



NOTICE TO SEEK QUALIFIED BIDS
ADDENDUM #1

The Gulf County Board of County Commissioners will receive proposals from any company or corporation interested in providing the following:

Services to Design, Manage, and Maintain the County website: www.gulfcounty-fl.com.

ANSWERS TO QUESTIONS TO DATE IN RED BELOW:

1. In the stated requirements, you list that the “contractor will be responsible for routine maintenance of website and an integrated database.”
 - a. Can you please explain the role you see the of the contractor in making routine maintenance? For example, do you see the vendor making daily changes to the website such as calendar items, and news releases, or are you referring to the maintenance of the website in terms of keeping the functionality up to date with technology, different browsers, devices, etc.? **If we need additional pages integrated, updated technology, different browsers, etc., not daily content. It is our intent that our staff will maintain daily content.**
 - b. Would the County be open to a website that allows County Staff in the various departments be assigned this (and be provided training on it as well)? Please note, that most cities and counties across the US are using CMS technology this way. **Yes.**
 - c. Can you please describe your requirements regarding the “integrated database”? **It is our goal to create a way for each department to create their own databases pertinent to their department. For example, the building department may want to have a database of their contractors, or administration may want a vendor database.**
 - d. I also see this mentioned under the “Design and Development Requirements” where it lists “Database integration for various purposes.” Please go into detail on what you are expecting here. **The County would like to see what the option would cost to develop individual databases as indicated in 1.c. above.**
2. The “Design and Development Requirements” also lists:
 - a. Ability to live stream all board meetings
 - i. Can you please describe your current environment (camera, encoders, etc.) where you are currently videoing the board meetings? I see where you are recording videos and uploading them to YouTube. My question relates to the technology behind the recording. **There are currently three analog cameras in the board room where the**

taping would need to take place most of the time. There are instances where we have meetings in other locations. The County is looking to upgrade existing recording equipment as well as audio and video recording devices. Please supply your requirements for this item. Are you using a company to maintain those? **No**

3. "Other Services" lists management of the website, and other digital marketing services
 - i. Can you please expand on your requirements here? **What are your charges for management of the website (hosting) and what are the charges for providing your recommended type of marketing for the County. We are interested in figuring out how to market the County as a valuable community asset and to provide clear and distinct public service and transparent documentation.**
 - ii. Can you please expand on your requirements for "may be required to attend BOCC meetings, or meeting as directed by client"? **The County currently provides a contract for taping of meetings with existing equipment. It has been determined that this equipment needs to be updated, or we need to update the way we provide the service. What are your equipment requirements for live streaming? How will our staff provide this service? How will you be able to provide it and what is needed by you? Will the county maintain operation of the audio/visual equipment? We are looking for suggestions.**
 - iii. Can you please expand on your requirements for "Reporting and other presentations will be required as necessary"? **The Board may ask for other reports that we haven't built into the system. I'm looking for flexibility in reports available and a list of what is available in your bid. Other presentations depend on the answer in 3.ii above. Depending on how you can provide live streaming to our County, will depend on if we need someone to contract or be present at meetings.**
4. In the "Budget and Timeline" section, it lists services primarily through December 31, 2017.
 - i. Is the County open to longer contracts? Though the development of the site may only span a short time, as a Software as a Service (SaaS) provider, our contracts typically span 5 years and involve keeping the technology up to date, and include a redesign at the end of 4 years. **Yes, we are open to other options. My intent was to get at least a year of service. More would be preferable.**
 - ii. Under the same heading, "Travel to Gulf County, FL through Dec 31, 2017"- How many meetings do you anticipate the vendor attending? We are based out of state, and this will need to be outlined very clearly in our pricing. **This question also depends upon the requirement of whether you will need someone to record meetings to be physically here during the actual meeting, or if you have another option available, that will only require our staff**

to do this function. If you don't require any staffing or contracts of your own, we would not need you to Travel.

5. In the project overview, dynamic content is listed as a possible electronic format. Can you please provide an example of the type of content you'd like to be dynamic?
Live Streaming is the dynamic content.
6. Please describe the functionality or share an example of an interactive map that you would like to emulate. **Roads and parks are examples of these. Our GIS is coordinating with our Public Works department to GPS our signs, roads (paved and unpaved), fire hydrants, etc. in order to prepare for service requests from the public. We would also like to be able to access the parks information from our County map as well and show pictures, locations, amenities, etc.**
7. Can you provide more detail regarding the purpose of the API as it relates to the event calendar? Would you like to incorporate events listed on another site or are you hoping to share the events listed on your site with a another site? If either scenario is true, please provide a list of sites you intend to connect with through an API. **We are looking to create interactive calendar alerts, events and meetings. This would be accomplished through our current Microsoft Outlook.**
8. The RFP describes the need for a database which catalogs partner and consumer information. Are you looking for a customer relationship management tool like Salesforce or will a standard email database with a list of contacts that can be sorted and segmented in many different ways suffice? **It is our goal to create a way for each department to create their own databases pertinent to their department. For example, the building department may want to have a database of their contractors, or administration may want a vendor database.**
9. Do you have a vision for how your social media accounts should be integrated in the new site? Would you like to feature your social feeds within the site content or were you hoping to publish content from your website's content management system to your social media accounts? **We would like the ability to do both, if possible. Take a look at our current website and search our Emergency Operations Center, who currently uses Facebook, Twitter and Instagram. This is a new function for us. We are small, but would like to make sure the functionality is there for us.**
10. The technical requirements are very specific about hosting. Can you please clarify if you're looking for geographic redundancy in your web services or if you're mainly concerned about offsite back up of the site and data? Geographic redundancy is more expensive, so we want to be sure we're providing the correct information. **Offsite back up.**
11. Are there any background materials that you recommend we review to better understand the county's vision and goals? **We are looking for a fresh, up to date site that functions well for our constituents. Please look at other Florida small counties for examples.**
12. Whether companies from Outside USA can apply for this? (like,from India or Canada)
Yes, but we want USA support and maintenance available.
13. Whether we need to come over there for meetings? **Yes.**

14. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada) **Yes.**
However, we require technical support and website hosted in the USA.
15. Can we submit the proposals via email????? **No**

There was an error in the specifications that indicated the deadline was the 11th and elsewhere it stated the 15th. The actual deadline was supposed to be the 15th. However, this deadline isn't sufficient at this point, so we are extending this deadline to April 22nd, due by the same time, 4:30 p.m., E.T. and will be opened on the 25th of April, 2016 at the same time and location.

Thank you,

Administration