

25RFP008 Website Redesign
Addendum #1 Questions and Answers
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Question Number	Date Received	Question	Answer
Q1-1	02/22/2025 2:24 AM	Whether companies from Outside USA can apply for this? (like,from India or Canada)	<i>The RFP does not require proposers to be headquartered in the U.S. However, per RFP Section II.A, "Some planning activities may occur onsite (in Las Vegas, Nevada)." Also see Q3-2.</i>
Q1-2	02/22/2025 2:24 AM	Whether we need to come over there for meetings?	<i>Refer to RFP Section II.A Project Location.</i>
Q1-3	02/22/2025 2:24 AM	Can we perform the tasks (related to RFP) outside USA? (like,from India or Canada)	<i>Refer to RFP Section II.A Project Location.</i>
Q1-4	02/22/2025 2:24 AM	Can we submit the proposals via email?	<i>Refer to RFP Section III.D Proposal Submission.</i>
Q2-1	02/24/2025 5:02 AM	Please let us know if there are any prerequisites, such as a non-disclosure agreement or pre-qualification criteria, that we need to fulfill before proceeding.?	<i>Refer to RFP Section V Requirements and RFP Section III.D Proposal Submission.</i>
Q3-1	02/25/2025 8:00 AM	Are out-of-state vendors eligible to submit a proposal?	<i>The RFP does not require proposers to be headquartered in Nevada. However, per RFP Section II.A, "Some planning activities may occur onsite (in Las Vegas, Nevada)."</i>
Q3-2	02/25/2025 8:00 AM	If Nevada registration is required, is there a grace period for obtaining it post-award?	<i>Nevada law requires that entities headquartered outside of Nevada that conduct business within Nevada to register with the Nevada Secretary of State as a foreign entity and obtain a Nevada business license to legally operate in Nevada. Consult the Nevada Secretary of State.</i>
Q3-3	02/25/2025 8:00 AM	Would subcontracting or partnering with a Nevada-registered firm be an acceptable alternative?	<i>Subcontracting is not permitted for this Project. SNHD intends to contract with one vendor that will complete the Project.</i>
Q4-1	02/25/2025 2:01 PM	Could you share specific examples of content or features developed during the COVID-19 pandemic that need to be integrated into the main site?	<i>The current content can be viewed at covid.southernnevadahealthdistrict.org.</i>

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Q4-2	02/25/2025 2:01 PM	What has been your experience with the current WordPress setup, and are there specific pain points in the content management workflow that you'd like to see addressed?	<i>Pages load very slowly, excessive JS and CSS scripts, server becomes unresponsive with 400+ active users (per Google Analytics), too many plugins, Avada theme breaks on major updates.</i>
Q4-3	02/25/2025 2:01 PM	Can you provide examples of the types of e-commerce transactions you envision occurring on the website?	<i>E-commerce integration no longer needed. Existing systems will be used.</i>
Q4-4	02/25/2025 2:01 PM	Do you have any existing analytics data showing peak traffic periods and user behavior patterns that would help us understand your scalability needs?	<i>AWStats and Google Analytics will be provided to the selected vendor.</i>
Q4-5	02/25/2025 2:01 PM	Could you elaborate on your current translation workflow and which languages are most critical for your multilingual audience of 2.3 million residents?	<i>Currently, a plugin is used to translate website pages, supporting approximately 13 languages. (English, Spanish, Chinese (Simplified), Chinese (Traditional), Filipino, Korean, Vietnamese, Amharic, French, Arabic, German, Japanese and Thai).</i>
Q5-1	02/26/2025 6:10 AM	Given (our leadership team's) experience, we'd like to confirm whether the leadership team's track record could be considered in fulfilling the five-year requirement, even though our company is newer.	<i>No. Per the RFP, "To be eligible to submit a proposal, Proposer (selected Contractor) must: 1. Have been providing services like those outlined and required per Section II - Scope of Services regularly and continuously for at least five (5) years."</i>
Q5-2	02/26/2025 6:10 AM	There is a requirement for submission of Nevada (or other) business license number, please confirm if other state business license number can be submitted here?	<i>Proposer shall provide its business license number issued by the jurisdiction where it is organized/headquartered on Attachment A Proposal Form and include a copy of that license in its proposal as per Section IV.B.1.c. However, also see Q3-2.</i>
Q6-1	02/26/2025 8:04 AM	Since the RFP states the subcontracting clause, "Subcontracting must be preapproved by SNHD," what is the approval process?	<i>Subcontracting is not permitted for this Project.</i>
Q6-2	02/26/2025 8:04 AM	Does the scope involve post launch maintenance?	<i>A post-support plan is a key deliverable in the RFP; however, ongoing support will not be required of the selected vendor. The post-support plan should be budgeted into the proposal cost.</i>

