

ADDENDUM No. 1

VENDOR QUESTIONS AND ANSWERS

WEBSITE REDESIGN

No. 22-0831-RFP12

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Answers to each question posed is posted below in [blue](#).

Q. How many non-technical content editors do you want to allow to edit the new website?

A. [We will have about 5 non-technical content editors to review and edit the new website.](#)

Q. How many pages and documents are on the website today?

A. [280+ webpages](#)

Q. Would you like for Revize to migrate all the content into the new one?

A. [We would like the selected contractor to migrate content into the redesigned website; however, it will be selected content. Not all content will be migrated.](#)

[We would like to integrate as many Internet, social media, and communication applications as possible.](#)

Q. Can you give us any idea on the budget range for this project so we can get the proper discounts to fit your budget?

A. [The DeKalb County Board of Health \(DCBOH\) does not provide budgets for its solicitations, but rather request each vendor to provide a budget for their service\(s\).](#)

Q. Do you have a budget you can share for this project?

A. [No.](#)

Q. You note that you are looking for hosting recommendations - are you looking for pricing options for this?

A. [Yes. Please provide pricing options for web hosting recommendations.](#)

Q. Is there an incumbent contractor currently supporting this requirement?

A. [No.](#)

- Q. Is there a budget range or ceiling that has been established for this project?  
A. Yes.
- Q. What is the estimated timeline for completion of the project?  
A. We do not have a completion date in mind. We are expecting interested vendors to tell us what their timeframe of completion will be and why.
- Q. Who built the current website?  
A. The site was designed and created by an internal staff member.
- Q. When was the website last redesigned?  
A. The last website redesigned was approximately 6+ years ago. Not sure of the exact time frame because it was developed in phases.
- Q. Will you need the selected vendor to create content (textual, video, imagery, etc.)? Will copywriting services be required?  
A. Yes.
- Q. Is there a current vendor that maintains the current website?  
A. No.
- Q. How many authors, managers, and contributors do you anticipate the new website having?  
A. Approximately, 10 – 15.
- Q. Does DeKalb County Health have a preference for a CMS platform? We see the current website is built on WordPress, do you have a preference to stay on that CMS platform?  
A. We prefer WordPress as its user-friendly, but we're open to suggestions from contractors.
- Q. Can you provide more information on the e-commerce requirements of the project?  
A. We're looking to improve e-commerce for the Office of Vital Records (birth and death certificates, etc.) and establish e-commerce for the Division of Environmental Health (permits, etc.). We want the contractor to propose e-commerce solutions.
- Q. Why are you redesigning and rebuilding your website now? What is driving this effort?  
A. See the website redesign RFP for details.
- Q. Can you discuss pre-existing constraints on the current technology used. Is there a particular preference on the implementing technology used, and if so, what is the reason for the preference?  
A. We're looking to contractors to assist us in assessing the current website and improving it.
- Q. Have usability testing, card sorts, or focus groups already been conducted on the current site? If so, will that data be shared with the awarded vendor?  
A. No. We are looking to the vendor to provide services regarding usability testing, card sorts, or focus groups.

- Q. Do you have any objections or obstacles to working with a Canadian company?  
A. We would prefer to work with a company from the USA.
- Q. What is the current monthly website traffic pattern(s)?  
A. 25,000 – 50,000 visitors per month per Google Analytics
- Q. Please provide the analytics for January through December 2021 altogether in one report, if possible.  
A. 27,899 sessions, 52,552 page views, 1m 45s avg. Session duration and 53.64% bounce rate.
- Q. Are you looking for in-state bidders, or are you also open to bidders from other states?  
A. We are open to receive both out of state and in-state bids.
- Q. Do you have any development or programming capabilities in-house?  
A. No. We want the chosen vendor to assist us with web development.
- Q. What are the strategic priorities and pain points that need to be addressed in the new designed website?  
A. Please refer to the website redesign RFP for details.
- Q. Do you expect vendor to create the content for the new site as a part of the project?  
A. We will provide most of the content; however, if there are recommendations for general information-related content, then the vendor is encouraged to provide it.
- Q. Is there any content/pages that need to be migrated to the new site? If yes, provide number of pages for content migration.  
A. There are some content/pages that will need to be migrated, but we are not able to provide the number of pages.
- Q. How many and what types of templates do you anticipate requiring for the new site design?  
A. This information will be assessed after the award of contract.
- Q. Integration of video - Do you want to link videos from YouTube and/or other platforms or would you like to have the media content self-hosted?  
A. We want the ability to link videos from our YouTube or other platforms.
- Q. Are you looking for any kind of post-launch support and maintenance?  
A. Yes. Please ensure your proposals detail what post-launch support and maintenance would include (services, cost, frequency [example: yearly], etc.).
- Q. What websites do you aspire to?  
A. We are looking to contractors to provide suggestions for this part of the website redesign.
- Q. What was the last spent on the contract?  
A. This will be an initial contract award.

