



MEMORANDUM
310 Court Street, 2nd Floor
Clearwater, FL 33756
P: 727-464-8250
forwardpinellas.org

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

TO: All Proposers

FROM: Sarah Caper, AICP, Principal Planner

DATE: November 6, 2019

SUBJECT: Procurement by Competitive Proposals, #19-05 Forward Pinellas Communications and Web Support, Summary of November 4, 2019 Selection Committee Meeting

The #19-05 Forward Pinellas Communications and Web Support selection committee consisting of Whit Blanton (Forward Pinellas), Hilary Lehman (Forward Pinellas), Kevin Pratt (Pinellas County), and Cyndi Raskin (Tampa Bay Area Regional Transit Authority) met on November 4, 2019 at 2 p.m. The meeting was open to the public and the selection committee, members of the public and Forward Pinellas staff were in attendance.

The meeting began with a discussion of the process. Similar to the previous selection committee meeting, the committee reviewed one firm's presentation and completed the scoring for that firm. Then, the committee reviewed and scored the next firm. The scores from the written evaluation were added to the presentation scores producing a final total score for each proposer. References were provided for all firms. The following is a brief review of the discussion related to each presentation.

- **Digital Tap.** Demonstrated strong technical approach, but did not show the full expertise of the team (e.g. video) during the presentation. Dashboard approach was custom and appeared to be a potential challenge to maintain by staff. The live editing process was engaging. Concerns over view of last-minute requests, which are not always preventable. Did not seem to fully understand what Forward Pinellas is looking for.
- **Marley Nonami Incorporated.** Engaging, interesting approach. Demonstrated ability to relate to concepts. Process was clear and allowed for flexibility. Concerns about range of graphics ability and understanding of the high bar for government with respect to ADA requirements.
- **Media Relations Group, LLC.** Extremely thorough and specific to Forward Pinellas. Felt confident could fulfill a range of communications and web needs, including ADA. The development test site was well-received by committee members. Firm presented relevant and relatable examples, demonstrated ways to understand complex things, and understood our challenges and need to measure results.
- **Quest Corporation of America.** Overall, has good experience, but concerns about Tampa Bay Next project staff overlap. Lots of transportation experience but concerns over creativity and uniformity of work presented. Did not fully address understanding of scope or how last-minute requests would be handled. Good, high level technical approach, but would have liked ability to ask questions at detailed level. Videos were a plus. Somewhat generic.

Following all scoring, the points were totaled and displayed, and the committee reviewed the overall scores. The top-scoring firm is Media Relations Group with 376, followed by Marley Nonami (328). This will be conveyed to the Forward Pinellas Board at its November 13, 2019 meeting for approval and authorizing the executive director to negotiate an agreement starting with the top ranked firm followed by the next ranking firm if needed. The final scores for all firms are shown below.

The selection committee also conducted a price analysis. The Forward Pinellas Executive Director was on the selection committee and saw the results of the analysis firsthand. The selection committee recognized that the price will be negotiated. The selection committee determined that the price is reasonable, when reviewing common activities and price ranges. Prices are consistent with previous work on the Forward Pinellas website and on other known government websites. The price did not include hosting but the recommendation for GoDaddy was deemed affordable based on outside knowledge of web hosting. The negotiations will need to address who falls under what ranges; however, there was confidence in the overall pricing even in the highest priced activity.

Firm	Overall Score
Media Relations Group, LLC	379
Marley Nonami, Inc.	328
Digital Tap	299
Quest Corporation of America, Inc.	305
Acuity Design Group	180
Vistra Communications, LLC	174
Stokes Creative Group, Inc.	171
PlaceVision	164
TECKpert	163
Bleu Stream Corp.	154
SGS	150
West Bay Websites	121
Media Garage Group	112
Datamonster, Inc.	9