly maintenance agreements in addition to this contract.

- 57) **Question:** Explain any other website work in more detail that will need to occur over the annual timeframe?

Answer: Beyond the Answers to Question #9 and Question #40, there is no other website work that would need to occur to the Authority’s knowledge at this time.

- 58) **Question:** What type of hosting packages do you currently have for each of the websites, is it a basic plan and how many GBs of space do you have each month for storage? Are you looking to expand that storage?

Answer: The Authority currently has the Managed WordPress Ultimate plan through GoDaddy for nmwda.org and mdrecycles.org, which has unlimited disk space and unlimited bandwidth usage. The Authority currently has the Shared FastCloud Basic plan through FastComet for swana-midatl.org, which has 15GB of SSD space and unlimited bandwidth usage. The Authority is not looking to expand storage.

- 59) **Question:** Why are you looking to migrate these sites from their current host environment?

Answer: Please see the Answer to Question #9.

- 60) **Question:** Who (meaning what *hosting* company) is currently hosting each of the websites?

Answer: Please see the Answer to Question #15.

- 61) **Question:** On page 6 letter F it states the Development of educational/informational flyers. How many flyers need to be developed each year, what size, how many panels? I assume we are designing it, but is the contractor writing the copy or just editing the content provided to the contractor by the Authority?

Answer: Please see the Answer to Question #10.