



Metropolitan North Georgia Water Planning District  
International Tower | 229 Peachtree St., NE | Suite 100 | Atlanta, GA 30303

## **Addendum #4**

### **Communications, Marketing, and Website Support Services RFP**

#### **Deadline Extended**

The deadline for the submission of proposals has been extended to **Monday, October 10, 2022, at 2:00 p.m.** to avoid the conflict with the Yom Kippur religious holiday. Proposals will be received anytime up until the new deadline.

#### **Questions and Responses**

The following questions were received related to this RFP:

- Are you requiring the selected vendor to complete the website redesign in WordPress? Would you consider using an more secure, open source Content Management System as an alternative?
  - The website redesign is being conducted in 2022 in WordPress, therefore all future work to design and develop new website features would be in completed in WordPress.
- What kind of work are you anticipating for special event planning? Are you expecting this to be included in the scope of the proposal, or will this be separate?
  - Special event planning would be completed on a task order basis within the budget for Task 3. The scope, schedule, and budget would be determined at a later date.
- Do you know the number of in-person meetings you will require? I.E. are you looking for meetings to happen at certain milestones throughout the project? Can we expect a mix of in-person and virtual meetings over the duration of the project?
  - Meetings will be held as needed, but generally virtual check-in calls should be held at least once every two weeks. Meetings to discuss strategy or project development will be held both in person and virtually depending on the topic and number of people involved.
- For troubleshooting and resolving technical issues, are you looking for a number of support hours to be included in the proposal?
  - For Task 3 services, we are not asking for a number of support hours to be included. Task 3 will be task order based with a not to exceed budget amount. Task orders will be generated using the hourly rates provided in Exhibit B and the hours identified to complete the future task.
- To confirm, is it possible for a vendor to bid on only one of the three tasks? Or are you looking for one vendor to complete all of the tasks outlined in the RFP?

- The District reserves the right to execute multiple contracts for the scope of work, therefore it is possible for a vendor to bid on only one of the three tasks.
- Have you been previously working with an agency regarding these items?
  - Yes.
- What project management software do you currently use within your team?
  - We do not use a project management software for our work.
- Will we be responsible for managing these projects within that software?
  - No.
- Do you have a budget for media-buying currently or will that be something that our team will assist with?
  - The District does not have a defined budget for media buys but may allocate funds with approval from the Governing Board. The District has historically focused on in-kind opportunities.
- Are you interested in rebranding?
  - Not at this time.
- Do you currently implement e-clincher in your social media management solution? If not, are you open to the idea of our team partnering with yours by implementing it?
  - We do not implement an e-clincher currently. We are open to further conversation but do not anticipate that we incorporate this solution in the next year.
- Are you looking to combine both websites into a single platform?
  - We are currently working on combining our websites into one platform this year, therefore this work will not be part of any task orders for 2023.
- Will page content be provided or are you looking for our team to assist in creating graphic and written content?
  - Any new content for the website would be conducted in a partnership role with the District and the selected firm(s). Assistance with graphics and written content would be expected from the selected firm(s).
- Can you elaborate more on the applications portion? Are you looking for app development?
  - App development could be requested in the future but we do not have any specific needs at the moment.
- Are you currently implementing or interested in implementing best SEO practices?
  - The District does not currently implement best search engine optimization practices. We would be interested in learning more about these opportunities and how they might benefit our work. We generally find that our web presence is easy to find for those looking for our content.