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Solicitation Addendum

Addendum No.: 1

Solicitation No.: 23-R081337BB

Solicitation Title: Sitefinity Public Website Design, Development & Implementation Services

Addendum Date: March 30, 2023

Procurement Contact: Brooke Baker, CPPB, NIGP-CPP

RFP No. 23-R081337BB is amended as set forth herein. Responses to questions posed by prospective proposers are provided below. This Addendum is hereby incorporated in and made a part of the RFP.

The deadline to submit all inquiries concerning interpretation, clarification, or additional information pertaining to the RFP was on March 23, 2023.

CHANGE TO:

EXHIBIT 2, PROPOSAL RESPONSE REQUIREMENTS; TAB 2, MINIMUM QUALIFICATION REQUIREMENTS; NO. 1

1. Proposer must be a Sitefinity Partner Agency that has successfully completed Sitefinity Website implementations, similar in size and scope as defined in this RFP, for at least three (3) ~~Government or Public Administration~~ clients. The projects must have been completed within the last five (5) years of the Due Date for submission of Proposals in response to this RFP. NOTE: Government or Public Administration experience and client references are encouraged and preferred.

Proposer must provide documentation that proves Proposer is a Sitefinity Partner Agency. Additionally, Proposer must provide the information below for each of the three (3) qualifying projects:

- a. Client company name
- b. Client address
- c. Client contact name and title
- d. Client contact phone number
- e. Client contact email address
- f. Brief description of the project completed and outcome (2-3 sentences)
- g. Duration dates of the project or contract (start/end dates)
- h. Total dollar value of contract

CHANGE TO:

EXHIBIT 2, PROPOSAL RESPONSE REQUIREMENTS; TAB 6, PROPOSER & TEAM'S EXPERIENCE; NO. 9

9. A minimum of three (3) ~~Government or Public Administration~~ client references for which Proposer has completed Sitefinity public website design, development, and implementation services, similar in size and scope as defined in this RFP. The projects must have been completed within the last five (5) years of the Due Date for submission of Proposals in response to this RFP. Proposer may utilize the same references as utilized in Tab 2, Minimum Qualification Requirements. NOTE: Government or Public Administration experience and client references are encouraged and preferred. Proposer shall provide the following for each client reference:
- a. Client company name
 - b. Client address
 - c. Client contact name and title
 - d. Client contact phone number
 - e. Client contact email address
 - f. Brief description of project provided and outcome (2-3 sentences)
 - g. Duration dates of the project or contract (start/end dates)
 - h. Total dollar value of contract

QUESTIONS AND RESPONSES:

- Q1. In Section B.02 titled, Evaluation Criteria, particularly Proposer and Team's Experience, (Tab 6) #9 states: "A minimum of three (3) Government or Public Administration client references for which Proposer has completed Sitefinity public website design, development, and implementation services, similar in size and scope as defined in this RFP. The projects must have been completed within the last five (5) years of the Due Date for submission of Proposals in response to this RFP. Proposer may utilize the same references as utilized in Tab 2, Minimum Qualification Requirements. Proposer shall provide the following for each client reference." If iMedia Inc. proves that we deliver the capability and experience within the requirements put forth but not specifically in the Government or Public Administration space, will our submission still be evaluated?**
- R1. Yes. Refer to the changes above regarding minimum qualifications and experience.
- Q2. Aside from Social Media, Open Graph, Power BI, ESRI, OnBase, Outlook, and Azure MFA, are there any other integrations required for this initial phase of the project?**
- R2. The services listed in Q2 and in the RFP, Scope of Services are currently utilized by Manatee County and designated by the Web team as integration points. Any additional services and integration points to improve the overall performance and efficiency of the web program may be recommended by individual agencies.

Q3. Do you have a desired timeline for when you'd like the project to start and the new site to be launched?

R3. Manatee County is under contract with its current website provider until December of 2023. The successful Proposer shall start the project immediately after award of the agreement as directed by the County. The successful Proposer shall complete the project as soon as reasonably possible and well before the current contract expires as directed by the County.

Q4. What challenges have you faced with your existing website platform?

R4. There are a range of challenges with the existing website platform that will be addressed throughout the project. First, the platform is cloud-vendor specific, there is no recourse for support issues, including service degradation and bugs. Second, no dev/test environment, outdated templating technology (XSLT), a proprietary CMS with no online community, incomplete/incorrect documentation and a confusing user interface make extending the platform impractical. Third, managing content is challenging because of a lack of system transparency and management tools making activities like content review, reorganizing page hierarchy or tracking permissions challenging, to say the least.

