



UNIVERSITY OF CENTRAL FLORIDA

Procurement Services
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ADDENDUM

IMPORTANT DOCUMENT – INVITATION TO NEGOTIATE

ITN NUMBER: 2025-08OCSA

ITN TITLE: Public Relations and Project Management Services for Restore Lagoon Final
Phase

OPENING DATE & TIME: January 20, 2026; 3:00 PM EST

ADDENDUM NUMBER: I ADDENDUM DATE: January 12, 2026

The purpose of this addendum is to answer questions asked during the q/a period.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND RETURN IT WITH YOUR OFFER. FAILURE TO SIGN AND RETURN WITH YOUR OFFER COULD RESULT IN REJECTION OF YOUR OFFER.

PROPOSERS SIGNATURE

PRINT OR TYPE PROPOSER'S NAME

COMPANY NAME

EMAIL ADDRESS

1. Vendor Question: The ITN references pre-construction monitoring, construction/installation, inflow operations, and post-pumping monitoring phases. Please clarify which entity (UCF, a separately contracted consultant, or another party) is responsible for securing required environmental permits, including but not limited to Environmental Resource Permits (ERP), State/Federal dredge and fill authorizations, Sovereignty Submerged Lands authorizations, and U.S. Army Corps of Engineers approvals.

UCF Answer: UCF.

2. Vendor Question: Are permitting application fees, agency coordination costs, environmental surveys, and compliance monitoring budgets held within the State-funded research grant and/or a separate construction contract, or are proposers expected to account for permitting-related costs within their fixed PR/PM contract pricing?

UCF Answer: No, permitting and permitting-related costs are not part of this ITN.

3. Vendor Question: How does UCF anticipate permitting duration being incorporated into the overall 36-month project timeline?

UCF Answer: Permitting will cover the entire timeline of this project.

4. Vendor Question: Will UCF conduct a separate procurement for the design, construction, installation, operation, and removal of the temporary ocean-water recirculation system, or is that work already under contract?

UCF Answer: Yes.

5. Vendor Question: Is the selected PR/PM Supplier expected to participate in or support construction procurement activities in any formal capacity?

UCF Answer: Only if related to the PR aspects.

6. Vendor Question: Who will serve as the construction manager and/or inspector of record for the installation, commissioning, and acceptance of the recirculation system?

UCF Answer: UCF.

7. Vendor Question: Is the PR/PM Supplier expected to perform any construction oversight, inspection, or acceptance verification functions beyond communications coordination and milestone tracking?

UCF Answer: No.

8. Vendor Question: Upon completion of inflow operations, who will be responsible for oversight and verification during system removal and site restoration to ensure no lasting ecological impacts?

UCF Answer: UCF.

9. Vendor Question: Is communications support during system dismantling and post-removal monitoring anticipated to be part of the PR/PM scope?

UCF Answer: Yes, PR/PM is expected across the entire project performance period.

10. Vendor Question: Please clarify the anticipated geographic location(s) for installation of the temporary ocean-water recirculation system and whether the project will fall within the regulatory jurisdiction of the St. Johns River Water Management District or the South Florida Water Management District.

UCF Answer: Within one mile of the lock system at Port Canaveral; it will fall under the St. Johns River Water Management District.

11. Vendor Question: Additionally, please clarify whether UCF anticipates the project being reviewed or characterized by permitting agencies as an ecosystem restoration project, pilot restoration effort, or research demonstration, and whether such classification is expected to affect permitting coordination, review timelines, or public-facing communications.

UCF Answer: It may be classified as research demonstration but not as others; permits are already in place and no impacts are expected.

12. Vendor Question: Are there known or anticipated seasonal constraints (e.g., water levels, wind-driven circulation, protected species considerations, or other environmental factors) that UCF expects proposers to account for when aligning communications schedules with construction and field operations?

UCF Answer: No.

