TREASURE COAST REGIONAL PLANNING COUNCIL

MEMORANDUM

To: Council Members

From: Staff

Date: June 14, 2019

Subject: Redesign of Council’s Website - Consultant Selection Approval

Background

As a quasi-governmental agency, Council must have a website that is accessible to everyone and that provides important and useful information to its member local governments and the public. Council’s current website is obsolete and outdated. It has become cumbersome and difficult to update and edit, and it is not visually appealing or easy to access from mobile devices. In addition, the Americans with Disability Act has been interpreted to require website access by the visually impaired. The goal is to not only have a compliant website, but one that is easy to navigate; contains relevant, useful, and current information; and can be easily updated by Council staff.

In order to effectively and efficiently update Council’s website it has been determined that a professional web design company is needed. On April 16, 2019, Council released a Request for Proposals (RFP) to obtain a qualified web design company to update Council’s website and train Council staff on maintaining the site in the future. A Selection Committee comprised of Council staff members reviewed and ranked the proposals using the criteria provided in the RFP (technical expertise/qualifications; service approach and methodology; project staffing/experience; satisfaction of clients/end users; competitive pricing; and overall aesthetics and functionality of end product). The top five ranked firms are, in order:

1. Adams Media Group
2. Quest Corporation of America
3. Revize
4. Reality Marking Group, LLC
5. Infojini, Inc.

Recommendation

Council should approve the above ranking list as recommended by the Selection Committee to update Council’s website and authorize the Executive Director, in conjunction with Council’s attorney, to negotiate and execute a contract with Adams Media Group. In the event that an agreement cannot be reached with Adams Media Group, then the Executive Director shall begin
negotiations with the next highest ranked firm and so on through the ranking list until an agreement has been reached. Additionally, Council should authorize the Executive Director to expend up to $20,000 for the redesign of Council’s website and associated tasks.

Council Action – June 21, 2019

Commissioner Smith from Martin County moved approval of the staff recommendation. Commissioner Johnson from the City of Fort Pierce seconded the motion, which carried unanimously.