



MEMORANDUM
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THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

TO: All Proposers
FROM: Sarah Caper, AICP, Principal Planner
DATE: September 25, 2019
SUBJECT: Procurement by Competitive Proposals, #19-05 Forward Pinellas Communications and Web Support

ADDENDUM No. 1

Following are questions and responses relative to the procurement (#19-05):

- 1. Is there an approved budget for this project? If so, what is the amount please?**
There is not an approved budget for this project.
- 2. What is the budget for this project?**
We anticipate the budget for this project being \$25,000-\$50,000 for the first year of the contract.
- 3. What is the term of this project?**
The agreement will be for one year, with two one-year options for renewal.
- 4. What is the annual number of hours you anticipate needing for the services outlined?**
The number of hours will vary based on as-needed services.
- 5. For the fee/rates, are the two people (A and B) averaged or are there two separate rates?**
A and B are for two separate rates, if a range is needed. Firms also have the option to only use one rate.
- 6. How will the pricing points be calculated/judged?**
Pricing will be determined based on the rates provided for activities and their reasonableness. The general cost estimates for projects may be used as a reference by reviewers. Exhibit B will be used in determining the pricing structure.
- 7. Should price be submitted under separate cover or in the appendix?**
Exhibit B (rate structure) must be submitted as part of the 15-page maximum. This will be used in determining the pricing structure. Other information related to price may be included in the submittal as part of the 15-page maximum.

8. Offerors are required to submit a rate structure. Will this information be treated confidentially?

Forward Pinellas is a public agency and not able to treat this information confidentially.

9. You requested website hosting but there is no line item in the Rate structure table. Should we add this to the Rate table?

If desired, you may add this to the rate structure table. You may also include this information elsewhere in your proposal.

10. The RFP mentions a section called "Project Approach, Schedule and Project Management." What does this schedule refer to? Are we to provide a projected schedule for the website? And if so, what is the target date of launch?

Forward Pinellas does not specifically dictate the sections for proposals. The relevant factors for evaluation may be addressed however the firm deems appropriate and compliant with the Request for Competitive Proposals. Project Approach, Schedule and Project Management are considerations in the evaluation of all firms. Forward Pinellas does not anticipate a launch of a new website at this time, but rather maintenance services and support for our current website with modifications as needed.

11. How will vendors be handled under this contract? For example, when producing a report, would the printing be handed by the consultant or using Forward Pinellas' contracted vendors?

A firm may propose the use of vendors as part of their proposal, but this is not required. If a firm proposes the use of vendors, it is the firm's responsibility to handle all vendor-related activity, including ensuring competitive pricing and quality work. Forward Pinellas reserves the option to use its own vendors.

12. Do you have an anticipated project start date?

The project will begin after an agreement is negotiated following approval by the Forward Pinellas Board on November 13, 2019. Based on previous experience, we anticipate this to be in December 2019.

13. Can local firms hand-deliver proposals on the due date?

Firms may hand-deliver proposals as long as they are received by October 14, 2019 at 2 p.m.

14. Will you kindly post the name of the other companies that are interested in responding to this project or have also submitted questions?

By 2 p.m. on September 23, 2019, written questions were received from Marley Nonami; Media Relations Group, LLC; PlaceVision, Inc; TECKpert; VISTRA; and ZedDigital.

15. Will you provide any guidance on making pages ADA compliant or are you looking for the proposer to provide guidance on making each page on the site ADA compliant?

We expect the proposer to be familiar with ADA compliance and can be called upon, if desired, to assist in making website pages ADA compliant.

16. If you are looking for the proposer to provide guidance on making each page on the site ADA compliant, would requests be made to the proposer to scan the site and detail tasks required to make the page(s) and/or documents compliant?

This may be an as-needed task.

- 17. Regarding web hosting of the Forward Pinellas website, do you desire to port over the existing Wordpress site and make modifications to the existing site or do you want to design a new Wordpress site on a new server and port over only content?**

Forward Pinellas envisions using the existing WordPress website and brand with modifications as needed.

- 18. What functionality/functionalities does your current site lack that you would like to implement on the next site?**

We envision keeping the current site, but with modifications as needed. Functions that are desired may include a dashboard or other visual data displays.

- 19. In addition to the following documents, do you know how many other PDF documents you have on your website? Document Portal – 104 PDFs, Agendas – 251 PDFs and 95 Videos**

Our WordPress media library currently includes 740 PDFs, although all of these may not be linked to directly from a page.

- 20. With regard to Communication support, do you provide branding guidelines?**

Forward Pinellas has brand guidelines that can be provided to the selected firm.

- 21. Photography is mentioned, but what is the scope of photography role?**

Photography services are envisioned for materials on an as-needed basis and likely will be limited in use.

- 22. Are you looking for a vendor that can also provide strategies to elevate Forward Pinellas' website to reach more citizens and the communication strategy to support these goals? Or is this project solely to support an existing communications strategy on an as-needed basis?**

We do not anticipate that the firm will assist with strategic communications of this kind, unless specifically related to website modification.

- 23. In addition to graphics, branding and video support, will you also require the copy (or text) to support your efforts?**

Forward Pinellas anticipates developing the majority of copy or text for our efforts, but would like the firm to be qualified and able to assist with these efforts should it be needed.

- 24. What level of support do you anticipate needing? Fairly consistent regular support, rushed/emergency support, scheduled and scoped projects here and there.**

We anticipate primarily schedule and scoped projects, but have experienced need in the past for technical website rushed/emergency support.

All other specifications, terms and conditions remain the same.