



Financial Management Department  
Purchasing Division  
1112 Manatee Avenue West, Ste 803  
Bradenton, FL 34205  
Phone: (941) 749-3014  
www.mymanatee.org

February 29, 2016

TO: All Proposers

SUBJECT:

Request For Proposal (RFP) 16-0649MD  
Web Platform Services

**ADDENDUM #1**

The following items are issued to add to, modify and clarify the Request For Proposal document. Proposals are to be submitted on the specified time and date due, in conformance with the additions and revision listed herein.

**A. Minutes and Attendance Sheet Non Mandatory Information Conference – February 18, 2016**

1. Non Mandatory Information Conference Minutes and Attendance Sheet February 18, 2016 (See Exhibit #1).

**B. Clarification Requests as submitted by Proposer's**

1. It appears through most of the above referenced RFP that Manatee County is looking for a vendor supplied CMS. On page 11 it stated that the County is currently using the Magnolia Content Management System and that "the existing site is more than five years old and has not been updated to the latest Magnolia CMS release due to a resource intensive migration process. A new website solution should provide clear options for the County to receive the most recent CMS release throughout the expected term of our agreement with the proposer". Does this mean that the County wants to stay with Magnolia CMS or is it open to other Content Management Systems options?

**The County is not limited to any particular CMS. We look towards the implementing proposer to determine which CMS would best suit our particular organizational needs.**

2. How will the selected agency pair with the company's IT resources for execution?

**In-House IT staff will provide light project management and oversight on project objectives. In-house technical resources will provide capabilities to export, convert and manipulate data and content from legacy systems needed within the new system. Additional technical resources will vary depending on cloud or on-premise offerings with the intent that in-house IT staff would be able to support day-to-day activities for end-user requests post go-live.**

3. Can you provide a listing of all third party applications that will be integrated, including whether or not the applications have APIs or iframes?

**Our existing Content Management System uses an API to integrate with the following third party applications: Outlook Online Calendar, Facebook, Twitter, YouTube, Wowza Streaming Server, and e-Agenda. We have the following loosely coupled integrations within an i-frame or link within the site: ArcGIS Online, Survey Monkey, Adobe Forms, Google Transit, Google Forms, Public Stuff, NeoGov, RecTrack PetHarbor.com, and the Polaris library catalog. Please note that Manatee County Information Technology Services has multiple projects in-flight that may impact this list as services are brought on or offline within the upcoming months. (See integration points for the mymanatee.org website included as part of Exhibit #1**

- a. For the third party applications that do not have iframes or APIs, can you please let us know how you would prefer they are integrated into the new site?

**In some cases where pages cannot be embedded or “mashed-upped” with iframes or public RESTful API’s a hyperlink may be the best option. We want to stress stability, maintainability, agility, flexibility and industry standard-best practice integration techniques. We look towards the successful vendor on guidance to recommend integration techniques.**

4. Can you please provide your vision for the single sign on functionality? In other words, what are the key integrations that SSO must work with in order for SSO to be a success?

**Ideally, Single Sign On with a Windows 7+ Operating System so that current user credentials and roles are passed to the CMS using the current Operating System user info. Or, at the very least the CMS utilizes Active Directory domain data so that multiple sources of usernames, passwords and roles do not have to be maintained.**

5. Can you provide an analytics overview of the current site (most trafficked pages, audience demographics, seasonality traffic, and top referral sources)?

**We do not capture audience demographics. Attached is the top 50 referral report and the top 100 trafficked pages for the past year to show seasonality. (See Exhibit #2)**

6. Please list all third party programs (B.02.13) and how crucial they are to the final product. (Some team members seemed open to suggestion in the information conference, and others were firm on keeping their current platform.)

**We currently integrate with an Outlook Online, County-wide calendar to advertise all public events to a single shared calendar on the website. We currently provide video playback of commission meetings from the on-premise Wowza streaming server tied to each agenda from the automated agenda system. We have a diverse social media network that is growing every day, social postings, information and visitors are sent to and from these social media sites. It is crucial that these capabilities exist in the new site whether from integration or otherwise.**

7. Do you want all payments on the website? Or can they direct off onto third party processing sites?

**All web payments currently direct off to third party processing sites, this is OK. Although we have multiple individual in-house and vendor applications that accept web payments, the only online payments currently integrated with the existing site are Utility Bill Payments. Utility Bill Payments will be redeployed using the existing vendor’s out-of-the-**

**box web payment system leaving no online bill payments needed for initial implementation in the new site.**

8. Could you please provide a list of sites that you're inspired by and would like to model?

**Please see the below table for a listing of the Smart Government Team's top six government web sites with comments. (See Exhibit #3)**

9. It was discussed that there are around 2,000 pages, that most would be archived. Could we get a range of the number of pages you would need designed and developed?

**The Content Management System should have a set of templates that work together to provide a consistent design throughout the site. This set of templates can be used to build any number of individual site pages with specific content types as listed in the RFP @ B.02.8 & B.02.24 Content will be added or edited by in-house staff using the provided templates. The Manatee Smart Government team is looking for guidance from a vendor with experience in Information Architecture to recommend how, where and what content should be in the public website.**

**C. Updated Project Requirement Table Attachment C**

1. An updated Attachment C (Updated 2/26/2016) Project Requirements Table is provided with this Addendum as re-numbering was required to match Section B of the RFP. **(See Exhibit #4)**

Proposals are to be prepared as instructed in this Request For Proposals and shall be received at Manatee County Purchasing Office, Suite 803, 1112 Manatee Avenue West, Bradenton, Florida, FL 34205 until **4:00 P.M., March 4, 2016.**

Cordially,



Frank G. Lambertson  
Contracts Negotiator  
DWW

**Non Mandatory Information Conference Minutes  
Web Platform Services / RFP 16-0649MD**

Non Mandatory Information Conference / February 18, 2016 @ 2:30 P.M.  
Manatee Room, 4<sup>th</sup> Floor, Manatee County Administration Building

Start Time: 2:35 P.M.

