9. WEBSITE REDESIGN -- STRATEGIC COMMUNICATIONS
   FUNDING -- STRATEGIC COMMUNICATIONS
   (Requests sent to 381 vendors)

RFP #24-0042   Contract

	3K Technologies, LLC	Contenda, Inc.	**Exemplifi, LLC**	Gardner Design	Lucara Holdings dba NMCM Global
Website Redesign	$92,750.00	$59,000.00	**$98,500.00**	$34,000.00	$70,000.00
	Revize LLC		Wave Interactive, LLC		
Website Redesign	$92,500.00		$89,450.00		
No Submission	9 to 5 Computer	Anomali	Ardent Technologies Inc.	Aspiree HR, Inc.	Avolve Software Corporation
	Best Buy	Bradshaw Consulting Services	Century Business Technologies, Inc.	Change Works, LLC	Computer Information Concepts
	Cybertron	Datawalk Inc.	ESO Solutions, Inc.	GovOS, Inc.	High Touch Technologies
	Image Quest	Infor Global Solutions Inc.	Inveniolsi	JCG Technologies, Inc.	Justicetrax, Inc.
	KMS Healthcare	JCG Technologies, Inc.	Justicetrax, Inc.	Mindlinc	Netsmart Technologies, Inc.
	One Step	Oxen Technology	Prime Controls	Setworks	Silicon Mountain Memory
	SWYMED	System Tools Software, Inc.	Technology Group Solutions, LLC	Verint Americas, Inc.	

On the recommendation of Lee Barrier, on behalf of Strategic Communications, Anna Meyerhoff-Cole moved to **accept the quote from Exemplifi, LLC in the amount of $98,500.00.** Jennifer Blasi seconded the motion. The motion passed unanimously.

A review committee comprised of Tania Cole - Assistant County Manager; Matthew Hair - Principal Developer; Chantele Crossman - Web IT Architect; Robin Fertner - Senior Graphic Designer; Christina Long - CML Collective, LLC; and Lee Barrier, Purchasing Agent evaluated the proposal responses based on the criteria as set forth in the RFP and the committee agreed to accept the proposal from Exemplifi, LLC.

Sedgwick County Government's website https://www.sedgwickcounty.org/ is the county's largest communication tool where constituents find information about services and programs. For many, the website is the first experience and interaction with Sedgwick County Government departments. It is also one of the main recruitment tools for potential new employees.

The company is expected to work closely with Strategic Communications and the IT department to develop and deploy an upgraded visual appeal, improved visual architecture, and improved ADA accessibility features on sedgwickcounty.org to highlight information and tools that are most desired by visitors. Deliverables will include:

* A website design template and information architecture that prioritizes superior user experience and easy information accessibility.

* A website design style and information architecture that highlights Sedgwick County Government's brand strengths, qualities, and values.

* A website design style that speaks to the needs of prospective citizens and employees without sacrificing the needs of other audiences, including current taxpayers, staff, and the general public.

* An information architecture that organizes content efficiently and logically for primary target audiences, while preserving deeper content structures to meet secondary audience needs.

* Incorporate Search Engine Optimization (SEO) best practices to improve site visibility and content discoverability.

* A website visual design and strategy that is more modular, flexible, fully functional, and that can responsively display across many screen sizes and devices.

* Styling elements that are streamlined and named to indicate semantic purpose rather than physical appearance, to guide editors to use appropriate and consistent styling according to their intended communicative purpose.

* Guidance on best practices for content structure and navigation.

The company is expected to develop documentation and/or training materials for website editors to guide them on best web content management practices. The company is expected to be a strategic partner, having a creative and technical team that will quickly grasp the county brand, values, culture, and strategic directions.

Notes:
This is a proposal, not a bid. Proposals are scored based on criteria set forth in the RFP. There are five (5) components to this RFP:

Component	Points
a. Address proposal objectives	30
b. Quality of Work	25
c. Communication & Previous Experience	10
d. Online Marketing, Design Skills & Experience	20
e. Pricing / Professional Fees	15
Total Points	100

Questions and Answers

Anna Meyerhoff-Cole: We got several responses. Can you kind of explain maybe why we chose Exemplifi just because there is a lot of varying in the prices. I know it's a proposal and not a bid.

Tania Cole: So Exemplifi I believe, gave us the most comprehensive proposal meeting our scope and they had the best experience. We also were able to do a demo with them and were rather impressed with the before and after they could provide for us on their website. Also, I might have Matt weigh in if he can because based on who was on the proposal team, I believe everybody kind of had different things that they were looking for. I was looking for kind of the user ability and the design components. Matt, of course, was looking at kind of the background, the IT architecture background, and then Chantelle Crossman was on there. So what she was really looking for was the ADA accessibility, which Exemplifi, had the best ADA accessibility out of everyone we looked at. So I hope that speaks to that. Matt, if you are on, do you want to speak for IT as to the kind of backbone that Exemplifi has in their proposal?

Matthew Hair: Sure. So Exemplifi has experience using the content management system that we already operate at the county so they will be able to fit in nicely in that aspect. They were also able to deliver a proposal that met all our objectives in a realistic way. They were one of the few who were able to dedicate resources to information architecture which is the important part of this. I think they grasped what we were really after.

Russell Leeds: It would appear to be no other questions. Just as a reminder, pricing was built into the Scoring Matrix in addition to all the other components and the Assistant County Manager gave a great answer and so did IT.