13. Vendor Question: Section 1.1 states “UCF intends to award a contract or contracts resulting from this solicitation to the responsible Respondent(s) whose offer(s) represent the best interest to UCF, after evaluation in accordance with the criteria in this solicitation.”. Question: will you be awarding to the best company that offers only PR or PM or one company that will provide both?

UCF Answer: Only respondents with both PR and PM will be qualified.

14. Vendor Question: What is the budget?

UCF Answer: UCF expects submissions to provide an anticipated budget based on requirements outlined on this ITN. No specific budget information is available.

15. Vendor Question: Is there an incumbent vendor? If yes, who is it?

UCF Answer: No.

16. Vendor Question: We have PM experience working with University MarComm departments that are not “technical/scientific” specifically rather they were enrollment management projects such as cyber security, engineering technology, IT; Would this qualify or disqualify us?

UCF Answer: Only respondents with both PR and PM will be qualified.

17. Vendor Question: How many PM hours are required per week or month?

UCF Answer: This is a fixed price contract. As many hours as it takes to support UCF across the entire project period of performance.

18. Vendor Question: What PM platform software will you be using for this project?

UCF Answer: TBD in collaboration with selected PR/PM entity.

19. Vendor Question: Can you please clarify on if a respondent can negotiate on only a section of ITN 2025-08OCSA, i.e., Public Relations Deliverables or does the respondent have to negotiate for all sections of the deliverables?

UCF Answer: Respondents must respond to all sections.

20. Vendor Question: Please clarify section 2.14?

UCF Answer: This section refers to communications regarding this ITN, which must be directed to the individual listed in section 2.1, and also lists the deadline for submitting questions for this ITN to be included in this addendum.

21. Vendor Question: Without not knowing full scope of work, we charge hourly not fixed. Are we disqualified?

UCF Answer: Hourly proposals will not be considered.

22. Vendor Question: Where do we find the following documentation to add to the proposal (I see the checklist and other items); perhaps they are called something else?

- Minimum qualifications documentation: *To be provided by vendor, no templates exist.*
- Letters of commitment: *To be provided by vendor, no templates exist.*
- Required UCF procurement forms: *Signed ITN Acknowledgement Form (page 1), Appendix I (page 35), Appendix II (page 38), and Appendix IV (page 40).*

UCF Answer: Please see answers in blue above. The required UCF procurement forms are located within the ITN document.

23. Vendor Question: How many references are required?

UCF Answer: This ITN indicates at least 3 references.

24. Vendor Question: Evaluation Priorities - Among the criteria listed, are there specific capabilities or outcomes UCF intends to prioritize (e.g., scientific translation accuracy, project coordination strength, public trust, and stakeholder engagement)?

UCF Answer: The importance of the listed criteria is outlined in the scoring rubric.

25. Vendor Question: Governance & Approvals - Can you clarify the anticipated review and approval process for public-facing communications, including the roles of scientific leadership, UCF communications, and any external stakeholders?

UCF Answer: Review and approval will be the responsibility of the PI and UCF project team.

26. Vendor Question: Risk & Issues Management - Does UCF anticipate the selected Supplier providing support for issues management or rapid-response communications should public, political, or media sensitivity arise during the project?

UCF Answer: Yes, this is one of the main reasons we seek experts in PR.

27. Vendor Question: Project Management Scope - Is the Project Management function intended to focus exclusively on communications-related workflows, or should proposers anticipate broader coordination across scientific, construction, and operational teams?

UCF Answer: PM aspects of this ITN are largely related to the need for selected entity to interface with the variety of scientists working on the project and translate their findings into associated PR. Note: the selected PR/PM entity is not expected to manage the project, but to manage the output of information. As such they will need to interface with the selected construction entity, all scientists on the project, and UCF project management team to curate a truthful and scientifically accurate PR campaign.

28. Vendor Question: Access & Collaboration - What level of access will the Supplier have to project investigators, field activities, milestones, and interim research outputs for content development and scheduling alignment?

UCF Answer: Full access.