Introductions both County representative and contractor attendees (see attached Attendance Sign-In Record)

**Manatee County attendees:**

Nick Assara:	Introductions of Smart Government Team, content of current website and updates.
Chad Butzow:	Mobile component, Public Works and Transit
Paul Alexander:	Numerous technical strategies
Matt Arriaga:	Integration applications
Eileen Hansen/ Anthony Sinopoli:	Utilities and improve billing on line and mobile presence
Cheri Coryea	Community and Neighborhood citizen communication, information accessibility
Aedan Stockdale	Public information and community interaction
Jacob Erickson/ Frank Lambertson	Purchasing Division, acquisition process

**Proposer attendees:**

Adrienne Morgan	Sparxoo
Sharon Kelly	Webtivity Designs
Attendee	Webtivity Designs
Chris Graser	Last 7 Studios
Nazareth Morris	Last 7 Studios

**Questions:**

1. What are our current systems / database integrations?  
Java content / open API, do not want to rollover old information, content and roll together, find anything in 2 or 3 clicks and robust website search function.
2. E-commerce customized?  
Not consistent, initiate transfer to bank, bought API out of CMS.
3. Integration of systems?  
Library has a new system, cloud based. Human Resources uses NeoGov. Building Dept. is currently having an Accela system developed. Recreation is

currently using Rectrac. See Integration points for the mymanatee.org website as attached.

4. Member Database?  
Separate login for folders, simple login desired. Use AD for most components.
5. Intranet explained?  
Content Magnolia. Employee login public system. Sharepoint included. House cleaning process. New workflow for archiving.
6. Traffic to website analysis?  
Full access. Requests forwarded to Purchasing (example). Google.
7. Transit?  
Redesign required. Must have content management component. Currently hosted, cloud based. Want guidelines to maintain and manage.
8. Gatekeeper?  
Account level management. Contain pages with higher visibility and department operating individual pages.

**Purchasing Department RFP Review:**

1. Submit all questions to [frank.lambertson@verizon.net](mailto:frank.lambertson@verizon.net)
2. Due Dates: Questions: February 25, 2016  
Proposals: March 4, 2016
3. Reviewed Sections A – E, Attachments A – C and Exhibit 1 (SMART Committee Team Vision)

End Time: 3:20 P.M.



# ATTENDANCE RECORD NON-MANDATORY INFORMATION CONFERENCE

Request For Proposal #16-0649  
Web Platform Services

Date: February 18, 2016  
Time: 2:30 PM

Phone #	Name	Representing
3625	Matt Arriaga	MC ITS
5246	Eileen Hansen	mc. utilities
813 5055794	Adrienne Morgan	Spawco
X34160	Cheri Conyer	Neighborhood Service
x6039	Aedan Stockdale	Park & Natural Resources
x5229	Anthony Sinopoli	Utilities
3737	Paul Alexander	ITS
3771	Nick Azar	County Admin.
743X	Chad Butzow	MCG - PW
352-636-2481	Shannon Kelly	Webtivity
941-567-4017	Chris Gresser	Last 7 Studios
741-567-4017	Nazareth Morris	Last 7 Studios
941-749-3042	Frank Amberson	MC Purchasing
941-749-3053	Jake Erickson	MCG - Purchasing

## Integration points for the myManatee.org website

There are several levels of integration on our existing site. I think we are looking for vendor's to demonstrate flexibility in regards to integrating the new site with existing services.

We want to use Microsoft **Active Directory** for user authentication and authorization.

Our site displays a unified County Calendar integrated from an **Outlook Online Calendar**

<http://www.mymanatee.org/home/county-calendar.html>

Integration with **sharepoint online** documents to eliminate multiple copies of documents would be a big plus.

Many pages have embedded maps using **ESRI ArcGIS Online** and on premise mapping services. There are pages that embed **google maps** and **google transit**.

*Google Transit -*

<https://www.google.com/maps/dir/Palmetto+High+School,+17th+Street+West,+Palmetto,+FL/Manatee+County+Facilities+Management,+1112+Manatee+Ave+W,+Bradenton,+FL+34205-7804,+United+States/@27.5114802,-82.5748885,13z/data=!4m8!4m7!1m2!1m1!1s0x88c317f19a9799cd:0xdee86d5e5595079c!1m2!1m1!1s0x88c317d2781b5359:0xf3500408d203e5e8!3e3>

Departments often embed survey's from **Survey Monkey** or using **GoogleDoc Forms**.

There are multiple methods of collecting **Adobe Forms** or **HTML online forms** that integrate with our email system

Social Media Integration is important we have a large presence with **Facebook** as well as media accounts with **twitter**, **YouTube**, **Flickr** and **Pinterest**.

<http://www.mymanatee.org/home/government/county-administration/social-media.html>

We have integration scripts that build Meeting Pages from agenda software called **E-Agenda**. These meeting pages are further integrated with our **Wowza Streaming Server**.

*Wowza Streaming Video Server* <http://www.mymanatee.org/home/government/board-of-commissioners/bocc-meetings-and-agendas/metv-live-stream.html>

*E-Agenda Meeting Agendas <http://www.mymanatee.org/home/government/board-of-commissioners/bocc-meetings-and-agendas.html>*

The integration code for Utilities Web payments make SQL and Stored Procedures calls from **Banner's Oracle Database** that pass information to Bank of America's Payment Gateway (soon to be updated )

There are Business Analytic integrations from **Oracle Reports** and other methods to display data directly from **Oracle**.

There are upcoming integrations using added **Volgistics** for volunteer signups

There is loose integration, sometimes an iFrame or Link between our current site and online job applications through **NeoGov**, **Public Stuff** incident reporting, **RecTrac** pavilion rentals, our **Polaris** library catalog and our Pet Adoption and Lost pets through **PetHarbor.com**.