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Q6-3	02/26/2025 8:04 AM	Does the scope involve off- page SEO?	<i>No, the scope does not include off-page SEO.</i>
Q6-4	02/26/2025 8:04 AM	Does the scope involves content writing?	<i>No.</i>
Q6-5	02/26/2025 8:04 AM	What is the current CMS?	<i>Wordpress</i>
Q6-6	02/26/2025 8:04 AM	What is the URL of the current website?	https://www.southernnevadahealthdistrict.org/
Q6-7	02/26/2025 8:04 AM	Are subsites/microsites part of the scope? Can you list them?	https://covid.southernnevadahealthdistrict.org/
Q7-1	02/26/2025 3:39 PM	Does SNHD have a budget or range in mind for the project at this time that can be shared?	<i>The Project Budget per the RFP is \$80,000.</i>
Q7-2	02/26/2025 3:39 PM	Can you describe the required integrations with your CRM and ecommerce components?	<i>Integration will be required with Mailchimp. Existing systems will be used for e-commerce and integration is no longer needed.</i>

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Q8-1	02/28/2025 7:34 PM	<p>Do you have a link to the following documents:</p> <ul style="list-style-type: none"> -affirmative statement that Proposer is not excluded or debarred from doing business with any local, state, or federal government agency -affirmative statement that Proposer, officers, and affiliates are independent of and not related to SNHD or its operations -Provide an affirmative statement that no conflict of interest exists between Proposer, officers, and affiliates and SNHD or its operations -statement disclosing or denying any interest, financial or otherwise, that any employee or official of SNHD or of its governing or advisory boards may have in Proposer’s firm or in the Project. -statement disclosing all litigation, mediation, arbitration, or other alternate dispute resolution procedures involving Proposer, officers, and affiliates in the past five (5) years -statement disclosing all complaints filed with any state regulatory bodies or professional organizations against 	<p><i>The referenced statements (RFP Sections IV.B.1.e-j) are not documents; there are no links. Rather, these sections require Proposer to affirm each statement in its proposal (e.g., "SNHD is not excluded or debarred from doing business with any local, state, or federal government agency."). If "yes" applies to any statement/condition, Proposer would indicate, "Yes, ..." and describe the circumstances of the debarment, or conflict of interest, or litigation, or complaints filed, etc.</i></p>
Q8-2	02/28/2025 7:34 PM	Does your budget include the 5 years?	<p><i>The Project Budget per the RFP is for the duration of the Project. The Project is not expected to take five years. See also Q9-1.</i></p>
Q9-1	03/02/2025 5:33 AM	What is the ideal timeline for the completion of this project?	<p><i>The ideal timeline is 9-12 months.</i></p>
Q9-2	03/02/2025 5:33 AM	Of the 4,000 pages that need to be migrated from the old site to the new site, can you give us an overview of how many of those pages are unique landing pages vs blog posts vs documents?	<p><i>There are approximately 11 custom post types with 3,500+ unique pages, 130+ posts, and approximately 4,000+ documents.</i></p>
Q9-3	03/02/2025 5:33 AM	Is there a preference for local vendors?	<p><i>No.</i></p>