Q5. How are you currently tracking performance and KPIs?

R5. Manatee County uses SiteImprove, Google Analytics and Power BI.

Q6. The Property Locator GIS mapping solution is not iFramed into the site and seems to be very feature complete (as well as others - such as the Capital Project Dashboard). Would we expect that these existing modules can be leveraged?

R6. As an ESRI Enterprise customer, Manatee County uses these services extensively throughout its departments. The API's and capabilities provided through the ESRI Enterprise license can be leveraged within the website. The Property Locator GIS mapping solution and CIP Dashboard were developed in-house by utilizing ArcGIS Portal Services. These solutions are outside the website and are hosted in the ESRI cloud along with many other GIS Interactive Maps, Downloads and Story Maps. Proposer's proposal may leverage these "modules" with the expectation that software quality, i.e., security, reliability, maintainability (ISO25023) are not sacrificed. Proposer describing its approach and experience in utilizing these services in the manner depicted will provide maximum impact.

Q7. Approximately how many forms would benefit from Onbase integration? For budgeting purposes, for these forms, what would be the approximate number of distinct fields being captured per form? We are looking for ballpark figures here if possible.

R7. Manatee County would prioritize the most popular forms with Florida Public Record retention requirements where an OnBase workflow would improve customer service. Of the sixty cataloged forms, twenty are "active" and six may be good to start with. While reviewing these forms they had anywhere from four to forty fields. These are very, ballpark figures. The Web team would first need to review each applicant's approach to the integration and then engage program managers and subject matter experts to determine

precisely which forms would be selected. Multiple form tools are in use from the site, none are managed in the current CMS, but the County prefers to consolidate and streamline where it makes sense. The County is seeking a forms tool that improves the current user experience while consolidating submitted data into the County's System of Record (OnBase).

Q8. “PowerBI integration: a basic integration will allow embedding Power BI reports into web pages without breaking responsive design.” A full Power BI integration can be quite extensive, depending on the requirements. Typically, specific BI reports are iFramed into a page (if your Power BI license support that). These reports generally don't break responsive design but can be difficult to read on a mobile device. Can you elaborate on what you mean by ‘basic integration’?

R8. Manatee County is a Power BI Premium Capacity GCC customer. If utilizing the Power BI REST API to embed content within a page is extensive and not within budget, then a basic integration may indeed be a link-list or iFrames.

Q9. What is your current content production cadence?

R9. Manatee County has a core Web team as well as distributed editors within each department making hundreds of edits each month. Across all departments we see almost daily updates and postings. However, the current system provides limited transparency into the exact level of activity.

Q10. Do you need support with content creation as well as a content strategy? Do you have an internal team of writers or marketers to support content efforts?

R10. No, Manatee County does not need help with content creation. The County's Information Outreach team is primarily responsible for managing web content and coordinating with editors for each department or program who are responsible for editing web content.

Q11. Under the requirements for content strategy, (News, Events, Agendas, etc.), is the ask to be able to map out where each of these features and content pages live or are incorporated on the site? Or do you need support with ongoing content strategy services/content marketing planning?

R11. Manatee County is asking not only to map where these features and content pages live, but also defining the content model to dynamically organize and filter those pages as well as improve support for services such as opengraph, seo and search where applicable.

Q12. What languages are you looking to target within the multilingual support?

R12. Manatee County will not be targeting any specific languages; the County is looking for the Proposer's recommendation on which translation service works best if not Google Translate.

Q13. The RFP requires 3 Government or Public Administration references. Our team has a breadth of experience in both areas, developing websites not only on Sitefinity but on other platforms as well. Is it allowed to submit references for Government and Public Administration websites that were not developed in Sitefinity?

R13. Proposer shall provide a minimum of three (3) client references for which Proposer has completed Sitefinity public website design, development, and implementation services, similar in size and scope as defined in the RFP. Proposer is permitted to provide additional client references for which Proposer has completed non-Sitefinity public website design, development, and implementation services, similar in size and scope as defined in the RFP. All additional client references shall be provided within Exhibit 2, Proposal Response Requirements; Tab 6, Proposer & Team's Experience; No. 9. For each additional non-Sitefinity client reference, Proposer shall describe how the specific experience will translate to the project.

Q14. What are the top 3 partnership traits for a successful partnership between you and an agency/development partner?

R14. Accountability, civility and ethics.

Q15. We see multilingual support. Will that mean additional languages at launch? Translation services? Live translation or manual?