29. Vendor Question: Digital & Social Media Responsibilities - Will social media channels be managed directly by UCF with Supplier support, or is the Supplier expected to manage publishing and monitoring on behalf of UCF?

UCF Answer: TBD in coordination with selected entity.

30. Vendor Question: Budget Assumptions - Consistent with Florida state procurement norms, are there any budget parameters, annual funding assumptions, or target levels of effort UCF recommends proposers consider when scoping their responses?

UCF Answer: UCF expects respondents to provide an anticipated budget based on requirements outlined on this ITN. No specific budget information is available.

31. Vendor Question: Contract Phasing & Negotiation - As this is an ITN, does UCF anticipate negotiating scope, phasing, or pricing following initial evaluations, and should proposers structure pricing to support modular or phased adjustments?

UCF Answer: There will be no phased adjustments. UCF is seeking a single phase covering the entire project period of performance. Pricing negotiation is anticipated in the best interest of the University.

32. Vendor Question: Can UCF share the fixed contract budget (or a range) for this ITN so proposers can submit a realistic 36-month fixed-fee response?

UCF Answer: Budget should be commensurate with the activities outlined in this ITN.

33. Vendor Question: Does UCF have a preferred cadence for communications deliverables (monthly, quarterly, milestone-based), or should the vendor propose one? What is the expected meeting cadence (weekly vs. bi-weekly), and are meetings primarily full-team or workstream-based?

UCF Answer: TBD in coordination with selected entity. PI expects to coordinate with selected PR/PM entity. Meetings are expected to be mainly workstream-based.

34. Vendor Question: What is the required review and approval workflow for public-facing materials (UCF Comms, Gov Relations, DEP), and what are the expected turnaround times?

UCF Answer: Review and approval will be the responsibility of the PI and UCF project team.

35. Vendor Question: Is the vendor expected to build a new project website or update an existing one—and if existing, what platform is it on?

UCF Answer: No, selected entity will supply PR-related information to website development team.

36. Vendor Question: What level of web accessibility compliance (e.g., WCAG) is required, and who is responsible for testing and certification?

UCF Answer: UCF web development team is responsible for all aspects of website development.

37. Vendor Question: How would you rank the audiences to reach for this engagement (policymakers, local residents, statewide media, scientific peers, agency stakeholders)?

UCF Answer: All audiences are equal.

38. Vendor Question: The ITN caps junior-level staff to no more than 5% of project hours—how will UCF define/verify “hours” (planned staffing plan only, or timekeeping reporting)?

UCF Answer: PI expects to work directly with senior level personnel.

39. Vendor Question: Are named personnel required beyond the primary account lead, and how will substitutions be handled over a 36-month contract?

UCF Answer: Because we anticipate working with senior level personnel, we are expecting few to no substitutions.

40. Vendor Question: Will the vendor be expected to attend in-person events or field milestones, and if so, how frequently, given that travel is not reimbursed? Are local vendors preferred?

UCF Answer: Travel requirements TBD in coordination with selected entity. We will not disqualify a respondent based on their locale.

41. Vendor Question: Does UCF expect proactive media pitching throughout all phases, or primarily around major milestones and findings?

UCF Answer: All phases.

42. Vendor Question: Should earned media focus primarily on Florida outlets, statewide/national science/environment outlets, or both?

UCF Answer: TBD in coordination with selected entity.

43. Vendor Question: Who serves as official spokespeople—UCF leadership, PIs, DEP, partner institutions—and is media training expected?

UCF Answer: UCF is expecting all PR activity to be handled by the selected entity; however this is TBD in coordination with selected entity.

44. Vendor Question: The ITN requests a “single searchable PDF with bookmarks,” but Bonfire instructions allow multiple files—does UCF require one PDF for the full response, plus separate attachments, or strictly one PDF upload total?

UCF Answer: Please upload one single searchable PDF file with bookmarks into Bonfire for your submission response.