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Q9-4	03/02/2025 5:33 AM	Which third-party platforms will need to be integrated with the website for eCommerce functionality (for example, payment	<i>Existing systems will be used and e-commerce is no longer needed.</i>
Q9-5	03/02/2025 5:33 AM	Which CRM do you use?	<i>Mailchimp</i>
Q9-6	03/02/2025 5:33 AM	Are there any other third-party platforms that will need to be integrated with the website? If so, which ones?	<i>Eventbrite, Mailchimp</i>
Q10-1	03/03/2025 10:03 AM	Who designed and developed the current website?	<i>The current website was designed and developed internally by SNHD staff.</i>
Q10-2	03/03/2025 10:03 AM	If there is an incumbent, what are the drivers to consider other design and development agencies?	<i>The current website was designed and developed internally by SNHD staff. SNHD seeks a website redesign to enhance user experience, accessibility, and performance while integrating COVID-19 content, modernizing design, and improving scalability, reliability, and functionality. Also refer to RFP Section II.A Project Description.</i>
Q10-3	03/03/2025 10:03 AM	Could you clarify how the RFP was developed? Specifically, were any external consultants or vendors involved in drafting or providing guidance on its content?	<i>The RFP was developed internally by SNHD staff without involvement from consultants or vendors.</i>
Q10-4	03/03/2025 10:03 AM	Is there a preference for local vendors?	<i>No.</i>
Q10-5	03/03/2025 10:03 AM	Do you need us to Host and provide ongoing Support?	<i>The selected vendor will not need to host the site. A post-launch support plan is a key deliverable and should include appropriate post-support timelines.</i>
Q10-6	03/03/2025 10:03 AM	What is your current annual spend on hosting?	<i>Site hosting is not part of the deliverables for this RFP.</i>
Q10-7	03/03/2025 10:03 AM	What is your current annual spend on support?	<i>A post-support plan is a key deliverable in the RFP; however, ongoing support will not be required of the selected vendor. The post-support plan should be budgeted into the proposal cost.</i>

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Q10-8	03/03/2025 10:03 AM	Can you elaborate on the current challenges with the site?	<i>On the frontend, the site is difficult to navigate, too many pages, site map and page load. On the backend, there are several feature that work differently depending on the page (no cohesion); many daily tasks can be streamlined; old Wordpress CMS; excessive JS and CSS scripts; server becomes unresponsive with 400+ active users (per Google analytics); too many plugins; Avada theme breaks on major updates.</i>
Q10-9	03/03/2025 10:03 AM	What are the expectation for uptime guarantees?	<i>A 99.9% uptime is expected.</i>
Q10-10	03/03/2025 10:03 AM	Are there any specific mobile device types or OS versions that must be prioritized?	<i>No.</i>
Q10-11	03/03/2025 10:03 AM	Do you require API level integrations for any of the listed third-party applications or is it just hyperlinking?	<i>Integration is required for Eventbrite, Mailchimp.</i>
Q10-12	03/03/2025 10:03 AM	What specific metrics and KPIs are being used to measure website success?	<i>Traffic & Engagement, User Experience, & Technical Reliability</i>
Q10-13	03/03/2025 10:03 AM	Do you have an internal technical team responsible for website development?	<i>Yes, there is an internal technical team responsible for website development, maintenance, and support. The team handles day-to-day updates and technical tasks.</i>
Q10-14	03/03/2025 10:03 AM	Do you have any specific design preferences (websites you like), or are we free to create a modern UI?	<i>SNHD will provide style guides and reference websites that are consistant with its brand aesthetics but is open to ideas from the selected contractor.</i>
Q10-15	03/03/2025 10:03 AM	Do you need localization? Which specific languages do you need for localization?	<i>Currently, a plugin is used to translate pages, supporting approximately 13 languages: English, Spanish, Chinese (Simplified), Chinese (Traditional), Filipino, Korean, Vietnamese, Amharic, French, Arabic, German, Japanese, and Thai.</i>
Q10-16	03/03/2025 10:03 AM	Is original content creation expected within the scope?	<i>No.</i>

