

1. What is the cost of FTEs that handle public notices (probably 1-2 for a smaller newspaper at market salary - imagine how many people they'd need if the county handles all of the notices that would normally be distributed throughout all the newspapers in the county)?

2. What's the cost of the tech stack that you employ to make this happen? (Adobe, Microsoft suite, some kind of CSM, a payment portal, hosting a website, hosting servers)

3. What is the cost of communication - sending invoices, proofs, & notice content by mail.

4. Affidavits and liability - what is then cost of having an in house notary, what is the cost of their time to notarize hundreds of documents every week, what is the cost of sending those affidavits out via mail. What is the cost of owning the liability for (proof of) publication? Not only do you have to notarize those documents, but you have to systematically verify their publication, which again, has a huge time cost component.

5. Data protection - right now folks who use column have industry leading data protection, what happens when the county takes over that responsibility and lets the process decay over time? Who's protecting public information from being manipulated or misused?

6. Notices are still required to go to the statewide site (I think?). This means more work for the county - and the state site is where folks/consumers come anyway to see their notices already. The process for uploading to the state site is handled by newspapers. The cost of time to upload could also be something that you might want to leverage.