*Google Maps - <https://www.google.com/maps/d/viewer?msa=0&mid=z12j03-9pcB8.kM5wXRHkqONq>*

*Public Stuff - <http://www.mymanatee.org/home/contact-us-form/publicstuff-request.html>*

*Pavilion rentals - <http://www.mymanatee.org/home/government/departments/parks-and-recreation/pavilion-rentals.html>*

**Library catalog –**

*<https://manatee.polarislibrary.com/login.aspx?src=https%3a%2f%2fmanatee.polarislibrary.com%2fpatronaccount%2fdefault.aspx%3fctx%3d3.1033.0.0.6&ctx=3.1033.0.0.6=account&ts=1374783505232#focus>*

**Pet Adoption and lost pets -**

*[http://www.petharbor.com/results.asp?searchtype=ALL&start=4&friends=1&samaritans=1&nosuccess=0&orderby=Time%20At%20Shelter&rows=10&imght=400&imgres=detail&view=sysadm.v\\_mntc&nomax=1&bqcolor=ffffff&text=000000&link=0055A6&alink=6699cc&fontface=arial&fontsize=10&col\\_hdr\\_bq=e6e8fa&col\\_hdr\\_fq=0055A6&col\\_bq2=e6e8fa&zip=34221&miles=10&shelterlist=%27MNTC%27&atype=&where=type\\_DOG&PAGE=1](http://www.petharbor.com/results.asp?searchtype=ALL&start=4&friends=1&samaritans=1&nosuccess=0&orderby=Time%20At%20Shelter&rows=10&imght=400&imgres=detail&view=sysadm.v_mntc&nomax=1&bqcolor=ffffff&text=000000&link=0055A6&alink=6699cc&fontface=arial&fontsize=10&col_hdr_bq=e6e8fa&col_hdr_fq=0055A6&col_bq2=e6e8fa&zip=34221&miles=10&shelterlist=%27MNTC%27&atype=&where=type_DOG&PAGE=1)*

**NeoGOV -** *<https://www.governmentjobs.com/careers/manateecounty>*



## Pages

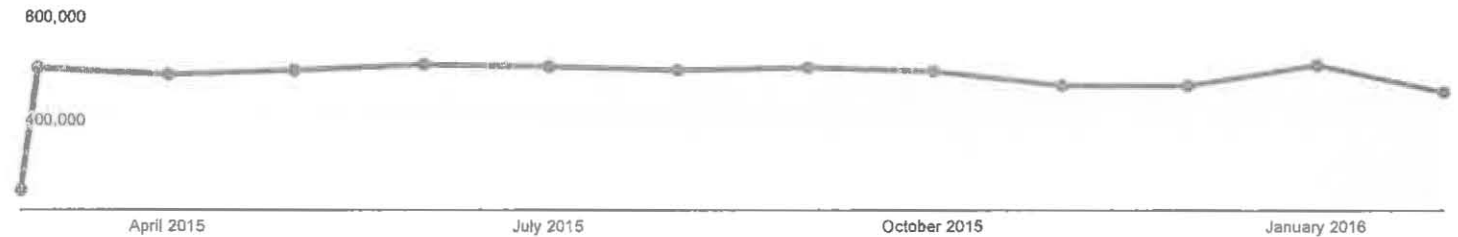
Feb 25, 2015 - Feb 25, 2016

All Users  
100.00% Pageviews

## EXHIBIT #2

## Explorer

## Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	6,476,545 % of Total: 100.00% (6,476,545)	4,892,406 % of Total: 100.00% (4,892,406)	00:01:08 Avg for View: 00:01:08 (0.00%)	2,009,343 % of Total: 100.00% (2,009,343)	49.00% Avg for View: 49.00% (0.00%)	31.02% Avg for View: 31.02% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /home.html	577,953 (8.92%)	443,728 (9.07%)	00:01:03	378,149 (18.82%)	35.55%	31.32%	\$0.00 (0.00%)
2. /home/government/departments/neighborhood-services/library.html	575,972 (8.89%)	429,198 (8.77%)	00:03:04	399,956 (19.90%)	70.30%	64.74%	\$0.00 (0.00%)
3. /home/government/departments/utilities/utilities-bill-payment-area.html /account-listing/account-overview.html	373,098 (5.76%)	243,820 (4.98%)	00:00:32	353 (0.02%)	5.38%	8.36%	\$0.00 (0.00%)
4. /home/government/departments/utilities/utilities-bill-payment-area.html /account-listing.html	352,305 (5.44%)	255,604 (5.22%)	00:00:20	808 (0.04%)	5.82%	2.31%	\$0.00 (0.00%)
5. /home/government/departments/utilities/utilities-bill-payment-area.html /account-listing/account-overview/account-payments.html	214,820 (3.32%)	165,699 (3.39%)	00:01:19	2,523 (0.13%)	13.71%	26.78%	\$0.00 (0.00%)
6. /home/government/departments/utilities/utilities-bill-payment-area.html.html	194,713 (3.01%)	123,315 (2.52%)	00:00:35	68,395 (3.40%)	7.99%	6.25%	\$0.00 (0.00%)
7. /home/passport/login-form.html	178,164 (2.75%)	108,784 (2.22%)	00:00:30	25,519 (1.27%)	9.22%	5.36%	\$0.00 (0.00%)
8. /home/government/departments/utilities/utilities-bill-payment-area.html /account-listing/account-overview/account-payments/payment-processed.html	149,332 (2.31%)	134,077 (2.74%)	00:01:04	44,197 (2.20%)	40.57%	36.27%	\$0.00 (0.00%)
9. /home/government/departments/utilities.html	147,342 (2.28%)	118,135 (2.41%)	00:00:38	92,846 (4.62%)	10.75%	11.13%	\$0.00 (0.00%)
10. /home/government/departments/utilities/utilities-bill-payment-area.html	124,185 (1.92%)	90,998 (1.86%)	00:00:37	25,822 (1.29%)	7.94%	5.07%	\$0.00 (0.00%)
11. /home.html?mgnlLogout=	103,241 (1.59%)	94,912 (1.94%)	00:01:41	5,845 (0.29%)	45.75%	82.02%	\$0.00 (0.00%)
12. /home/government/departments/utilities/customer-service/payment-options.html	84,130 (1.30%)	64,911 (1.33%)	00:00:52	30,826 (1.53%)	16.05%	15.34%	\$0.00 (0.00%)
13. /home/government/departments/public-safety/animal-services.html	76,829 (1.19%)	57,951 (1.18%)	00:00:35	49,055 (2.44%)	12.71%	18.31%	\$0.00 (0.00%)