45. Vendor Question: Deliverable Volume and Frequency - Can the University clarify whether there are anticipated minimums or target volumes for key public relations deliverables (e.g., press

releases, stakeholder updates, social media content, infographics, website updates) on an annual or phase-based basis across the 36-month contract period?

UCF Answer: TBD in coordination with selected entity.

46. Vendor Question: Scientific and Institutional Review Workflow - Can the University clarify the expected review and approval workflow for public-facing communications, including the respective roles of UCF Communications, UCF Government Relations, principal investigators, and the Florida Department of Environmental Protection? Additionally, are review timelines standardized or variable by deliverable type?

UCF Answer: Review and approval will be the responsibility of the PI and UCF project team.

47. Vendor Question: Subcontractor Participation and Evaluation Treatment - Does the University have any preferences or expectations regarding the use of specialized subcontractors (e.g., scientific visualization, environmental communications, media production)? If so, how will subcontractor experience be weighted relative to the prime contractor's experience under the evaluation criteria?

UCF Answer: Can be discussed with selected entity; however, it is our preference that the selected entity does the work in-house and refrains from issuing subcontracts.

48. Vendor Question: The ITN describes the engagement as relating to the "final phase" of the Restore Lagoon Inflow project. However, Section E requests fixed-fee pricing for "all phases." Can you clarify whether the scope is limited to the final phase only, or if services across all phases are expected?

UCF Answer: This whole project is the "final phase" but will have sub-phases (e.g. pre-construction, construction, post-construction and others as determined).

49. Vendor Question: Have the services described in this ITN been used in previous phases of the Restore Lagoon Inflow project? If so, is there an incumbent firm or vendor, and are materials related to those efforts available for background?

UCF Answer: No.

50. Vendor Question: The ITN states that the project is funded through fixed grant resources, but it does not specify the total budget or parameters. Is there a budget range or cap that respondents should be aware of when developing pricing?

UCF Answer: UCF expects respondents to provide an anticipated budget based on requirements outlined on this ITN. No specific budget information is available.

51. Vendor Question: Given the fixed grant-based funding, are Other Direct Costs (ODCs) (e.g., travel, lodging, or equipment rentals) allowable within the budget for the fixed fee? If so, should they be itemized separately or included within the overall proposed budget?

UCF Answer: UCF expects submissions to provide an anticipated budget based on requirements outlined on this ITN. No specific budget information is available.

52. Vendor Question: The ITN states that “All communication and reporting must align with state expectations, grant deliverables, and the publication review requirements of sponsored research.” Can you provide more specificity regarding which grant mechanisms are involved and what the reporting or publication requirements include?

UCF Answer: This project is funded by FDEP and we must follow their guidelines.

53. Vendor Question: The ITN does not specify whether any project activities (e.g., weekly or bi-weekly meetings) are required to be conducted in person. Can you confirm in-person attendance expectations for any regular meetings or specific deliverables? Are there any in-person requirements specifically for senior staff?

UCF Answer: TBD in coordination with the selected entity.

54. Vendor Question: Will there be onsite work requirements for any team members? If so, what is frequency or percentage of onsite required?

UCF Answer: TBD in coordination with the selected entity.

55. Vendor Question: Do you have an expectation or estimate of required work hours to be successful?

UCF Answer: No. Please see response to Question 17.

56. Vendor Question: Will there be other required meetings outside of those scheduled by the Consultant? If so, what are the frequency and duration of these additional meetings in a given week?

UCF Answer: TBD in coordination with the selected entity.

57. Vendor Question: Will the consultant be required to build the website?

UCF Answer: UCF web development team is responsible for all aspects of website development.

58. Vendor Question: Will the consultant be required to plan and present at a press conference or board or control meetings?

UCF Answer: UCF is expecting all PR-related activity to be handled by the selected entity, however this is TBD in coordination with selected entity.

59. Vendor Question: What is the nature of the audience to be advised? Executive/university leadership, technical/science, general public, etc.

UCF Answer: No audiences will be advised by the selected entity.