



CITY COMMISSION ORDINANCE/RESOLUTION

TITLE: Resolution 25-29 (Administration)

DATE: May 13, 2025

DESCRIPTION: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF COOPER CITY, FLORIDA, REJECTING ALL PROPOSALS SUBMITTED IN RESPONSE TO RFP 2024-7-CM; AUTHORIZING THE CITY MANAGER, OR THE MANAGER'S DESIGNEE, TO NEGOTIATE A CONTRACT FOR WEBSITE DESIGN, DEVELOPMENT, AND HOSTING SERVICES IN THE BEST INTERESTS OF THE CITY PURSUANT TO SEC. 2-258(i) OF THE CITY'S CODE OF ORDINANCES; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

CITY MANAGER RECOMMENDATION:

It is recommended that the City Commission reject all proposals submitted in response to Request for Proposals (RFP) 2024-7-CM, Website Design, Development and Hosting, and authorize the City Manager to negotiate a contract with a Proposer pursuant to Sec. 2-258(i) of Cooper City's Procurement Code.

BACKGROUND OF ITEM:

The City advertised RFP 2024-7-CM on September 25, 2024, under full and open competition to procure website design, development, and hosting services. Thirteen responses were received upon the proposal's due date of October 24, 2024. Proposals from Apptegy, Inc., CivicPlus, LLC, Consultadd Inc., DeepSleep Studio LLC, GHD Services Inc., Granicus LLC, Leap Agency, MCCI, Nation Media Group, Planeteria Media, Spatial Data Logic LLC, Silverlogic, LLC, and VUP Media were opened on October 24, 2024, reviewed for responsibility and responsiveness, and reviewed and evaluated by the Evaluation Committee members. An evaluation meeting was held on November 12, 2024, in which each proposal was scored based on the technical criteria listed within the solicitation. Proposers were ranked based on their technical score and subsequently evaluated for pricing.

The City held extensive negotiations with Apptegy, Inc., the highest-ranked proposer; however, the City was unable to negotiate an agreement which fully conformed to the terms and conditions outlined within the RFP. City staff determined it was not feasible to move to the next highest ranked Proposer(s), due to Section 1.7 of the RFP, which states: "proposals and prices quoted in the solicitation will be firm for acceptance by the City for a period of at least one hundred twenty (120) days from the proposal due date." As such, the City recommends rejecting

all proposals because more than one hundred eighty (180) days have passed since the proposal's due date.

ANALYSIS:

The strategic plan for the City's website redesign focuses on improving public service delivery, communication, and operational efficiency by addressing the need for a modern design, enhanced user experience, and robust e-government capabilities. The goal is to develop an intuitive, user-friendly platform that supports a range of digital services, including online permits, forms, registrations, payments, and other e-government transactions. The new website will align with the City's branding, offering a family-centric, professional look, and will be responsive across all devices. It will utilize secure, scalable technologies and be hosted on a reliable platform to ensure optimal performance. This redesign will enhance access to City services, promote citizen engagement, and provide a modern, efficient digital experience.

STRATEGIC PLAN:

Upon the rejection of all proposals, the City intends to waive procurement procedures and negotiate an agreement pursuant to Sec. 2-258(i) of the Cooper City Procurement Code. A robust content management system (CMS) is essential to delivering timely, accessible, and user-friendly digital services to residents. Cooper City's current CMS lacks multiple capabilities, including mobile responsiveness, accessibility tools, integration with social media platforms, and e-commerce, which could significantly enhance the City's ability to inform and serve the public. Re-advertising the solicitation would result in unnecessary delays in implementing a much-needed digital transformation and delaying improvements that directly impact service delivery and compliance with accessibility standards.

FISCAL IMPACT:

The FY25 Budget has \$32,000 earmarked for Website Hosting and Implementation. If we were to need more, we could possibly dip into the General Fund Contingency. Or, this late in the fiscal year, we could budget for additional funds in FY26.

<u>General Ledger Acct. Number</u>	<u>Budgeted Amount</u>	<u>Current Balance</u>	<u>Requested Amount</u>	<u>Remaining Amount</u>
001-110-534410-512	\$32,000	\$32,000	\$32,000	\$0

DUE DILIGENCE:

Due diligence was conducted in accordance with Procurement Procedures to determine vendor responsibility, including verifying corporate status and that there are no performance and compliance issues through various vendor responsibility lists and a keyword internet search. The lists that were referenced included convicted vendors, debarred vendors, delinquent contractors, suspended vendors, and federal excluded parties. There were no adverse findings relating to vendor responsibility.

ALTERNATIVES:

The alternatives would be to enter into a contract with a Proposer pursuant to Sec. 2-258(i) of the Cooper City Procurement Code or re-advertise the solicitation, which could potentially take an additional five months to award.

ATTACHMENTS:

1. Resolution 25-29
2. RFP 2024-7-CM – Pricing Proposal Score Sheet
3. RFP 2024-7-CM – Evaluation Committee Scoring Sheet
4. RFP-2024-7-CM – Solicitation Packet