15.	/home/government/departments/neighborhood-services/library/locations-hours.html	68,348 (1.06%)	61,558 (1.26%)	00:02:35	38,588 (1.92%)	76.47%	70.81%	\$0.00 (0.00%)
16.	/home/government/departments/utilities/customer-service.html	64,764 (1.00%)	47,968 (0.98%)	00:00:21	7,991 (0.40%)	13.23%	5.05%	\$0.00 (0.00%)
17.	/home/government/departments/human-resources/apply-for-a-job.html	61,178 (0.94%)	42,889 (0.88%)	00:01:59	24,553 (1.22%)	62.42%	56.71%	\$0.00 (0.00%)
18.	/home/government/departments/public-safety/animal-services/animal-adoption.html	58,367 (0.90%)	50,932 (1.04%)	00:04:19	18,876 (0.94%)	83.14%	74.08%	\$0.00 (0.00%)
19.	/home/government/departments/utilities/utilities-bill-payment-area.html /account-listing/account-overview/statements.html	56,156 (0.87%)	32,613 (0.67%)	00:01:25	12 (0.00%)	50.00%	20.96%	\$0.00 (0.00%)
20.	/home/government/departments/information-technology/gis-home/gis-interactive-maps.html	55,965 (0.86%)	44,521 (0.91%)	00:03:29	24,649 (1.23%)	74.42%	62.28%	\$0.00 (0.00%)
21.	/home/government.html	51,758 (0.80%)	41,525 (0.85%)	00:01:12	7,764 (0.39%)	43.93%	31.95%	\$0.00 (0.00%)
22.	/home/residents.html	51,702 (0.80%)	40,876 (0.84%)	00:00:41	1,525 (0.08%)	33.77%	9.56%	\$0.00 (0.00%)
23.	/home/government/departments/utilities/solid-waste/pickup-schedule.html	50,867 (0.78%)	38,986 (0.80%)	00:01:35	26,756 (1.33%)	64.11%	56.80%	\$0.00 (0.00%)
24.	/home/government/departments/building-and-development-services.html	42,810 (0.66%)	33,580 (0.69%)	00:00:42	12,953 (0.64%)	22.23%	15.36%	\$0.00 (0.00%)
25.	/home/government/departments/building-and-development-services/building-permitting/permitting.html	38,614 (0.60%)	28,747 (0.59%)	00:00:25	9,755 (0.49%)	12.83%	7.18%	\$0.00 (0.00%)
26.	/home/government/departments/public-works/transit-paratransit.html	37,893 (0.59%)	25,084 (0.51%)	00:00:57	17,975 (0.89%)	26.32%	22.71%	\$0.00 (0.00%)
27.	/home/government/departments/utilities/utilities-bill-payment-area.html.html?mgnlLogout=	36,651 (0.57%)	32,616 (0.67%)	00:01:10	6,887 (0.34%)	18.54%	71.67%	\$0.00 (0.00%)
28.	/home/government/departments/building-and-development-services/building-permitting.html	36,075 (0.56%)	27,248 (0.56%)	00:00:26	5,743 (0.29%)	15.25%	7.68%	\$0.00 (0.00%)
29.	/home/government/departments/building-and-development-services/building-permitting/app-forms.html	29,974 (0.46%)	23,460 (0.48%)	00:02:45	6,174 (0.31%)	68.25%	48.57%	\$0.00 (0.00%)
30.	/home/government/departments/utilities/solid-waste.html	29,654 (0.46%)	23,452 (0.48%)	00:00:29	6,963 (0.35%)	14.91%	9.95%	\$0.00 (0.00%)
31.	/home/government/departments/parks-and-recreation/bray_recreation_center.html	29,125 (0.45%)	16,571 (0.34%)	00:00:34	5,584 (0.28%)	22.31%	12.93%	\$0.00 (0.00%)
32.	/home/government/departments/parks-and-recreation/parks.html	28,355 (0.44%)	12,749 (0.26%)	00:00:33	2,902 (0.14%)	32.74%	11.01%	\$0.00 (0.00%)
33.	/home/government/board-of-commissioners/bocc-meetings-and-agendas.html	27,737 (0.43%)	14,737 (0.30%)	00:02:08	3,903 (0.19%)	55.62%	35.07%	\$0.00 (0.00%)
34.	/home/government/departments/public-safety/animal-services/animal-stray-found.html	27,206 (0.42%)	23,453 (0.48%)	00:04:18	8,657 (0.43%)	83.87%	72.48%	\$0.00 (0.00%)
35.	/home/government/departments.html	26,782 (0.41%)	19,538 (0.40%)	00:00:31	1,413 (0.07%)	44.80%	12.52%	\$0.00 (0.00%)
36.	/home/government/departments/utilities/contact-us.html	25,974 (0.40%)	22,399 (0.46%)	00:02:21	6,269 (0.31%)	72.17%	53.02%	\$0.00 (0.00%)
37.	/home/government/departments/parks-and-recreation/parks/gtbray-park.html	24,912 (0.38%)	19,165 (0.39%)	00:01:19	16,350 (0.81%)	34.28%	34.93%	\$0.00 (0.00%)
38.	/home/government/departments/parks-and-recreation.html	23,750 (0.37%)	17,014 (0.35%)	00:00:44	8,311 (0.41%)	23.44%	18.28%	\$0.00 (0.00%)
39.	/home/government/departments/hu	22,717 (0.35%)	15,505 (0.32%)	00:00:00	7,104 (0.35%)	27.33%	21.18%	\$0.00 (0.00%)

