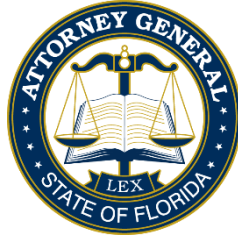


**STATE OF FLORIDA**  
**DEPARTMENT OF LEGAL AFFAIRS**  
**OFFICE OF THE ATTORNEY GENERAL**



**REQUEST FOR PROPOSALS**

**RFP DLA 2021.05**

**WEBSITE MODERNIZATION**

**ADDENDUM NO. 3**

**FAILURE TO FILE A PROTEST WITHIN THE TIME PRESCRIBED IN SECTION 120.57(3), FLORIDA STATUTES, OR FAILURE TO FILE A BOND OR OTHER SECURITY WITHIN THE TIME ALLOWED FOR FILING A BOND SHALL CONSTITUTE A WAIVER OF PROCEEDINGS UNDER CHAPTER 120, FLORIDA STATUTES.**

In accordance with Section 2.3, Addendums, The Office of the Attorney General hereby formally amends the Solicitation as follows:

1. Section 4.3 (n) has been removed.
2. Section 6.2 is revised, and changes are highlighted in yellow.
3. Section 6.2.1 is revised, and changes are highlighted in yellow.
4. Section 6.3.1 is revised, and changes are highlighted in yellow.
5. Addition of Attachment G – Users and Visits
6. Addition of Attachment H – Sessions and Page Views

**6.2 Evaluation Criteria**

The OAG will evaluate Proposals against all evaluation criteria set forth in Section 6.2.1 in order to determine the Proposal(s) most advantageous to the OAG. Points are allocated

## Addendum # 3 - RFP DLA-2021.05

as follows:

Technical Proposal	365 points
Price Proposal	185 points
MAXIMUM AVAILABLE POINTS	550 points

### 6.2.1 Technical Proposal Scoring

Technical Proposals will be scored by the Evaluation Team in the areas indicated below. Each Evaluator will score the Proposals separate from the other Evaluators. The raw scores in each evaluation area from each Evaluator will be totaled. The total scores from each Evaluator will be then averaged together, to determine each Respondent's Technical Proposal score.

Evaluation Criteria	Maximum Points
Title Page and Transmittal Cover Letter – Section 5.5.1	Removed
Respondent's Narrative Response addressing Sections 4.3 through 4.7 – Scope of Work	340 points
Business/Corporate Information	25 points

### 6.3.1 Price Proposal Scoring

Scoring of the Price Proposals will be based on the Respondent's total proposed price (including all proposed unit prices and fees), up to the maximum points specified in Section 6.2, of this RFP. The total proposed price will be scored in accordance with the below formula, with the maximum number of points awarded to the lowest total price.

Items/prices will be weighted in the following manner:

Evaluation Criteria	Maximum Points
Grand Total of Website Development	130
Grand Total of Renewal Years	55

#### Website Development

Maximum Price Proposal Points (130) x (Lowest Price Proposal / Respondent's Price Proposal) = PRICE SCORE FOR WEBSITE DEVELOPMENT

### **Addendum # 3 - RFP DLA-2021.05**

#### **Renewal Years**

Maximum Price Proposal Points (55) x (Lowest Price Proposal / Respondent's Price Proposal) = PRICE SCORE FOR RENEWAL YEARS

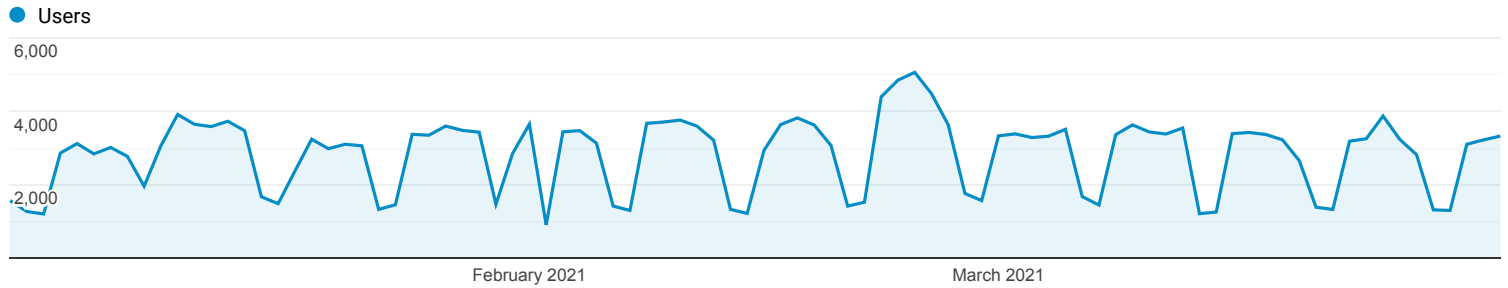
Total Points for Website Development + Total Points for Renewal Years = TOTAL POINTS AWARDED

## Audience Overview

**All Users**  
100.00% Users

Jan 1, 2021 - Mar 31, 2021

### Overview



Users  
**216,843**

New Users  
**211,096**

Sessions  
**284,504**

Number of Sessions per User  
**1.31**

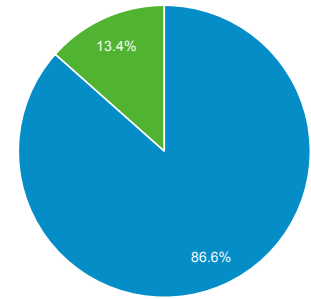
Pageviews  
**658,880**

Pages / Session  
**2.32**

Avg. Session Duration  
**00:01:50**


Bounce Rate  
**65.66%**

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	202,687	93.19%
2. en	5,499	2.53%
3. en-gb	2,537	1.17%
4. zh-cn	1,415	0.65%
5. es-us	1,031	0.47%
6. es-419	647	0.30%
7. en-ca	601	0.28%
8. es-es	415	0.19%
9. en-au	285	0.13%
10. c	149	0.07%

Frequency & Recency

 All Users  
100.00% Users (100.00% Sessions)

Jan 1, 2021 - Mar 31, 2021

Distribution

Count of Sessions


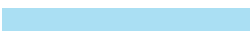

























Sessions  
**284,504**

% of Total: 100.00% (284,504)

Pageviews

**658,880**

% of Total: 100.00% (658,880)

Count of Sessions	Sessions	Pageviews
1	211,197 	455,836 
2	28,853 	74,996 
3	10,290 	28,784 
4	5,298 	15,975 
5	3,239 	10,036 
6	2,079 	6,956 
7	1,486 	4,984 
8	1,069 	3,803 
9-14	3,513 	12,139 
15-25	2,702 	10,937 
26-50	2,533 	9,482 
51-100	2,429 	7,571 
101-200	1,994 	5,329 
201+	7,822 	12,052 