



Sullivan County Purchasing

**3411 Highway 126 – Ste. 201
Blountville, TN 37617-0569**

ADDENDUM 2

To: All Prospective Vendors

From: Kristinia Davis,
Purchasing Agent

Re: Addendum #2

Subject: RFP #11724072(KD) Website Development and Public Health Promotion/Awareness Campaign
for Sullivan County Health

Date: September 14, 2024

This addendum is issued to provide answers to questions received as of 9/12/23. It shall be considered as part of the contract subject to all the general conditions thereof, the same as if attached to and included in the original specifications. All items included in the addendum shall be covered in the Bid as submitted by the Vendor.

1. **Question** – Are there any redesign services needed?
Answer – Yes, needs a new updated modern look and feel as described in the RFP.
2. **Question** – Do you have any preferred CMS (Content Management System) to be used?
Answer – Word Press, however, if there is a better one with an easy-to-use interface and better speed then we would discuss this and see if it's the best fit for our usage.
3. **Question** – What's the target URL if any?
Answer – Sullivanhealth.org
4. **Question** – Are hosting and M&S services required?
Answer – Hosting is preferred. We would like it to be offsite in a data center that being monitored as uptime is essential updates assuming M&S is for management services?
5. **Question** – How many pages are on your website?
Answer – Approximately 80
6. **Question** – How many pages will be migrated?
Answer – Approximately 80.
7. **Question** – What's the estimated budget for this RFP?
Answer – Budget is commensurate with scope of work described in the RFP.
8. **Question** – What's the project timeline you are targeting (launch date, etc.)

Answer – April 1, 2024

9. **Question** – Can you elaborate on the primary goals of the Sullivan County Regional Health Department’s website.
Answer – The primary goals of this website should be to provide useful information regarding public health services provided by Sullivan County health department.
10. **Question** – What are the weakness point you face on your current website?
Answer – Slow to load. At times when updates are made, they tend to mess up page structure and links. Also, the look and feel are dated, and information is somewhat hard to get to. Would like easier, more intuitive site navigation for end users.
11. **Question** – What are the other features other than the scope of work you’re looking for on your website?
Answer – Ease of use for customer. Ease of use for information finding. Readability.
12. **Question** – How many hours will be needed for site maintenance after launch?
Answer – 5-10 hours monthly for miscellaneous updates that cannot be handled by the Health Department.
13. **Question** – Could you please clarify more about the scope of work for design if any?
Answer – Our scope of work is in the RFP.
14. **Question** – How many design concepts are you expecting the vendor to deliver?
Answer – Two is acceptable, three would be excellent.
15. **Question** – Is there any content creation (copywriting, editing, photography, video) included in the scope of this project? Will the Sullivan County team be providing all content that will be included in the launch of the site?
Answer – 90-95% of content will be provided by Sullivan County team. If there are any other small content designs by the company those will be reviewed.
16. **Question** – What functionalities/tools are you looking for in your new website?
Answer:
- Ability to add pages/menus etc.
 - Calendar or multiple calendars.
 - Stats for the website over time like google analytics.
 - Ability to adjust content easily and on the fly.
 - Ability to alert the public in an emergency.
 - Ability to submit feedback to the health department.
 - Ability to submit issues to the health department.
 - Social media feeds showing.
 - Canva is like integration for media creation.
17. **Question** – Are there any specific training or documentation needs for your team to manage and maintain the new website? This information will help us propose a comprehensive solution that includes the necessary training and support.
Answer – Will need training for key support staff; IT and PIO. The documentation for updating and maintaining the website as well as any plugins attached to the site is necessary in order to train new employees as well as keep us updated on any changes or specifics, we would need to be able to maintain the websites content and keep it looking fresh.
- Basic / advanced training for using the tools of the CMS. As well as an update whenever plugins or site management has changed.