41.	/home/government/departments/utilities/customer-service/new-accounts.html	22,535 (0.35%)	15,849 (0.32%)	00:01:33	3,706 (0.18%)	43.69%	26.24%	\$0.00 (0.00%)
42.	/home/government/departments/building-and-development-services/planning-zoning.html	21,555 (0.33%)	15,502 (0.32%)	00:01:02	5,436 (0.27%)	27.19%	15.86%	\$0.00 (0.00%)
43.	/home/passport/registration-form-pur.html	20,974 (0.32%)	17,078 (0.35%)	00:01:22	324 (0.02%)	46.91%	5.78%	\$0.00 (0.00%)
44.	/home/government/departments/parks-and-recreation/natural-resources/preserves/emerson-point.html	19,713 (0.30%)	15,836 (0.32%)	00:03:21	14,086 (0.70%)	72.75%	66.48%	\$0.00 (0.00%)
45.	/home/government/departments/parks-and-recreation/pavilion-rentals.html	19,659 (0.30%)	11,229 (0.23%)	00:02:28	4,473 (0.22%)	64.10%	38.36%	\$0.00 (0.00%)
46.	/home/government/departments/building-and-development-services/building-permitting/permitting/permit-search.html	18,793 (0.29%)	15,045 (0.31%)	00:03:40	1,544 (0.08%)	74.74%	66.10%	\$0.00 (0.00%)
47.	/home/government/departments/parks-and-recreation/bray_recreation_center/aquatic-center.html	18,767 (0.29%)	10,096 (0.21%)	00:00:37	4,851 (0.24%)	26.82%	17.50%	\$0.00 (0.00%)
48.	/home/government/departments/neighborhood-services/library/research-learning.html	18,742 (0.29%)	13,802 (0.28%)	00:00:45	2,034 (0.10%)	25.97%	18.14%	\$0.00 (0.00%)
49.	/home/government/departments/utilities/potable-water-system.html	18,731 (0.29%)	14,944 (0.31%)	00:00:36	5,287 (0.26%)	13.11%	10.61%	\$0.00 (0.00%)
50.	/home/new-residents.html	18,451 (0.28%)	13,245 (0.27%)	00:00:45	785 (0.04%)	49.55%	14.62%	\$0.00 (0.00%)
51.	/home/government/departments/utilities/recycling.html	17,368 (0.27%)	12,646 (0.26%)	00:00:26	4,823 (0.24%)	22.39%	13.52%	\$0.00 (0.00%)
52.	/home/government/departments/utilities/code_red_sign_up.html	16,947 (0.26%)	14,929 (0.31%)	00:02:38	3,297 (0.16%)	80.62%	56.22%	\$0.00 (0.00%)
53.	/home/government/departments/parks-and-recreation/natural-resources/preserves/robinson-preserve.html	16,506 (0.25%)	12,478 (0.26%)	00:02:22	9,502 (0.47%)	63.01%	54.56%	\$0.00 (0.00%)
54.	/home/passport/password-reminder-form.html	16,125 (0.25%)	10,036 (0.21%)	00:00:18	102 (0.01%)	40.20%	2.65%	\$0.00 (0.00%)
55.	/home/passport/profile-update-form.html	15,998 (0.25%)	11,608 (0.24%)	00:00:29	276 (0.01%)	60.14%	14.90%	\$0.00 (0.00%)
56.	/home/businesses.html	15,647 (0.24%)	12,415 (0.25%)	00:00:31	571 (0.03%)	41.33%	12.39%	\$0.00 (0.00%)
57.	/home/passport/registration-form-pur/double-opt-in-confirmation.html	15,622 (0.24%)	13,779 (0.28%)	00:00:30	5,958 (0.30%)	44.13%	20.34%	\$0.00 (0.00%)
58.	/home/government/board-of-commissioners/bocc-meetings/streaming-video-prerecorded.html	15,143 (0.23%)	11,084 (0.23%)	00:04:37	8,266 (0.41%)	69.50%	58.69%	\$0.00 (0.00%)
59.	/home/passport/username-reminder-form.html	15,089 (0.23%)	9,756 (0.20%)	00:00:19	93 (0.00%)	44.09%	2.58%	\$0.00 (0.00%)
60.	/home/government/departments/utilities/utilities-bill-payment-area.html/account-listing/account-overview/account-payments/payment-history.html	14,289 (0.22%)	11,667 (0.24%)	00:00:45	8 (0.00%)	25.00%	11.76%	\$0.00 (0.00%)
61.	/home/government/departments/public-works.html	14,232 (0.22%)	10,867 (0.22%)	00:01:00	3,285 (0.16%)	33.00%	19.99%	\$0.00 (0.00%)
62.	/home/government/departments/parks-and-recreation/beaches.html	13,701 (0.21%)	8,597 (0.18%)	00:00:38	2,099 (0.10%)	53.36%	20.09%	\$0.00 (0.00%)
63.	/home/government/departments/utilities/faqs.html	13,686 (0.21%)	10,430 (0.21%)	00:00:18	225 (0.01%)	31.11%	4.27%	\$0.00 (0.00%)
64.	/home/government/departments/parks-and-recreation/pool-facilities.html	13,517 (0.21%)	8,025 (0.16%)	00:00:32	1,797 (0.09%)	33.50%	13.75%	\$0.00 (0.00%)