- Q. What is the budget for this project?
- A. The DeKalb County Board of Health (DCBOH) does not provide budgets for its solicitations, but rather request each vendor to provide a budget for their service(s).
- Q. Training for DCBOH staff – How many staff members require training?
- A. Three (3).
- Q. We are an AWS Public Sector Partner for cloud hosting. Are you open to host the new website on AWS Cloud?
- A. Because we are unfamiliar with AWS Cloud, please describe and detail what this entails so we can discuss it as a team when we review your proposal. Please also outline the advantages/disadvantages to using this host site.
- Q. Do you have project completion date in mind?
- A. We do not have a completion date in mind. We are expecting interested vendors to tell us what their timeframe of completion will be and why.
- Q. Can you elaborate this point - Establishing e-commerce for our Division of Environmental Health (licenses, permits, etc.)?
- A. We are looking for contractors to provide suggestions for the Division of Environmental Health's required licenses and permits, and other required documents to be accessed under their section of the website redesign.
- Q. Is there any additional context around this requirement: "Indexed document archiving and retrieval system"?
- A. We are looking for contractors to provide suggestions for this part of the website redesign.
- Q. What are the use-cases for "Incorporate Geographical Information System (GIS) maps and/or data"? Are any existing tools/services in use today?
- A. We have staff who create GIS maps so we'd like proposals to include tools/services to incorporate them into our website. We welcome all suggestions.
- Q. Is the current translation system working well? Would there be a need/desire to switch to manual translations over machine translations (Google Translate), which may provide better translations but require more effort?
- A. The current website translation system works ok but we're open to different options for machine translations and encourage you to include this option of service in your proposal, detailing the advantages/disadvantages to your proposed use as opposed to the current translation system.
- Q. Would there be a significant change to the amount of content needed for the new site (based on the amount on the existing site)?
- A. This would depend on the proposal's website redesign work plan.

- Q. Would any PDF-based forms be migrated into web-based forms?
- A. In this regard, we welcome your ideas and suggestions; however, any web-based form would be required to be HIPPA-compliant.
- Q. Are we responsible for content editing/writing/ensuring adherence to federal plain language guidelines?
- A. Yes. With that said, our Communications and Media Relations Department would be involved with reviewing, editing and approval of all website content (i.e., text, graphics, etc.).
- Q. Can you please clarify what is meant by “unlimited rounds of revisions”?
- A. This merely means that there can be 2 revisions, 5, revisions or 20 revisions before we are in agreement to go to production. The intent is to convey that we do not limit the need to get a matter right prior to production and do not want a vendor to limit this effort, or to work in that vain.
- Q. What are the anticipated page views per year? What do you have currently?
- A. We do not necessarily have a goal for a certain amount of page views after the web redesign, but we do get 25,000 to a little over 50,000 page views a month.
- Q. What is the preferred timeline for this project?
- A. We have not set parameters for this project but would like for the offerors to let us know a timeline. The only timelines we have at this time are noted in the RFP for us to receive your bid response.
- Q. In the RFP it mentions that the contractor will provide word press content system management system development, does this mean that you are looking for word press going forward or is that to exist with the existing site?
- A. Right now, we use word press because it is the easiest and most used platform, we are open to other options, but right now word press is the most preferred platform. If there are other platforms that can be suggested, we are open to hearing them.
- Q. How many employees are managing the admin end of the website?
- A. Approximately 10 employees having varying degrees of admin management of the website.
- Q. There are multiple broken links on the website and these links are mainly for PDFs, I’m wondering the reason why the PDFs are being removed instead of marking them outdated? Do you want to post the PDF and when it is not available you want to remove it?
- A. We are currently going through a transition and making updates to the site, which is only one reason why we put this out to bid. We are looking at the Contractor of award to give us some recommendations on how to move forward.
- Q. Is it correct that the website was redesigned back in 2019 after 7 or 8 years? I was wondering why the website is being considered for redesign in such a short amount of time.
- A. Yes, some updates have been done and right now we are making revisions and updates based on the previous design which is also why you may see some broken links. The previous redesign

was not a complete overhaul; however, this time we are looking for external expertise for a total redesign.

Q. Can you describe in detail your current language content translation process? Is there an existing language translation relationship or contract?

A. Generally, when we have things translated, there is a tool that automatically translates the entire website to the language selected from the drop-down menu located at the top of the homepage. Some content translation is done in-house for some of our bi-lingual staff. We do not have website translation service contracts.

Q. Is there an established content strategy in place? Is there a voice tone, is there a process in place for producing content, a purpose specified for producing content, workflows, and governances in place? Or is it more like, "we need it up, let's get it up"?

A. We would say it is more of the later. To give more background, website development just moved to the Health and Assessment Program area of responsibility over the last 6 months to a year. One of the recommendations was to obtain external expertise to actually come in and develop the website; hence, this solicitation. As a team, we've talked about processes, purpose, content and the need to formalize the process with the awarded vendor. The vendor is encouraged to explain and detail their perspective and recommendations for the same.

Q. Are you looking for a vendor to provide content or will you need assistance with the content?

A. We will create the content.

Q. For user experience, have you done any interviewing or user experience on the site to build any of that up, are you looking for a partner to be able to help you with that and go through some of the user experience processes whether it be interviews, focus groups, personas and such?

