

**Addendum #1
To
RFQQ 2012-62
State of the Sound Technical Writing and Editing Contract**

**Questions & Answers from the Pre-Proposal Conference Call
May 21, 2012 10 am to 10:30 am.**

Present: Karen Miller, M2 Resource Consulting; Marie Naughton, Naughton Communications; Paula Delgendes, Pollution Prevention Resource Center; Marie Cann, Interra; Ilon Logan, ESA; Katherine Boyd (PSP)

Announcements

Katherine announced that the scope of work is being altered slightly. We are planning to drop 1-2 of local stories for writing; instead they will be written by the local project managers and edited by the contractor. The contractor will now be asked to assist with writing two pieces from the State of the Sound: distilling existing climate change writings into a couple of pages of text in the State of the Sound, and developing a sidebar regarding the review of citizen concerns, based on the feedback that PSP received during the Action Agenda process.

Question and Answer

Question: What should you do if your writing samples are long documents –for example, 80 or more pages? Do you want excerpts?

Answer: Please provide links to online copies of the documents that we can download and read. If you would like, you can provide one excerpt per document within your submission; each excerpt should not exceed three pages.

Question: Your insurance requirement (\$1,000,000) seems high considering the maximum amount of the contract. It would be very expensive to attain this insurance. Is a waiver available, or a reduced amount?

Answer: Upon consideration, we will reduce this insurance requirement amount to \$500,000.

Question: Can you provide more information about local story content. How many experts should to writer plan to interview? What are the requirements for each story? Will there be prototypes available to review?

Answers:

1. We ask that you interview as many experts as you need to build the story. However, keep in mind that this is not an exhaustive technical document, but rather a story, built around data, to explain our partners' work to the public.
2. Content is expected to include the following:

- a. Text, roughly 4 pages, focusing on the project and on the long term benefits for Puget Sound recovery;
 - b. Since the State of the Sound is a data-driven document, we are hoping to have data to show both outputs and outcomes,. This will require graphs, tables and analysis around them PSP staff can help in the development and design of any data presentation. You might also want to look at our Vital Signs to give you some ideas of what we are tracking for ecosystem restoration in the Sound; these are the targets our leadership has set for 2020. They can be found at <http://www.psp.wa.gov/vitalsigns>.
 - c. Photos and other images.
 - d. Maps. No GIS work will be required from the contractor; however, acquiring some GIS layers will be part of the writing of the story.
3. At least two stories will be available as prototypes when the technical writer begins in July.

Question: The RFQQ says that the editor will work with PSP staff scientists. Will this be electronically or in person.

Answer: We would like the contractor to attend the kick-off meeting in person. Beyond that, most contact will be via email and phone. For the 2-4 meetings per month, in person visits would be delightful but we prefer having you use resources on the product and not traveling to meetings; therefore, attendance via phone for most meetings will work just fine.

Question: Is PSP going to formally change the scope of the RFQQ based on Katherine's announcement at the beginning of the call?

Answer: The scope of work for RFQQ 2012-62 has been changed to the revised scope of work, as addressed in the Announcements section on page 1 of this addendum.

Question: Will there definitely an interview?

Answer: Yes, the contractors with the most highly-ranked bids will be asked to attend an in-person interview at PSP's offices in Tacoma June 18th or 19th.

Question: For the project team, do you have a particular size (number of people) in mind? Should the technical editor and technical writer be the same person or different people? Do you require a project manager?

Answer: We have no assumptions about the number of people working on the contract. The technical editor and writer technical can be same person or can be different people; again, we have no assumptions.

For additional questions: Potential bidders can contact Katherine Boyd up until May 25th with more questions; those questions and answers will be included in additional addenda to this RFQQ. Katherine's contact information is 360-339-4627 or Katherine.boyd@psp.wa.gov.