

RFP #21080 - Content Management System and Website Audit  
Closed October 20, 2021 at 5:00 p.m.

			Buckeye Innovation, LLC			eWay Corp			* Interpersonal Frequency *			Jesse James Creative		
Proposal Scores		Maximum Weight	A	B	C	A	B	C	A	B	C	A	B	C
1	Evidence of experience & references with similar projects	20	15	18	17	12	12	13	18	20	19	15	15	12
2	Expertise of personnel	20	15	15	17	12	15	10	18	20	19	15	13	12
3	Applicable resources	20	13	17	15	15	15	13	18	20	19	15	12	15
4	Functionality and technical ability of the proposed solution	25	14	20	20	15	15	17	22	25	24	15	17	5
5	Price	15	15	15	15	13	13	13	5	5	5	13	13	13
	Total	100	72	85	84	67	70	66	81	90	86	73	70	57
	Average Score		80			68			86			67		
	Cost Proposal		\$64,200.00			\$76,900.00			\$277,450.00			\$72,850.00		

\* Interpersonal Frequency recommended for award as best value proposal.

## Comments from Evaluators

### Proposer 1 - Buckeye Innovation, LLC

Solid presentation and response.
Concerns over team size and the timeline proposed.
Didn't demonstrate understanding of depth of audit component
While they have some experience with government clients they are a very small team. The scope of this project may quickly overwhelm their resources, extending the timeline and costs associated with it.
While not as clearly defined, the process for the project seemed solid. However, less detail was provided on the content audit and review process. The content review is a key aspect of this project. This firm has worked on some similar projects but they were not exactly the same (local government similar to Independence with a full audit and development). The proposed solution was wordpress which is very common and would provide the needed functionality. However, there were not as many add-on options available which might slow down future functional growth. The proposed project timeline would likely not be long enough to complete a full content audit and develop the website.

### Proposer 2 - eWay Corp

Would have appreciated having the proposed PM on the presentation call
Did not demonstrate understanding of full depth of audit portion of RFP
Presentation was not as in depth as others
RFP response was very high level and seemed generic
This group has experience with similar projects but there are significant concerns with how they would work through our unique challenges and represent us to other clients. They also did not answer questions during presentation as well as others had.

While this firm proposed a similar technical solution to others, it was clear that this firm might be difficult to work with. During the presentation Independence staff was interrupted and talked over several times and it appeared as if they were not listening to the questions we were asking. I did not have confidence that they fully understood the scope of what the City needs and therefore I can't recommend this firm.

Proposer 3 - Interpersonal Frequency

Best presentation, included the whole project team
Good understanding of audit component
Clearly defined training for staff
Project plan and implementation were thorough and included all components of the RFP
Staff was knowledgeable on presentation call
Weekly status updates provided from PM
Demonstrated understanding of city's vision for website
This was the most well-rounded presentation and proposal showing not only experience with similar projects but a familiarity with the challenges we face. The solutions they provide, answers to questions, training plans, and support were all right on target.

Interpersonal Frequency clearly expressed a well developed project plan that would help increase the likelihood of identifying requirements of the project, developing the end product within a timely manner and support the website into the future. This firm has also worked on many similar projects, most recently they developed the website for Johnson County, KS. Johnson County provided a very positive reference for this firm. This firm has significant government website experience. The approach to content review and audit should produce more focused content and a clean and usable site navigation and organization. There is extra value added through the proposed hosting platform. It provides a high level of reliability and service monitoring. The staff with this firm possesses a wide variety of skills and years of experience. The proposed solution provided all of the requested functionality as well as optional add on functionality that will provide the City with the opportunity for future functional growth. This team members from the firm were skilled communicators, which will be good when working with both staff and elected officials

Proposer 4 - Jesse James Creative, Inc.

Had some concerns about mobile compatibility
Don't want to be locked into a propriety CMS
Good presentation, but project team was not on the call
RFP response was the most visually appealing
While Jesse James brings an "out of the box" perspective to the project, their proposal is a proprietary system that would require significant changes if/when contract ended. Also have significant concerns on the ability to translate pages for mobile.
The proposed solution was a proprietary CMS. Not only did the software not offer the functionality required by the City, this solution would lock the City in with this vendor. This is not the right match for the City and I cannot recommend them.