

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

TO: All Proposers

FROM: Sarah Caper, AICP, Principal Planner

DATE: October 22, 2019

SUBJECT: Procurement by Competitive Proposals, #19-05 Forward Pinellas Communications and Web Support, Summary of October 22, 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 October 22, 2019 at 9 a.m. The meeting was open to the public and the selection committee, members of the public and Forward Pinellas and Pinellas County staff were in attendance.

The meeting began with a discussion of the procedures and objectives of the meeting. The 14 proposals were discussed. The following is a brief review of the discussion related to each proposal.

- **Acuity Design Group.** Good visual skills and range, including mapping, and relevant experience with WordPress and graphic design; focus is on web rebuilding, not the current site, and questions on attention to detail, including repeated misspelling of Pinellas.
- **Bleu Stream Corporation.** Web-focused with well-documented approach and detailed development information, lacking print or design examples.
- **Datamonster, Inc.** Substantially incomplete, lacking depth and experience.
- **Digital Tap.** Strong web and print approach that included a diverse team with relevant experience. Estimated fees were helpful and appreciated. Light on ADA compliance section and it would have been nice to see more diverse examples
- **Marley Nonami Incorporated.** Thorough approach with strong detail and demonstrated understanding and ability to carry out the scope of services. Good website examples, but they looked similar to each other. Current website analysis was appreciated. Concerns with ADA compliance approach.
- **Media Garage Group.** Strong experience, but proposal approach was lacking and FMK role/experience was unclear. Concerns about cost and WordPress experience.
- **Media Relations Group, LLC.** Clear approach that included discussion with Forward Pinellas, detailed project management approach and a clear range of skill sets. Light on ADA compliance and missed the mark with references to current brands.

- **PlaceVision.** Approach was lacking detailed information and in-depth information on schedule, graphic design, breadth of firm and personnel. Lacking graphic and video examples despite having video partner agency. Website references were appreciated.
- **Quest Corporation of America, Inc.** Strong technical approach, weak project management. Concerns about web hosting and understanding of full scope of services. Strong, relevant examples and ADA-compliance.
- **SGS.** Well qualified in web design, security and maintenance. Lacking in breadth and depth relative to full needs and understanding of scope of services. Writing is poor. Focused on a full website overhaul and not re-designing as requested.
- **Stokes Creative Group, Inc.** High level information, but lacking understanding of scope of services and weak approach to how the firm would work with Forward Pinellas. Read well but does not demonstrate design abilities or creativity.
- **TECKpert.** Strong web support, design, maintenance focus, but lacking experience with communications and graphics and no comparable agency experience.
- **Vistra Communications, LLC.** Helpful case studies, but lacking links, graphics and video information, but did not demonstrate unique needs. Schedule was strong and clearly addressed on-call support. References were clearly outdated.
- **West Bay Websites.** Lacking attention to detail for print materials, ADA compliance and site bugs. Strong web design.

The score totals, including DBE, were reviewed. The four highest-scoring firms were selected for presentations: Media Relations Group, Marley Nonami Incorporated, Digital Tap and Quest Corporation of America, Inc. These firms will be contacted regarding scheduling and will be given the following directions.

- Firms will have one hour for presentations, including approximately 40 minutes for presentations and 20 minutes for questions and answers.
- The presentation should:
 - Tell a story of the first 30 days working with Forward Pinellas, including what the firm would ask for from us;
 - Show the firm's best creative examples, specifically mentioning goals, challenges and how challenges were overcome for a minimum of one WordPress web example and one print example (five hard copies should be provided by the firm);
 - Present a path for solving the following problem. Forward Pinellas would like to develop a dashboard for its website homepage to display changing data (for example, Population, Travel Time to Work, and Median Household Income). The initial staff concept for the dashboard is envisioned as rotating, dynamic graphs with links to another page. However, the current homepage template is limited in being able to incorporate such a dashboard. Staff would like to be able to update the dashboard easily (no coding necessary) and without consultant involvement once up and running. How would you approach solving this problem? and
 - Discuss last minute requests and how they would be handled.

- The project manager is required to attend in person. A maximum of four people total may attend. Each person in attendance should have a speaking role. At least one person must represent graphic ability and one person must represent web ability.

The presentation room will have internet access and a computer & screen. Firms may choose to bring their own equipment and will have access to the room 15 minutes prior to their presentation. Firms may bring printed materials that can be left behind in addition to the one required piece of printed material.