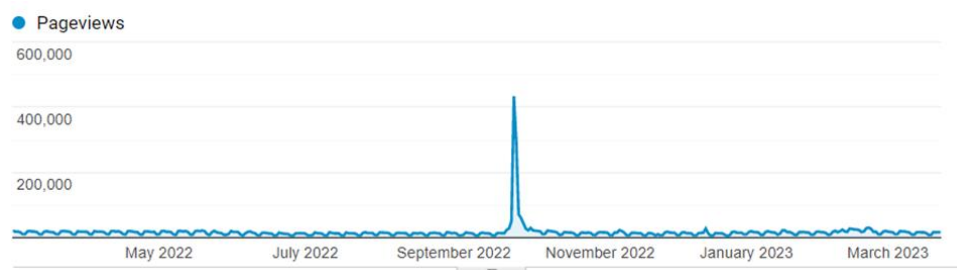
R15. Google Translate or other automated service can be used unless the Proposer's recommendation is to not use these types of services.

Q16. Is the 80k licensing and hosting budget part of the 300k implementation budget?

R16. These are separate amounts: a one-time payout of \$300K for implementation and a recurring \$80K annual payout for acquisition and maintenance of the Sitefinity licensing and hosting services.

Q17. You mentioned site spikes during storms. Can you provide example loads and analytics?

R17. The analytics graph below shows a 20x increase in traffic during hurricane Ian, daily page views that normally range between 6K and 20K spiked to over 433K page views on September 26th 2022.



Q18. Will Manatee county be interested in supporting the build by handling some services in house such as content deployment?

R18. Manatee County would like help conducting the content audit and migrating content into the system for launch. Post go-live, our Information Outreach and department editor teams will provide the day-to-day postings and updates to the site.

Q19. We see terms such as an enhanced site built on Sitefinity, some design mentioned but also that the site should be built on what works. So, do you see this as a true full redesign or are we taking what is there and improving and then building on a new platform?

R19. This is a redesign. However, the core Web team relies on individual department editors, subject matter experts and delegated administrative staff for maintaining department content and the posting of public notices. Manatee County has daily visitors that rely on the website for their professional obligations. Business continuity is important, and to the extent possible without impeding improvement, the County prefers to keep major navigational cues, vanity URL's and permission groups to minimize the impact on the County's internal and external users.

Q20. Exhibit 1, Scope of Services, Page 2, Goals and Objectives - What features are working well within the current website as referenced within the RFP? What current features are considered pain points?

R20. If applicable, Manatee County will discuss the features that are working well within the current website with the successful Proposer. Some specific features that are pain points include: hard coded styles and images in the template make it difficult to change images in some places; navigation is inconsistent and changes within sections making it difficult to navigate; and there is no use of page metadata or an overview of all pages, making it difficult to identify stale pages that should be deleted which has made the site bloated.

Q21. Exhibit 1, Scope of Services, Page 4 and Page 7, Budget & Requirements - On page 7, an \$80,000 recurring annual budget for hosting and licensing is mentioned. Is it safe to assume the recurring annual budget for hosting and licensing is separate from the total anticipated budget for website professional services (Listed at \$300,000 within the documentation)?

R21. Refer to R16.

Q22. Exhibit 1, Scope of Services, Page 6, Consulting - Do you have further information on Florida record retention rules?

R22. Schedule GS1-SL for State and Local Government Agencies can be reviewed at the State's website.

Q23. Are there any third party softwares or third party vendors that the consultant will be expected to work/integrate with that are currently known?

R23. Refer to Exhibit 1, Scope of Services. Microsoft 365 Outlook Calendar is essential for public meeting disclosure. Microsoft SSO for identity management, major social media platforms are essential integrations to streamline workload. Power BI, ESRI and OnBase are software that the County leverages and may potentially integrate depending on Proposer's approach and budgeting.

Q24. Is there an estimated contract duration for hosting, licensing, ongoing maintenance and support related to the website project?

R24. This depends on the architecture. Manatee County is requesting that each Proposer recommend the most appropriate architecture for Manatee County. Depending on the recommended hosting service there may be different options.

Q25. How many page views did the website receive each year in totality for the past 2 years?

R25. From 3/1/2021 through 3/1/2022 the website received 7,673,327 pageviews. From 3/1/2022 through 3/1/2023 the website received 6,597,765 pageviews.

NOTE:

Deleted items will be ~~struck through~~, added or modified items will be underlined. All other terms and conditions remain as stated in the RFP.

INSTRUCTIONS:

Receipt of this Addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

END OF ADDENDUM

AUTHORIZED FOR RELEASE