66.	/home/government/departments/neighborhood-services/library/library-calendar-events.html	13,012 (0.20%)	9,934 (0.20%)	00:01:51	2,902 (0.14%)	56.58%	42.53%	\$0.00 (0.00%)
67.	/home/government/departments/information-technology/gis-home/gis-maps-data.html	12,916 (0.20%)	9,484 (0.19%)	00:00:24	1,685 (0.08%)	13.95%	7.51%	\$0.00 (0.00%)
68.	/home/government/board-of-commissioners.html	12,874 (0.20%)	9,877 (0.20%)	00:00:55	5,031 (0.25%)	35.38%	22.35%	\$0.00 (0.00%)
69.	/home/passport/registration-form-pur/registration-confirmation.html	12,669 (0.20%)	12,038 (0.25%)	00:01:48	753 (0.04%)	65.60%	19.14%	\$0.00 (0.00%)
70.	/home/government/departments/parks-and-recreation/natural-resources/preserves/robinson-preserve	12,374 (0.19%)	9,407 (0.19%)	00:02:47	8,899 (0.44%)	63.09%	61.49%	\$0.00 (0.00%)
71.	/home/visitors.html	12,179 (0.19%)	9,464 (0.19%)	00:00:41	968 (0.05%)	51.34%	18.36%	\$0.00 (0.00%)
72.	/home/government/departments/utilities/solid-waste/hhw.html	12,090 (0.19%)	9,845 (0.20%)	00:02:14	4,890 (0.24%)	66.73%	55.86%	\$0.00 (0.00%)
73.	/home/government/departments/utilities/potable-water-system/backflow-information.html	11,694 (0.18%)	9,052 (0.18%)	00:02:33	3,020 (0.15%)	67.38%	53.51%	\$0.00 (0.00%)
74.	/home/government/departments/parks-and-recreation/natural-resources/preserves/jiggs-landing.html	11,308 (0.17%)	8,927 (0.18%)	00:02:29	7,232 (0.36%)	70.06%	58.93%	\$0.00 (0.00%)
75.	/home/government/departments/utilities/solid-waste/types.html	11,264 (0.17%)	9,641 (0.20%)	00:02:32	2,689 (0.13%)	74.56%	56.18%	\$0.00 (0.00%)
76.	/home/government/departments/building-and-development-services/building-permitting/floodplain-management/mapping-the-risk.html	10,605 (0.16%)	8,299 (0.17%)	00:04:17	5,435 (0.27%)	61.44%	56.82%	\$0.00 (0.00%)
77.	/home/search-results/site-map.html	10,134 (0.16%)	8,482 (0.17%)	00:00:49	915 (0.05%)	54.86%	19.33%	\$0.00 (0.00%)
78.	/home/government/departments/building-and-development-services/code-enforcement.html	9,992 (0.15%)	7,380 (0.15%)	00:01:12	3,029 (0.15%)	36.41%	23.49%	\$0.00 (0.00%)
79.	/home/government/departments/utilities/utilities-news/inserts.html	9,843 (0.15%)	8,377 (0.17%)	00:00:34	1,413 (0.07%)	30.93%	10.36%	\$0.00 (0.00%)
80.	/home/government/departments/building-and-development-services/planning-zoning/faq-and-front-counter-staff.html	9,781 (0.15%)	6,630 (0.14%)	00:03:12	3,583 (0.18%)	53.42%	41.09%	\$0.00 (0.00%)
81.	/home/government/departments/utilities/recycling/recycling-materials-pickup.html	9,654 (0.15%)	8,131 (0.17%)	00:02:40	3,237 (0.16%)	70.25%	52.31%	\$0.00 (0.00%)
82.	/home/government/departments/utilities/faqs/online-accounts.html	9,570 (0.15%)	6,341 (0.13%)	00:00:18	73 (0.00%)	58.90%	2.76%	\$0.00 (0.00%)
83.	/home/government/departments/parks-and-recreation/athletic-leagues.html	9,399 (0.15%)	6,499 (0.13%)	00:00:26	679 (0.03%)	25.48%	11.04%	\$0.00 (0.00%)
84.	/home/government/departments/public-works/transit-paratransit/fares-fare-policies.html	9,181 (0.14%)	6,295 (0.13%)	00:01:16	2,418 (0.12%)	46.24%	27.94%	\$0.00 (0.00%)
85.	/home/county-calendar.html	9,143 (0.14%)	7,443 (0.15%)	00:01:30	1,368 (0.07%)	70.25%	35.13%	\$0.00 (0.00%)
86.	/home/government/departments/building-and-development-services/building-permitting/inspections.html	9,123 (0.14%)	6,848 (0.14%)	00:00:44	2,937 (0.15%)	20.80%	14.96%	\$0.00 (0.00%)
87.	/home/government/departments/utilities/solid-waste/escrap.html	9,023 (0.14%)	7,553 (0.15%)	00:02:24	2,923 (0.15%)	70.13%	55.56%	\$0.00 (0.00%)
88.	/home/government/departments/community-services/agency-services.html	8,340 (0.13%)	6,652 (0.14%)	00:03:52	6,197 (0.31%)	75.00%	71.52%	\$0.00 (0.00%)
89.	/home/government/departments/neighborhood-services.html	8,086 (0.12%)	6,363 (0.13%)	00:00:35	731 (0.04%)	38.71%	12.49%	\$0.00 (0.00%)
	/home/government/departments/pu							

