

# Public Notices on Website

Board of County Commissioners Meeting

April 8, 2025

# Agenda

- Update from 9/10/2024 BCC Meeting
- Estimated Public Hearing Advertisement Costs
- Counties Currently Using Electronic Public Notices
- Options
- Discussion

## Update from September 10, 2024 BCC Meeting

- BCC provided direction to conduct an RFP for electronic public notices on the County's website and to bring back the results.
- Purchasing advertised for RFP-604906-24 on December 5, 2024 with a closing date of January 8, 2025.
- Staff reviewed the two responses and determined that clarification of the Scope of Services was required.
- Purchasing released an updated solicitation, RFP-604962-25, January 29, 2025 with a closing date of February 26, 2025.
- Staff reviewed the two responses and Purchasing is prepared to place on the April 22, 2025 Consent agenda.

# Estimated 2023 Costs - Advertisements

Seminole County BCC Departments \$40,000

Seminole County Tax Collector (Delinquent Taxes) \$30,000

# Counties Using Electronic Public Notices

<b>Alachua</b>	<b>Hernando</b>
<b>Bay</b>	<b>Leon</b>
<b>Bradford</b>	<b>Manatee</b>
<b>Brevard</b>	<b>Okeechobee</b>
<b>Broward</b>	<b>Osceola</b>
<b>Collier</b>	<b>Palm Beach</b>
<b>Miami-Dade</b>	<b>Polk</b>
<b>Glades</b>	<b>Sarasota</b>
<b>Gulf</b>	<b>Taylor</b>

# Options

Option	Advantage	Disadvantage
Advertising in Local Newspaper	<ul style="list-style-type: none"> <li>• Current process</li> </ul>	<ul style="list-style-type: none"> <li>• Costs</li> <li>• Requires placing ad request 7 days before advertisement date</li> </ul>
In-House Hosting	<ul style="list-style-type: none"> <li>• Control of the total process and the “look and feel” of the webpage</li> <li>• Immediate ad placement</li> </ul>	<ul style="list-style-type: none"> <li>• Staff time</li> <li>• Costs</li> <li>• Unknown cost for paper mailings</li> </ul>
Outsource the Hosting	<ul style="list-style-type: none"> <li>• Immediate ad placement</li> <li>• Allows for potential revenue for other agencies</li> <li>• Quick implementation with a proven solution</li> </ul>	<ul style="list-style-type: none"> <li>• No control of the “look and feel”</li> <li>• Unknown cost for paper mailings</li> <li>• Unknown future costs</li> </ul>

# Recommendation

Staff recommends outsourcing the hosting of digital advertisements for public notices on the County's webpage and bringing the RFP award to the Board on April 22, 2025.