

Legislation Text

File #: 2023-455, **Version:** 1

Title:

Award RFP-604403-22/LNF - Term Contract for Consultant Services for Seminole County Website Redesign to Interpersonal Frequency, LLC, McLean, VA for the total amount of \$129,880.00 and authorize the Purchasing and Contracts Division to execute the agreement. Countywide (**Diane Reed - Purchasing and Contracts Division Manager**) Requesting Department/Division - County Manager's Office & Community Information.

Division:

Resource Management - Purchasing and Contracts

Authorized By:

Lorie Bailey Brown CFO/Resource Management Director

Contact/Phone Number:

Leticia Figueroa, Senior Procurement Analyst, 407-665-7119

Background:

RFP-604403-22/LNF will provide for a qualified contractor responsible for County Website Redesign. The redesign includes all public-facing websites and technologies that the departments and agencies under the Board of County Commissioners utilize. The solution shall provide an interactive project manager/consultant to develop a new government website. The Consultant will serve as both the project manager and advisor for this effort. They are expected to be a subject-matter-expert with respect to website strategy and implementation that is best suited for public sector agencies but are not required to develop a new website. They will provide a framework that will identify appropriate content and technologies that align with our communication goals and that can be maintained by Seminole County and its partners. They will develop an action plan concerning the process to redevelop the website and will manage the project to redesign the web presence from start to finish. The awarded consultant will assist in the scope development for Phase II and oversee implementation.

This project was publicly advertised, and the County received six (6) proposals in

response to the solicitation, two (2) proposals were determined to be Non-Responsive. The Evaluation Committee which consisted of Frank Camarata, Project Manager II; James Garoutsos, Chief Information Officer; Leigh Hicks, Digital Content Specialist; Tricia Johnson, Deputy County Manager, and Ashley Moore, Community Relations Officer, evaluated the proposals. Consideration was given to project understanding, work plan, experience, demonstrated success, and price reasonableness.

The Evaluation Committee saw presentations from all four (4) firms, consideration was given to team experience, qualifications, understanding, resources, and presentation. The Evaluation Committee recommends the award of the Agreement to the top-ranking firm, Interpersonal Frequency LLC, McLean, VA.

Authorization for performance under this Agreement will be in the form of written Purchase Orders issued and executed by the County. This Agreement will take effect on the date of its execution and will remain for a period of two (2) years. At the sole option of the County, may be renewed for one (1) successive period not to exceed one (1) year. The total amount of these services is \$129,880.00. Funds are available in Technology Improvement Professional Services Fund 02118013.530310 Item#4900103023.

Staff Recommendation:

Staff recommends that the Board award RFP-604403-22/LNF - Term Contract for Consultant Services for Seminole County Website Redesign to Interpersonal Frequency LLC, McLean, VA, and authorize the Purchasing and Contracts Division to execute the Agreement. The total cost is \$129,880.00.