



CITY OF DAHLONEGA
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WEBSITE DESIGN, DEVELOPMENT, AND HOSTING #2022-014

ADDENDUM 2

Addendum Issue Date: Wednesday April 27th, 2022

Addendum Subject: Meeting Summary of Questions and Answers

Addendum Page Numbers: 7

1.0 Pre-Proposal Meeting Summary

The following questions were asked and answered in the pre-proposal meeting held on April 18th, 2022 at 2:00 pm. We had in person attendees and several companies tune in via Zoom. Please see the pre-proposal sign in sheet for the list of attendees.

1. Is there a budget or NTE amount?
We have not been given a firm budget or NTE amount.
2. Is there a preference for CMS Software?
We do not have a preference. We ask that is the CMS is user friendly.
3. Would you consider extending the proposal due date?
No. The proposal due date is May 5th, 2022, 2:00 pm
4. Is there an incumbent for this work?
App Studios, located in Dahlonega.
5. For content management, do you want us to upload the content to the website or do you want to upload it yourself?
As as we go through discovery, we would like the vendor to data map the site and the city will decide what content we are going to keep and what we want removed. We would provide you with the content of the site and ask the vendor to refresh the language and look and feel of the content.
6. What is your current spend on annual maintenance and support?
We spend \$1,000 per month on our current website service contract.

7. Does this website integrate with other applications or is it a stand-alone site?
We have links that go out to third-party processors for utility bill and court fine payments. We have the Dahlonga Downtown Development Authority(dahlongagadda.org) and North Georgia Film (northgeorgiafilm.org) that connect to our main site dahlonga.gov
8. When was the current site built?
2017
9. Is the current site running on a specific CMS?
The site is currently running on WordPress.
10. Any specific pain points with the current website?
In some ways we have restricted access to our site. Occasionally we need to make a change or post content immediately for the public and are unable to do so. Our desire is to have a user-friendly site so that trained staff can make these changes when needed and manage our content more efficiently. We are looking for more ease of use for the end users by implementing a search function and two-click initiative so that users can find what they need faster. We are looking for a site that matches the vibrant feel and look of the City of Dahlonga.
11. Do the documents that you upload need to comply with section 508 requirements?
Yes, we need to make as many documents as possible comply with section 508 requirements.
12. Are there any similar sites that you like?
www.cityoftoccoa.com; www.gainesville.org; www.roswell.gov
13. Is it okay for the vendor to be 100% remote? (US based)
Yes. The chosen vendor will not have to come on-site if they so choose.
14. Usually, document remediation is a separate service. Should this be quoted separately?
No. We will issue a separate RFP for this service.
15. What is the desired go-live date for the new site?
Our desired launch date is January 2, 2023, with migration occurring at the end of 2022.
16. Will hosting be on-site or off-site?
Hosting will be off-site.
17. How many internal users shall be involved in updating the content to the site?
There will be no more than 8 employees updating content once we go live.
18. Should we provide the pricing in two components? One for the redesign and build and one for the ongoing maintenance and hosting?
Yes, you can price those services separately.
19. Will all the questions asked here be addressed in the addenda?
Yes, all questions will be addressed in addendum 2.

2.0 Written Questions and Answers

The following questions were submitted in writing to the Purchasing Agent by the question deadline, Friday April 22nd, 2022, at 12:00 PM.

1. Is it safe to assume the City would prefer a vendor that is local to Dahlonega? Would out-of-state vendors be seriously considered?
The work can be done remotely, so all eligible vendors can submit proposals.
2. Does the City have a brand standard guide that will be made available to the chosen vendor?
Yes, we have a brand standard guide that we can provide to the chosen vendor.
3. How many employees at the City will need to be trained on the new website?
Approximately 8 employees.
4. Could you please provide the count of static pages, dynamic pages, and forms present on the website?
All pages are static and do not change based on the visitor, there is 1 form for open records requests.
5. Do we have any calendar implantation on this website?
Yes.
6. Do we have any external service implantation on this website?
Yes.
7. Can companies from outside the USA apply for this?
No.
8. Can we perform the tasks (related to the RFP) outside USA? (like India, Canada)
No. Georgia State law has immigration laws in place regarding service vendors. This information can be found in the E-Verify and SAVE affidavits included in the proposal.
9. Can we submit submissions via E-mail?
No. Per page one of the RFP, electronic submissions via e-mail will not be accepted.
10. We are using our own content management software called SmartWCM, is that okay for your website? **Will do not have a preference on CMS, we will review all proposals and choose the best option for the City of Dahlonega.**
11. Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in your previous website?
We do not have a budget to share for this project. We have paid \$1,000 per month for website services since launch in 2017.
12. Who are your primary and secondary users?
Our primary users are utility customers, city residents, and other agencies. Secondary users are city staff.