91.	ilities/utilities-bill-payment-area.html /account-listing/account-overview/statements/delivery-method.html	8,011	(0.12%)	6,250	(0.13%)	00:00:37	0	(0.00%)	0.00%	6.94%	\$0.00	(0.00%)
92.	/home/government/departments/neighborhood-services/library/faq.html	7,998	(0.12%)	6,423	(0.13%)	00:01:12	904	(0.04%)	47.23%	27.24%	\$0.00	(0.00%)
93.	/home/government/departments/parks-and-recreation/natural-resources/preserves.html	7,841	(0.12%)	4,386	(0.09%)	00:00:31	735	(0.04%)	44.22%	12.01%	\$0.00	(0.00%)
94.	/home/government/departments/utilities/kids_4_water.html	7,769	(0.12%)	6,210	(0.13%)	00:02:49	5,672	(0.26%)	82.67%	74.19%	\$0.00	(0.00%)
95.	/home/government/departments/public-safety/emergency-management.html	7,592	(0.12%)	5,810	(0.12%)	00:01:07	3,802	(0.19%)	37.33%	30.23%	\$0.00	(0.00%)
96.	/home/government/departments/human-resources/apply-for-a-job	7,280	(0.11%)	5,078	(0.10%)	00:02:18	4,855	(0.24%)	60.04%	60.38%	\$0.00	(0.00%)
97.	/home/government/departments/public-safety/emergency-management/emergency-resources/evacuation-zones.html	7,233	(0.11%)	5,798	(0.12%)	00:03:54	4,065	(0.20%)	71.00%	63.20%	\$0.00	(0.00%)
98.	/home/government/departments/neighborhood-services/neighborhood-planning/neighborhood-connections.html	7,195	(0.11%)	6,069	(0.12%)	00:04:30	5,428	(0.27%)	75.88%	71.66%	\$0.00	(0.00%)
99.	/home/government/departments/parks-and-recreation/athletic-leagues/youth-league-organizations.html	7,154	(0.11%)	4,398	(0.09%)	00:02:17	2,996	(0.15%)	56.68%	48.41%	\$0.00	(0.00%)
100.	/home/government/departments/convention-and-visitors-bureau/manatee-convention-center.html	7,134	(0.11%)	5,678	(0.12%)	00:01:54	5,296	(0.26%)	73.36%	70.41%	\$0.00	(0.00%)

Rows 1 - 100 of 99340



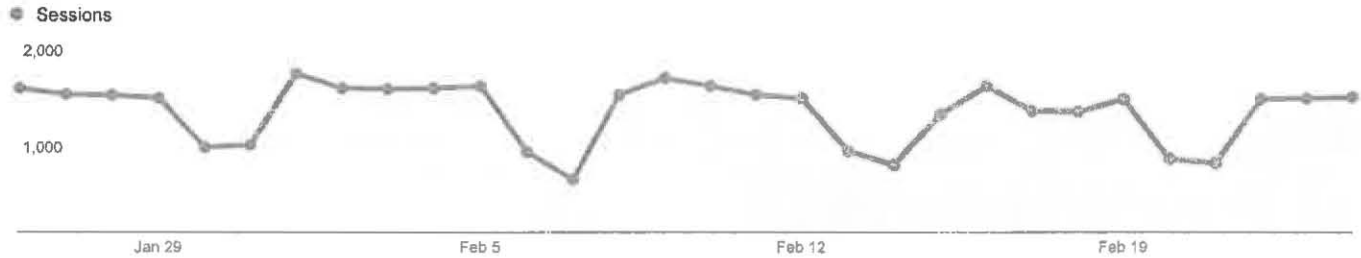
## Referral Traffic

Jan 26, 2016 - Feb 24, 2016

All Users  
20.64% Sessions

### Explorer

#### Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	37,654 % of Total: 20.64% (182,431)	13.63% Avg for View: 47.98% (-71.59%)	5,133 % of Total: 5.86% (87,531)	38.69% Avg for View: 48.94% (-20.95%)	3.60 Avg for View: 3.11 (15.63%)	00:02:26 Avg for View: 00:02:17 (6.30%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. payments.bankofamerica.com	17,788 (47.24%)	<0.01%	1 (0.02%)	27.32%	4.33	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. home.intranet	5,364 (14.25%)	11.56%	620 (12.08%)	39.90%	3.31	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. manatee.polarislibrary.com	3,303 (8.77%)	5.21%	172 (3.35%)	60.37%	2.00	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. mymanatee.lib.overdrive.com	1,136 (3.02%)	24.21%	275 (5.36%)	66.37%	1.81	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. mymanatee.org	854 (2.27%)	1.76%	15 (0.29%)	13.58%	6.22	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. m.facebook.com	486 (1.29%)	70.58%	343 (6.68%)	59.05%	1.86	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. facebook.com	474 (1.26%)	27.43%	130 (2.53%)	39.24%	2.69	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. animalrescuecoalition.org	300 (0.80%)	66.00%	198 (3.86%)	62.67%	2.14	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. duckduckgo.com	253 (0.67%)	51.38%	130 (2.53%)	50.20%	2.99	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. i.facebook.com	239 (0.63%)	15.06%	36 (0.70%)	47.28%	2.59	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. search.tb.ask.com	235 (0.62%)	35.32%	83 (1.62%)	43.83%	3.51	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. bradentongulfislands.com	222 (0.59%)	71.17%	158 (3.08%)	63.51%	2.14	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. manateepao.com	190 (0.50%)	43.16%	82 (1.60%)	65.26%	2.18	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. cityofannamaria.com	188 (0.50%)	74.47%	140 (2.73%)	69.68%	1.85	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. mail.aol.com	161 (0.43%)	21.74%	35 (0.68%)	9.32%	5.87	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. searchassist.verizon.com	160 (0.42%)	41.25%	66 (1.29%)	40.62%	4.51	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. humanemanatee.org	153 (0.41%)	32.68%	50 (0.97%)	62.09%	2.13	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. baynews9.com	148 (0.39%)	18.92%	28 (0.55%)	70.95%	2.19	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. search.xfinity.com	144 (0.38%)	46.53%	67 (1.31%)	32.64%	3.77	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. ridemcat.org	138 (0.37%)	31.16%	43 (0.84%)	55.07%	2.76	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
21. doxo.com	135 (0.36%)	31.85%	43 (0.84%)	12.59%	6.53	00:04:12	0.00%	0 (0.00%)	\$0.00 (0.00%)