A. Currently that is not something we have explored but are interested to explore and would like the vendor to assist in that effort. Please address this in more detail in your bid response.

In terms of improving the user experience, just making sure we have a website that meets the residents' needs and is clear and easy for them to understand and navigate.

Q. Is Google Analytics optional?

A. At the moment Google Analytics is the only tracking software that we use, but if there are other suggestions, we are open to hearing them.

Q. Are there processes in place to support new e-commerce for the division of environmental health? Would you expect a firm to work with you closely to figure out or establish the fulfillment process or is that something that will be handled by DCBOH to come back and tell us to plug in the technology? As far as the fulfillment in the background, I assume there is a process for permitting already in place, how we tap into that and produce that digitally or get that mailed out somehow, will you need any help on figuring out that human process behind the scenes?

A. We do not and that is something that was a part of the RFP.

At the moment, we use a platform called WooCommerce which is handled in-house. When we have issues arise, we fix it or reach out to our hosting company GoDaddy for assistance. We are looking to transition to a third-party platform like Shopify. We are open to the suggestion of other tools. If you know any other platforms that work better or may work for us, just let us know.

Yes, we will need help figuring out the human process behind the scenes.

Q. Do you have a preface for local Georgia based vendors?

A. For this solicitation, we are open to receive in and out-of-state bids; however, we are often prone to local state businesses.

Q. Would you expect or welcome any user testing, (going out into the community, talking to the community to see how the website can serve their needs better, what questions it could answer, what information it could provide) is that in the scope of the website redesign?

A. Yes. We do welcome user testing, that would be part of the goal of the redesign. We want to take all measures possible to ensure that the website is usable and understandable and meets the needs of the DeKalb County Community. So, user testing would be a great addition to that to make sure we are meeting the needs of the community.

Q. Do we feel like those traffic numbers represent an appropriate amount that supports the community? Do we feel like the website has opportunities to support the community in better ways?

A. These are analytics from the later part of 2021, so during the holidays we may have less web traffic. Also take into consideration that we are between the Department of Health for Georgia and the CDC, so some of that traffic does go directly to their site, even though we are the maintenance department for our county. So, there are multiple factors that effect that number, sometimes it may be greater, or it may be less but on average it ranges from 25,000 to 50,000 per month.

Absolutely, yes. That's why we are moving forward with this solicitation, because we do feel that there are great opportunities for better service to the community through a new website redesign.

Q. Are digitized secure forms in scope to apply for services?

A. At the moment, we do have various forms that are being used that are HIPAA compliant so that's a big piece making sure all of our forms are HIPAA compliant. At the moment, I think the main platform we use is ok, but as stated earlier we are always open to hearing and considering what can work best for the organization.

Q. How about career page integration, are you using a third party for loading jobs?

A. Our Office of Workforce Development does want some updates to our careers page. From what I understand, currently they go in and post the jobs themselves, they have access to the backend. I do not believe we currently have a third-party automatically uploading those positions. We definitely welcome that opportunity, if possible, but I will say it's something that we would have to make sure is ok with Georgia Department of Public Health HR or our office

of Workforce Development to see what platforms might be possible to do that with. So, we welcome all proposals and suggestions. We can iron out those details further down the line and see what that would look like for our specific situation.

- Q. In the pricing chart, there is a section for monthly reports. We would like to know what these monthly reports would be. Just some details on it would be great.
- A. I would think that the proposal would include some key deliverables as we go through the months developing the website. So, the monthly report will reflect on the progress of where we are in meeting those key deliverables.
- Q. I see that the Board is using PayPal as the merchant provider. Is there any specific criteria to select PayPal as the merchant provider or will you consider any other merchant provider as well?
- A. We are open to recommendations.
- Q. How much does price play into selection versus the best solution?
- A. Our committee will meet to establish criteria for how the bid responses are to be graded, assigning point value to each question for response. Before the solicitation close deadline, it is a requirement that all questions and criteria are set and firm for grading of each bid response received. This is to ensure fairness in the process. There is a cost component, but it does not present to the team for consideration during the grading period. We look at quality of offer and service(s) to meet the need(s) of the citizens of DeKalb County. Once all scores are tallied and confirmed, the Committee meets again to discuss the top two or three highest scoring vendors in making the award, then cost is considered and discussed. If the preferred Contractor's cost is out of range, the Procurement & Contracts Supervisor will call the vendor to negotiate cost.

In this process, cost is the Committee's last consideration as quality of products and services to our constituent's is our first priority. If we are unable to come to agreement in negotiation of cost with the first vendor of preferred award, we move to the second vendor for consideration of award, so on and so forth.

- Q. So, it sounds like you decide and identify that vendor, so you won't have a finalist group or a round of presentations or anything like that for this particular proposal, or will you?
- A. We generally do come away with first, second and third place candidates for consideration. At this time, I don't want to commit to say how we are going to see it. We decide that once the proposals come in and we start going through them to see what offers are available for consideration.

## **Dekalb County Board of Health**

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