18. **Question** – Regarding creative concepts and designs – do you mean examples of creative concepts and designs for similar campaigns we’ve done or are you expecting concepts and designs specific to this new campaign?
Answer – Concepts of designs you have done is acceptable. Content or designs for our project defined in the RFP would be preferred.
19. **Question** – Detailed media plan and budget – is an estimate “range sufficient” or does the proposal need to outline the exact line-item numbers? We know the budget range required to run a successful media campaign for your market size and we can allocate funds according to media buy priority. Is this acceptable?
Answer – 1a. Should be outlined with specific cost.
1b. Cost should be outlined specifically; this will allow us to determine the value for each project or plan actions.
20. **Question** – Do you need printed copies mailed to you in addition to submitting this through the web link provided? Are all copies due to you by the deadline or just electronically?
Answer – Yes, we need 4 printed copies, one being marked original and a copy on a USB drive mailed to us by 2:00 p.m. on September 19th. We **cannot** accept this electronically.
21. **Question** – Do you want pricing to be on a tab by itself and where or included as part of Tab 5: Project Implementation Plan and Team?
Answer – *Pricing is to go under Tab 6: Forms. Page 16 of RFP for Binder Information has been corrected and attached to Addendum 2.*
22. **Question** – What are the critical deadlines or timelines associated with this project?
Answer – The website should be launched by April 1, 2024.
23. **Question** – There are (2) parts/phases to this project – we are interested in the website aspect, are we able to bid on just that aspect of the proposal?
Answer – Yes, proposers may bid on either one or both projects.
24. **Question** – Are there any budget constraints that we should be aware of?
Answer – The budget is commensurate with our goals and scope of work defined in the RFP.
25. **Question** – What are the key performance indicators (KPIs) that you’ll use to measure the success of the website?
Answer – Our current KPI’s are number of visits and time on our pages.
26. **Question** – Who is the target audience for the website, apart from residents of Sullivan County and surrounding areas?
Answer – Target audience is the citizens of Sullivan County.
27. **Question** – Are there any specific design elements you want to maintain from your current website?
Answer – None.
28. **Question** – Do you have examples of other websites you would like the new site to emulate in terms of design or functionality?
Answer – No, we do not.
29. **Question** – Will you provide all the content, or do you require content creation services as well?
Answer – We will provide content as the website must contain concise and accurate information related to public health issues. However, we will rely on web content and design creators to help us make sure we’re communicating efficiently and effectively to the public.
30. **Question** – What kind of community resources will be featured?
Answer – You can visit our current website and see our services that we offer.

31. **Question** – Are there specific programs and services you want to highlight?
Answer – Not at this time.
32. **Question** – How frequently will content be updated?
Answer – Our website will be updated frequently as necessary in order to serve the public.
33. **Question** – What steps have been taken so far to ensure ADA compliance?
Answer – We do not have that information.
34. **Question** – Do you have any specific requirements for making the website accessible to people with disabilities?
Answer – We do not have expertise in house we rely upon our website creators to make sure our website is in compliance.
35. **Question** – What are your hosting requirements?
Answer – As stated in the RFP.
36. **Question** – What CMS or website building platform are you currently using?
Answer – WordPress
37. **Question** – How many employees will require training for website management?
Answer – 12
38. **Question** – Could you provide more details about the “Employee portal” that should be hidden from public view?
Answer – This is only a portal to access e-mail.
39. **Question** – What social media platforms will be linked to the website?
Answer – Facebook, Instagram, Twitter, and LinkedIn.

CORRECTED PAGE 16

- c. Information should be bound in a compact manner for long-term storage.
- d. Limit Proposal to a total of 20 pages or less.
- e. Under project references, clearly state the name of the firm who performed the references work. If work was performed under the employment of another firm, indicate so by naming that firm. Provide a description of the specific work performed by the firm or individual referencing each project.

Binder Information

- a. Proposal Checklist Form should be placed in the Front of the Binder
- b. Tabs (1 through 6) include the following information:

Tab 1: Cover Page

Tab 2: Company Proposal Executive Summary

Tab 3: Company Information / Qualifications

Tab 4: Client References for Similar Work Performed

Tab 5: Project Implementation Plan and Team

Tab 6: Forms

Tab 7: Supplemental Information –Optional

A detail of what is to be included in each tab is included in this Request for Proposals on the following pages.

Tab 1: Cover Page

The cover page contains the name of the proposer, at minimum, should be the first sheet of the proposal. Table of contents may be provided but is not required.

Tab 2: Company Proposal - Executive Summary

Provide a description (overview) of your company's proposal to meet the requirements of the RFP. Limit the Summary to two (2) single- spaced typewritten pages.

Tab 3: Company Information / Qualifications

Provide information pertaining to your company, your companies' abilities, and capabilities to successfully provide the website, campaign and implementation services required by Sullivan County Department Health Department. Provide answers for the following:

- Company Name:
- Business Address:
- Telephone/fax number:
- Contact Name /email address:
- Company History/ When was the company founded?
- What is the full nature of your business?
- How many employees does your company have in the following areas:
 - Program Development
 - Technical Support and Training
 - Administration / Management
 - Sales
 - Customer Service

Any questions regarding this Addendum, please contact Kristinia Davis at kris.davis@sullivancountytn.gov

End of Addendum 2