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Q10-17	03/03/2025 10:03 AM	How many users are required to be trained?	<i>Three to five users will be trained.</i>
Q10-18	03/03/2025 10:03 AM	How frequently does site content change?	<i>Some content may be updated/posted daily (news releases, agendas, health advisories, etc.). Staff requested updates to content occur on a regular basis.</i>
Q10-19	03/03/2025 10:03 AM	What is the total number of pages currently? More specifically, how many templates do you have currently?	<i>The site currently has 3500+ pages and 40+ templates.</i>
Q10-20	03/03/2025 10:03 AM	Can you share website traffic statistics? How many visits per year, average monthly page views etc.?	<i>100K+ Unique visitors/month, 300K+ Number of visits/month, 1.9M+ Pages/month, and 20M+ Hits/month</i>
Q10-21	03/03/2025 10:03 AM	Is there a preference for where the vendor resources are located, US vs offshore?	<i>The RFP does not state a preference. However, also see Q1-1 and Q3-2.</i>
Q10-22	03/03/2025 10:03 AM	How many vendors do you anticipate awarding contracts to?	<i>SNHD intends to award a contract to one vendor that will complete the Project. Also note, subcontracting is not permitted for this Project.</i>
Q10-23	03/03/2025 10:03 AM	What key elements of branding or visual identity are crucial to retain?	<i>SNHD will provide its brand guidelines to the selected vendor.</i>
Q10-24	03/03/2025 10:03 AM	Are there any hard deadlines or significant events driving the schedule?	<i>No, but a project timeline with deadlines for key deliverables will be developed with SNHD staff and the selected vendor. The goal is to launch within 9-12 months.</i>
Q10-25	03/03/2025 10:03 AM	Could you briefly describe the existing personas in place for your primary target audiences?	<i>Analytics will be provided to the selected vendor.</i>
Q10-26	03/03/2025 10:03 AM	Can you elaborate on the extent of e-commerce integration you need?	<i>After a review, current e-commerce systems will be used and this is no longer needed.</i>
Q10-27	03/03/2025 10:03 AM	Are all 4000 pages required to be migrated or will you audit them and remove some of them before migrating?	<i>SNHD will audit and remove pages before migrating.</i>
Q10-28	03/03/2025 10:03 AM	What is the CMS you are migration from?	<i>Wordpress</i>
Q10-29	03/03/2025 10:03 AM	Referring to "Provide a copy of Proposer's valid Nevada (or other jurisdiction) business license", we are based in CA, can we provide CA registration?	<i>See Q5-2.</i>

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Q11-1	03/03/2025 10:43 AM	Content and Data Migration: Are there any specific challenges or issues with the current content (e.g., outdated content, broken links, duplicate pages) that need to be addressed during migration? Additionally, are there legacy systems or databases that need to be migrated, and are there particular data formats or structures that must be preserved?	<i>SNHD will audit content prior to migration. SNHD IT will migrate legacy systems and databases.</i>
Q11-2a	03/03/2025 10:43 AM	User Portals and E-Commerce: What specific functionalities are expected for user portals (e.g., login, user dashboards, profile management)?	<i>After a review, current e-commerce systems will be used and this is no longer needed.</i>
Q11-2b	03/03/2025 10:43 AM	For e-commerce integration, which types of transactions or services will be offered (e.g., clinic registration, payment processing, event bookings)?	<i>After a review, current e-commerce systems will be used and this is no longer needed.</i>
Q11-3	03/03/2025 10:43 AM	Third-Party Integrations: Are there any existing APIs or external systems that the new website must connect to?	<i>Eventbrite, Mailchimp</i>
Q11-4	03/03/2025 10:43 AM	Hosting Environment: Does SNHD have any preferred or required hosting providers or platforms (e.g., AWS, Azure, Google Cloud)?	<i>Site hosting is not a deliverable for this RFP.</i>
Q11-5	03/03/2025 10:43 AM	Docker and Containerization: Does SNHD currently use any specific Docker images or configurations, or will the contractor be responsible for creating these from scratch?	<i>The contractor will be responsible for creating Docker images and configurations.</i>
Q11-6	03/03/2025 10:43 AM	Load Balancing and Scaling: What is the expected traffic volume for the website, and what are the peak load requirements?	<i>The website is expected to handle over 100K unique visitors per month, 300K visits per month, 1.9M pages per month, and over 20M hits per month. The infrastructure should be able to support these traffic levels consistently, with scaling and load balancing in place to manage peak traffic periods efficiently.</i>
Q11-7	03/03/2025 10:43 AM	Security Requirements: Are there any existing security tools or protocols (e.g., firewalls, intrusion detection systems) that need to be integrated?	<i>SNHD IT manages the firewalls, and any additional security protocols or tools required should be coordinated with its team for seamless integration.</i>

