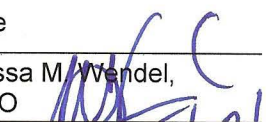


MANATEE COUNTY GOVERNMENT

INTENT TO NEGOTIATE

SUBJECT	Web Platform Services	DATE POSTED	MC 5/23/16 XSE DS 5/23/16 XSE CC N/A
PURCHASING REPRESENTATIVE	Jacob Erickson, 3053	DATE CONTRACT SHALL BE AWARDED	Upon Completion of Successful Negotiations
DEPARTMENT	Information Technology Department	CONSEQUENCES IF DEFERRED	None
SOLICITATION	RFP 16-0649MD	AUTHORIZED BY DATE	Melissa M. Wendel, CPPO  5/23/16

NOTICE OF INTENT TO NEGOTIATE

Notice of Intent to Negotiate with Reliance Communications, LLC to provide Web Platform Services for the Manatee County Information Technology Department.

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.

Manatee County Code of Laws

BACKGROUND/DISCUSSION

PROJECT BACKGROUND:

The Manatee County Information Technology Department wishes to reimagine, redesign and replace the government website, mymanatee.org. With the redesign, Manatee County hopes to build on the high level of confidence county citizens have in the organization's communications by providing website visitors a mobile-first site that's easily accessible, up-to-date and accurate. The RFP details the requirements for the County's new website and Content Management System, content templates, web design, workflow and architecture. Responses shall include functional and technical specifications, implementation services, training, ongoing maintenance, support and pricing.

SOLICITATIONS:

The RFP was advertised on the Manatee County website, DemandStar and was provided to the Manatee County Chamber of Commerce for release to its members. Six (6) proposals were received.

Local firms that submitted proposals include:

Sparxoo

Tampa, FL

Other (non-local) firms that submitted proposals include:

Icon Enterprises, Inc. d/b/a CivicPlus

Manhattan, KS

Iconma, LLC

Troy, MI

Reliance Communications LLC (CivicLive)

Scotts Valley, CA

Solodev

Orlando, FL

Vision Technology Solutions, LLC

El Segundo, CA

ATTACHMENTS (List in order of attached)		FUNDING SOURCE (Acct Number & Name)	Term Agreement <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST	\$200,000 before negotiation	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	N/A

EVALUATION COMMITTEE (VOTING) MEMBERS:

Matthew Arriaga – Software Design Manager, Information Technology Department
Nicholas Azzara – Information Outreach Coordinator, County Administration Department
Simone Peterson – Neighborhood Services Specialist, Neighborhood Services Department
Kelly Clark – Communications Manager, Bradenton Area Convention and Visitors Bureau
Jacob Erickson - Contracts Negotiator, Financial Management Department (Chairperson)

Non-Voting Staff Attending:

Paul Alexander – Director, Information Technology Department
Eileen Hansen – Business Systems Support Manager, Utilities Department
Anthony Sinopoli – Business Systems Support Analyst II, Utilities Department

EVALUATION RESULTS:

The Evaluation Committee (the "Committee") convened in April 2016 to review evaluation committee responsibilities, discuss member's availability for future meetings, and the Florida Sunshine Law as applicable to public meetings. The Evaluation Committee then proceeded to review each of the six (6) proposals for their responsiveness to the requirements of the RFP. As a result of the discussion, the Committee unanimously voted to invite four (4) firms to Oral Presentations. The Evaluation Committee (the "Committee") reconvened in May 2016 to evaluate the aforementioned Oral Presentations.

Reliance Communications LLC (CivicLive), Scotts Valley, CA – Based in California and an independent subsidiary of West Corporation, Reliance Communications LLC operates a division called CivicLive that provides eGovernment solutions to towns, cities, counties, regional municipalities, agencies, and state/provisional governments. With more than 250 fulltime professionals, CivicLive has provided website development services for the past 14 years. After reviewing the information provided in the proposal, the Evaluation Committee determined that factors including a guarantee for the design to meet the County standards regardless of the time necessary, the ability to migrate all the content to the new website at no additional cost, and unlimited storage space and bandwidth without additional cost differentiated CivicLive from the rest of the proposals. These factors, combined with a strong demonstration of existing government websites during the Oral Presentations, helped the Evaluation Committee determine that CivicLive would be able to build a functional and engaging County website and ultimately, recommended the firm for award.

Vision Technology Solutions, LLC, El Segundo, CA – Based in El Segundo, CA, Vision Technology Solutions, LLC employs approximately 50 professionals and partners with nearly 700 local government clients to develop their online presence through the development of government websites. The firm bases their design on a data-driven wireframe framework to allow maximum functionality and an interactive user interface. Vision Technology Solutions, LLC also put a great emphasis on key stakeholder communication and consultation. After further deliberation, the Evaluation Committee determined that although very well qualified, Vision Technology Solutions, LLC lacked some of the creative and engaging design components necessary to create a dynamic user experience. As a result, the Committee chose to rank Vision Technology Solutions, LLC second for award recommendation.

Sparxoo, Tampa, FL – Based in Tampa, FL, Sparxoo is an integrated digital marketing agency that provides a strategic approach linking user experience and technology to create dynamic, user-friendly websites. Sparxoo puts a majority of their emphasis on developing websites that are mobile-friendly and streamline information to the specified audience. One of Sparxoo's strongest attributes is their creativity, as evidenced by the Florida Polytechnic University website which is based on a WordPress platform. That being said, the Evaluation Committee determined that Sparxoo lacked the necessary government website creation and content management experience. Though highly engaging, the Evaluation Committee determined that Sparxoo would be ranked third for award recommendation.

Icon Enterprises, Inc. d/b/a CivicPlus, Manhattan, KS – With over 200 employees and 20 years of experience, CivicPlus specializes in website design, management and government communication through their content management system called CivicEngage. CivicPlus put a large emphasis on security, which is paramount to a government website and offered active examples of their 2000 local government customers. After further deliberation, the Evaluation Committee determined that CivicPlus did not present a unique departure from the existing County website and their solution lacked the creativity desired in the RFP. As a result, the Committee ranked CivicPlus fourth for award recommendation.

Upon completion of the Oral Presentations on May 12, 2016, the Committee reconvened on May 13, 2016 to continue deliberation and ultimately recommended the Intent to Negotiate award for **Reliance Communications LLC (CivicLive)** to the County Administrator.

REMAINING RESPONDENTS

The remaining respondents, although well qualified, were not selected based on a comparison of capabilities of the selected firms:

Iconma, LLC
Solodev

Troy, MI
Orlando, FL

ESTIMATED COST OF SERVICES: The estimated expenditure is \$200,000 before negotiations.

FUNDING: 0010004804 – Professional Services

The above justifications are a generalized summary of major observations intended only to provide a sufficiently detailed overview of the main observations of a majority of Committee Members. Each Committee Member may have considered one or more facts or factors more or less important than the other Committee Members when voting, and this summary of the Evaluation Committee's decision is not an attempt to exhaustively describe each of the relevant factors which motivated each of the Committee Members to select the rankings described.

The Evaluation Committee voted 5 to 0 to proceed with the award to **Reliance Communications LLC**.

The resulting agreement will be managed by the Information Technology Department.