13. Would you like detailed research in terms of your audience in the form of an audience needs assessment?
We are not interested in an audience need assessment.
14. Is there a specific event driving the launch date?
There is not a specific event driving the launch date.
15. What is the current hosting environment?
It is hosted in an off-site service environment. This can be changed as we are looking for recommendations from proposers on hosting.
16. How many site administrators will you have?
3 site admins, the rest will be staff users with limited access.
17. Will you require different level of admin permissions?
Yes.
18. Do you expect copywriting or editing services as part of engagement?
Yes, we expect editing for the initial site roll-out and launch.
19. Is there a preference for open or closed-sources content management systems?
No preference.
20. We have several employees who work under a 1099 status as opposed to a W2 status. However, they function generally as employees. Are they considered subcontractors?
Yes.
21. “Review, maintain, and update the existing City of Dahlenega for accuracy, currency, and functionality” could mean anything from minimal effort of maintaining WordPress security updates to significant work on the site. What LOE should we plan for on that maintenance function while the new site is being designed?
We anticipated it will be a minimal level of effort.
22. We see similar city or county website RFPs with budgets ranging from \$25K to well into six figures. Where in that range are you expecting to fall?
While there is no formal budget, we expect to be in the lower end of that range.
23. Please describe your current website team. What are their primary skillsets?
Most of the work done on our website is outsourced. City staff member who has access to WordPress have a basic knowledge and know how to use pre-set templates to post information.
24. Are there multi-lingual requirements? Is Google Translate or similar sufficient?
No. The City does not need a multi-lingual option at this time. Google Translate or a similar program is not need.
25. Please list the WordPress plug-ins in use on the site.
Plug-ins used are as follows: Accessibility Suite by Online ADA, Adminimize Advanced Custom Fields PRO, Custom Related Posts, Disable Comments, Events Manager, EWWW Image Optimizer,

Formidable Forms Pro, Google Language Translator, Google XML Sitemaps, Post Type Switcher, Redirection, The SEO Framework, User Role Editor, Widget Short code, WP Cerber Security, Anti-spam & Malware Scan

26. Please describe any custom WordPress plug-ins in the site.
There are no custom plug-ins.
27. Is the site theme custom, or built on a standard base theme such as Genesis?
This is a custom-built theme for the purpose of the City of Dahlonega.
28. Does the search need to index the contents pdf/doc files?
Yes, active files only. We need to have a mechanism that once files are archived off, it does not bring them up in search results.
29. Please describe all third-party systems that are embedded or iFramed into the site.
We are only aware of Youtube videos. Major functionality, events, forms, etc are handled through the core functions, they are not embedded.
30. Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.
We would prefer multi-factor authentication.
31. What are the data storage requirements for the site?
We are unsure of what new a site would need.
32. Google has about 940 web pages and 100 pdf files indexed on the site. Is that accurate?
Total pages: 70, total posts:99, total FAQs: 44, total departments: 24, total documents: 143, total meetings (council meetings archive): 347, total events: 445, total published (including private) 1,173 showing as published.

For PDF documents, at a minimum 490 are currently linked (each document post type and meeting post type have at least one linked file. 1,309 total PDF media items have been uploaded to the library.
33. How much of the site content might be obsolete and not needed on the new site?
Approximately 35%
34. Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type, please specify One main theme for site dahlonega.gov, two sub themes for dahlonegadda.org and northgeorgiafilm.org
35. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep the site patched and secure?
The successful firm will create and maintain the site.
36. Do you need help with optimizing SEO and driving the right traffic to the site post-launch?
No.
37. Are you looking to obtain a complete redesign for the new website? This includes new branding.
We are looking for a complete redesign but do not need new branding.

38. Are there any hosting providers you cannot work with due to security/compliance concerns?
Not to our knowledge.
39. Can you provide traffic statistics for the site currently?
Generally, between 3,500-5,500 visitors per month.
40. In section 2.2 you mention requiring the vendor to “review, maintain, and update existing City of Dahlonega website”. What types of updates and maintenance do you foresee?
Security, assisting with the post new items, bridging the gap before new site goes live.
41. Does your team have media files such as photography and video to utilize on the website or do you require the vendor to source/create such media files?
The City will provide content for the website
42. Would you like to add other one-click social media profile join buttons for other social media platforms?
The City of Dahlonega will need Facebook linked to dahlonega.gov; dahlonegadda.org will need Facebook, Instagram and Twitter linked.
43. In section 5.2.2.(1)(a) you require a Transmittal letter, referred in 3.1 (a) of the RFP, be included in the Qualifications proposal. Are you referencing 3.1 Overview or a different section of this RFP?
Yes, we are referring to 3.1 overview.
44. On page 15, is the Proposer’s Technical Checklist and Proposal Submittal Packet assigned to the Qualification Information Proposal?
Please include this in your qualification’s proposal. Not the financial proposal.
45. Would you like the vendor to include the E-Verify Affidavit form on page 23 in the Financial Information proposal, even if the vendor will not use subcontractors?
Please include E-verify in the qualification proposal. In accordance with Georgia state law, service vendors must E-Verify W2 employees and subcontractors.
46. Are you planning to redesign your primary website <https://dahlonega.gov/>? Or also planning to revamp the <https://dahlonegadda.org/>?
Our goal is to redesign the dahlonega.gov with small enhancements to dahlonegadda.org and northgeorgiafilm.org
47. Apart from integrating online bill payment, are there any other portals or web apps with the town website needs to be integrated?
Online court fine payments, ezcourtpay.com
48. For online bills and fine payments, are you looking to migrate to a new payment gateway? (We are a stripe partner and would highly recommend it)
We are happy with our current payment gateway. We cannot use stripe as it does not integrate with our financial software.

49. It seems like all the all the forms available on the website are only for download. On the new website are you planning to have online forms that residents can fill up and submit?

Yes.

50. Do you want to empower your Admin Panel with any other additional features? If yes, then can you please let us know.

Until we know what the proposed platforms offers, we are unable answer.