



Metropolitan North Georgia Water Planning District

International Tower | 229 Peachtree St., NE | Suite 100 | Atlanta, GA 30303

Addendum #3

Communications, Marketing, and Website Support Services RFP

Questions and Responses

The following questions were received related to this RFP:

- Are you going to cover the travel costs if selected vendor resides outside the US region?
 - Travel costs will not be reimbursed under this contract.
- Has a Q&A or an addenda been released yet?
 - Three total addenda have been released and are posted at <https://northgeorgiawater.org/what-is-the-metro-water-district/rfps/>
- Is there a mandatory pre-proposal meeting?
 - No
- Is the due date still the same?
 - Yes
- Do you have a style guide or a brand guide?
 - We do not have a formal style or brand guide however; our materials are posted online and generally follow a similar style.
- Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in the previous website?
 - Yes, the budget is provided in the RFP. The budget for Task 3 includes funding for tech support and hosting, as well as other website support and development services defined in the RFP. We have a current contract to update the northgeorgiawater.org website which will be completed by the end of the year for a total of \$20,000.
- Does the organization have a CMS preference? Open source? Drupal/WordPress?
 - Our current website is in WordPress, which is preferred.
- Who are your primary and secondary users?
 - Primary and secondary users include our stakeholder groups (Board, Basin Advisory Council Members, and water utility representatives) and the general public
- Would you like detailed research in terms of your audience in the form of an audience needs assessment?
 - This is not necessary at this time but could be considered under the funding for Task 3
- Do you have a desired launch date? Is there a specific event driving the launch date?
 - There is no launch date for web services and development under this RFP
- What is the current hosting environment?

- We use Nestify, a managed WordPress hosting environment
- How many visitors does the current website receive on a monthly basis?
 - Our main site (northgeorgiawater.org) received 4,771 pageviews in the month of August 2022
- How many pages of content do you anticipate transferring to the new site?
 - We do not anticipate transferring any content under this RFP
- What are your current pain points with the existing website?
 - The current contract to update the website is address our current needs, which include improved access to education resources and board and committee meeting information
- What are the current technical challenges (if any)?
 - Finding ways to present new and current data in a user-friendly manner.
- How many site administrators will you have?
 - We will have two to four administrators in our staff
- Will you require different levels of admin permissions?
 - No
- Do you expect copywriting or editing services as part of engagement?
 - Yes