24.	friendsofrockybluff.org	111 (0.29%)	44.14%	49 (0.95%)	55.86%	2.08	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	manateecountyfl.libraryreserve.com	104 (0.28%)	11.54%	12 (0.23%)	75.00%	1.55	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
26.	dnsrsearch.com	98 (0.26%)	31.63%	31 (0.60%)	26.53%	5.06	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
27.	careerbuilder.com	95 (0.25%)	60.00%	57 (1.11%)	60.00%	1.54	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
28.	tripadvisor.com	94 (0.25%)	75.53%	71 (1.38%)	74.47%	1.43	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
29.	searchlock.com	78 (0.21%)	46.15%	36 (0.70%)	37.18%	3.81	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
30.	bradenton.macaronikid.com	73 (0.19%)	42.47%	31 (0.60%)	58.90%	2.15	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
31.	jud12.flcourts.org	73 (0.19%)	21.92%	16 (0.31%)	52.05%	2.11	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
32.	search.brighthouse.rr.com	67 (0.18%)	41.79%	28 (0.55%)	47.76%	3.07	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
33.	us.search.yahoo.com	66 (0.18%)	63.64%	42 (0.82%)	37.88%	3.73	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
34.	dep.state.fl.us	65 (0.17%)	81.54%	53 (1.03%)	72.31%	1.65	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
35.	fiostrending.verizon.com	64 (0.17%)	35.84%	23 (0.45%)	48.44%	3.42	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
36.	lm.facebook.com	62 (0.16%)	17.74%	11 (0.21%)	74.19%	1.53	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
37.	us-mg5.mail.yahoo.com	62 (0.16%)	25.81%	16 (0.31%)	17.74%	5.55	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
38.	patch.com	58 (0.15%)	48.28%	28 (0.55%)	48.28%	2.76	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
39.	labins.org	57 (0.15%)	14.04%	8 (0.16%)	33.33%	3.44	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
40.	thebradentontimes.com	57 (0.15%)	26.32%	15 (0.29%)	56.14%	2.04	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
41.	teamsideline.com	56 (0.16%)	23.21%	13 (0.25%)	32.14%	3.84	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
42.	us-mg6.mail.yahoo.com	56 (0.16%)	23.21%	13 (0.25%)	16.07%	6.52	00:04:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
43.	publicrecords.onlinereferences.com	52 (0.14%)	51.92%	27 (0.53%)	50.00%	3.31	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
44.	r.duckduckgo.com	50 (0.13%)	54.00%	27 (0.53%)	50.00%	2.98	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
45.	1.1.1.1	49 (0.13%)	0.00%	0 (0.00%)	63.27%	3.20	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
46.	petharbor.com	49 (0.13%)	26.53%	13 (0.25%)	36.73%	2.90	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
47.	cityofbradenton.com	48 (0.13%)	31.25%	15 (0.29%)	39.58%	3.81	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
48.	pinterest.com	46 (0.12%)	93.48%	43 (0.84%)	80.43%	1.24	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
49.	page.report	45 (0.12%)	0.00%	0 (0.00%)	17.78%	5.47	00:18:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
50.	bradentongulfislands.mobi	44 (0.12%)	45.45%	20 (0.39%)	59.09%	2.27	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)

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**Smart Government Team  
Top Government Website**

Agency	Website URL	Comments
State of Utah	<a href="http://www.utah.gov/">http://www.utah.gov/</a>	"I want to" search as the main focus. Clean graphics and good navigation.
Orange County, FL	<a href="http://www.orangecountyfl.net/">http://www.orangecountyfl.net/</a>	Quick search, easy services browsing
Los Angeles County	<a href="https://www.lacounty.gov/">https://www.lacounty.gov/</a>	
King County, Washington	<a href="http://www.kingcounty.gov">www.kingcounty.gov</a>	Clean look on both desktop and mobile. Portal for employees. Melds pics and graphics without overwhelming. Nice search functionality with a breakout of topics for ease of locating specific info.
Fairfax County Government-Virginia	<a href="http://www.fairfaxcounty.gov/">http://www.fairfaxcounty.gov/</a>	Simple and easy to navigate
Collier County, FL	<a href="https://www.colliergov.net/">https://www.colliergov.net/</a>	Very well organized and mobile friendly as well. There is a place at the top of home page to place an emergency notice, including holiday closures. Bill pay is 2 clicks. Serves as a "one stop shop" and connection to all services of the County, even if only to connect to another website, as in their Clerk of Courts, Sheriff's Office, Supervisor of Elections and Tax Collector. All separate websites, but listed under "Your Government".

**ATTACHMENT C**  
(Updated 2/26/2016)  
**PROJECT REQUIREMENTS TABLE**  
**REQUEST FOR PROPOSAL #16-0649MD**

SECTION NO.	MET (YES OR NO)	DETAILED EXPLANATION
B.02.1		
B.02.2		
B.02.3		
B.02.4		
B.02.5		
B.02.6		
B.02.7.a		

<b>B.02.7.b</b>		
<b>B.02.7.c</b>		
<b>B.02.7.d</b>		
<b>B.02.8</b>		
<b>B.02.9</b>		
<b>B.02.10</b>		
<b>B.02.11</b>		
<b>B.02.12</b>		



<b>B.02.13</b>		
<b>B.02.14</b>		
<b>B.02.15</b>		
<b>B.02.16</b>		
<b>B.02.17</b>		
<b>B.02.18</b>		
<b>B.02.19</b>		
<b>B.02.20</b>		

<b>B.02.21</b>		
<b>B.02.22</b>		
<b>B.02.23</b>		
<b>B.02.24</b>		
<b>B.02.25</b>		
<b>B.03.1</b>		
<b>B.03.2</b>		
<b>B.03.3</b>		

<b>B.03.4</b>		
<b>B.03.5</b>		
<b>B.03.6</b>		
<b>B.03.7</b>		
<b>B.03.8</b>		
<b>B.03.9</b>		
<b>B.03.10.a.</b>		
<b>B.03.10.b.</b>		

<b>B.03.10.c.</b>		
<b>B.03.10.d.</b>		
<b>B.03.10.e.</b>		
<b>B.03.10.f.</b>		
<b>B.03.10.g.</b>		