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Q11-8a	03/03/2025 10:43 AM	Branding and Design: Are there any particular design elements or visual styles (e.g., color schemes, typography, imagery) that must be incorporated into the new website?	<i>Yes. Brand guidelines will be provided to the selected vendor.</i>
Q11-8b	03/03/2025 10:43 AM	Does SNHD have any existing design systems or UI kits, or will the contractor be responsible for creating them?	<i>SNHD will provide brand/style guidelines to the selected vendor.</i>
Q11-9a	03/03/2025 10:43 AM	User Research: Will SNHD provide access to any existing user research or analytics data, or is the contractor expected to conduct user research from scratch?	<i>SNHD will provide user analytics to the selected vendor.</i>
Q11-9b	03/03/2025 10:43 AM	Are there specific user personas or audience segments that SNHD wants to prioritize?	<i>SNHD will provide user analytics to the selected vendor.</i>
Q11-10a	03/03/2025 10:43 AM	Accessibility: Are there any specific accessibility challenges with the current website that need to be addressed?	<i>Yes, ADA/WCAG compliance</i>
Q11-10b	03/03/2025 10:43 AM	Does SNHD prefer any particular tools or processes (e.g., screen reader testing) to ensure compliance with ADA/WCAG?	<i>No</i>
Q11-11a	03/03/2025 10:43 AM	Training: How many staff members will require training on content management and website maintenance?	<i>Three to five users will be trained.</i>
Q11-11b	03/03/2025 10:43 AM	What training formats (e.g., in-person, virtual, self-paced) does SNHD prefer?	<i>Training methods will be determined with staff. However, virtual, in-person and self-paced are acceptable methods.</i>
Q11-12a	03/03/2025 10:43 AM	Monitoring and Analytics: Which KPIs or metrics will SNHD use to measure the success of the new website?	<i>Traffic & Engagement, User Experience, & Technical Reliability</i>
Q11-12b	03/03/2025 10:43 AM	Are there any existing monitoring tools (e.g., New Relic, Datadog) that need to be integrated?	<i>No.</i>
Q11-13	03/03/2025 10:43 AM	Multilingual Support: Does SNHD require multilingual support for the website (e.g., Spanish translation)? If so, are there specific languages or regions that need to be prioritized?	<i>Currently, SNHD uses a plugin to translate pages, supporting approximately 13 languages: English, Spanish, Chinese (Simplified), Chinese (Traditional), Filipino, Korean, Vietnamese, Amharic, French, Arabic, German, Japanese, and Thai.</i>
Q11-14a	03/03/2025 10:43 AM	Social Media Integration: Which social media platforms (e.g., Facebook, Twitter) should be integrated with the website?	<i>Blog/Article sharing, current SNHD platforms include Facebook, Twitter, Instagram, Threads and LinkedIn</i>

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Q11-14b	03/03/2025 10:43 AM	Are there any existing social media feeds or content that need to be displayed?	<i>Curent SNHD platforms include Facebook, Twitter, Instagram, Threads and LinkedIn</i>
Q11-15	03/03/2025 10:43 AM	Event Management: Does SNHD need any event management functionality (e.g., event calendars, registration forms)? If so, are there specific features or integrations required to support event management?	<i>Eventbrite</i>
Q12-1	03/03/2025 10:46 AM	SAM.gov Registration: We are an India-based digital agency and do not currently have a SAM.gov registration. Is this a strict requirement, or can foreign entities without SAM.gov registration apply?	<i>Per Section IV.A.4, Proposer "must have an active sam.gov registration." Per Section IV.B.1.d, Proposer must "provide a copy of [its] active sam.gov registration."</i>
Q12-2	03/03/2025 10:46 AM	Business License: The RFP requests a valid Nevada (or other jurisdiction) business license. As a company based in India, would an equivalent business registration from our country be acceptable?	<i>See Q3-2 and Q5-2.</i>
Q12-3	03/03/2025 10:46 AM	Federal Compliance: Since this project is funded by a federal grant, are there any specific eligibility requirements for non-U.S. companies that we should be aware of?	<i>No.</i>
Q12-4	03/03/2025 10:46 AM	Government References: The RFP prefers client references from government agencies. While we have worked with several private and enterprise clients, we have not directly served a U.S. government agency. Would strong commercial references suffice?	<i>The RFP does not prohibit Proposer's from providing commercial references.</i>