



DATE: AUGUST 9, 2023  
TO: ALL PROSPECTIVE VENDORS  
FROM: VERONICA JACKSON  
PURCHASING AND CONTRACTS COORDINATOR  
SUBJECT: ADDENDA# 2  
RFP# 24-0815, WEBSITE REDESIGN AND DEVELOPMENT

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All respondents are hereby advised of the following amendments to the Request for Proposals (“RFP”) document which are hereby made an integral part of the proposal documents for the subject contract, prepared by the Clarke County School District (“CCSD or District”).

Proposals submitted shall be deemed to include contract document information as shown in **ADDENDUM NO. 2**. Respondents shall be required to acknowledge receipt of this addendum in their proposal response. Failure to acknowledge receipt of this addendum by the respondent may result in the rejection of their proposal response.

This addendum must be completed, signed and submitted with your proposal response to be considered for award. If you have already submitted a proposal, please complete the addendum and submit same in a sealed envelope, clearly marked with the **“RFP# 24-0815, WEBSITE REDESIGN AND DEVELOPMENT”**, response date, and return address. This will be accepted as part of your proposal response, PROVIDING IT IS RECEIVED BY THE PURCHASING DEPARTMENT BY THE TIME AND DATE SPECIFIED IN THIS DOCUMENT.

The Addendum becomes a part of the Original document and Modifies, as noted below:

A. **MODIFICATIONS & REVISIONS** (*clarifications in red*)

**CLARIFICATION:**

1. **FRONT COVER**

Time of deadline was initially included in error, should have been 1:00 PM (EDT)  
Thus, the deadline was extended as listed in this document

**REVISION:**

2. **1.0. SCHEDULE OF EVENTS**

Questions and Answers posting was **extended to August 9, 2023 by 11:00 AM (EDT)**.

Proposal Due Date was **extended to August 17, 2023 at 1:00 PM (EDT)**

3. **4.0. MANDATORY DOCUMENTS**

Vendor packet will be provided to the awarded vendor for completion; it is not included in this proposal.

4. **5.1. TERMS**

Service implementation will begin once awarded to begin services.

Contract terms are: ~~July 1, 2023~~, **July 1, 2024** for a term of one (1) year and will automatically renew for three (3) additional one-year terms unless the Clarke County School District takes affirmative action to non-renew.

**ADD:**

**5. 6.0. SCOPE OF SERVICES**

**Accessibility:** Our current website provider has a built-in accessibility checker so you can use it for every page to look for and correct potential ADA compliance issues. We would like to keep that ability.

**Mobile app notification and mass notifications** - Some school website providers have their own mobile app platform and mass notification platform. That's the current setup we have with the current provider. It has its advantages in that you can get support and training in all three and are dealing with the same people. Other school districts use separate platforms that are available out there.

For mobile app notifications, we would like the ability to push out notifications to families through our mass notification system using the app feature as needed.

Mobile app is an extension of the website that can be accessed via any smartphone.

**B. QUESTIONS & ANSWERS** (*clarifications in red*)

1. Could you share the previous winning proposal?

**A:** This request can be provided through our Open Records Request.

2. Can you share the updated RFP with the addendums of additional scope of work included?

**A:** Per the RFP, addendums will be posted on our website.

3. Can the value add for the proposal be a potential partnership that could benefit the school district? (Something that is not included in the website build) I work closely with a company that is integrating in schools in Atlanta and would love to make the connection. This would be in addition to the software value add we would propose.

**A:** Any value add should be at the discretion of the interested Proposer; whatever your company feels that is beyond the scope, should be included.

All of this information is listed in (Section 4).

4. Could you also include the cover page you would like us to attach to the submission?

**A:** There is no cover page that we will provide, that should be provided by the interested Proposer as outlined in the RFP. (Section 4). There is a "title Page" listed on Page 19, that you can include as the first page of your response.

5. Will mass communication notifications and a mobile app be added to the scope of work?

**A:** Yes

Mass communication notification function allows us to push out critical information with ease from our website to our families.

Mobile app is an extension of the website that can be accessed via any smartphone.

6. To confirm, the vendor packet is not required to be filled out and submitted with our proposal, correct? If it is, can the copy of the packet be provided with the addendum?

**A:** The vendor packet is only completed by the awarded vendor. Therefore, the vendor packet will not be included in the Addendum.

7. RFP Section 2.21 Affidavits says we must submit an executed E-Verify Affidavit and Debarment/Suspension Status and Non-Collusion Affidavit with our proposal. However, these forms were not included in the RFP - can they be provided as part of this addendum?

**A:** These forms will be included in our Vendor Packet; only the awarded vendor will need to complete these forms.

8. The RFP mentions presentations/interviews may take place Sept. 1 - 8. Will these interviews be on site at CCSD or virtual?  
A: These interviews may be onsite or virtual, it will be at the discretion of the Office of Purchasing & Contracts with a mutual understanding with the prospective vendor. There will be ample time provided if interviews are onsite.
9. The RFP includes instructions for both emailing and mailing vendor responses. Can you clarify if the district wants to receive responses by email, mail or both?  
A: The preferred method is to submit the RFP response via email.
10. Please describe the difference between scope #6.1.3. "Archive Center" and #6.1.10. "Document Center". Online examples that demonstrate the desired functionality are helpful if available.  
A: Archive would be the ability to store and retrieve previous info. Document would refer to current info.
11. Please describe what is meant by scope #6.1.5. "Broken Links Finder." Is this a feature for the public visitor to the site? For back-end site administrators? Both? Online examples that demonstrate the desired functionality are helpful if available.  
A: Backend administrators.
12. Is there a specific CMS that you are currently looking to use?  
A: We are currently using our present vendor's built-in CMS. Our preference would be to use the CMS provided by the selected vendor.
13. We are located in Atlanta GA. Will we be considered, even though we are not a local vendor?  
A: Yes
14. There are two different times for when the RFP is due on 8/15; 11:00am EDT (on the first page) and 1:00pm EDT (in section 1.0 Schedule of Events) - when is the deadline to submit your emailed proposals?  
A: All proposals are due at 1:00 PM; please note that the due date was extended.
15. Is there any specific technology footprint that we need to follow for the website frontend and backend?  
A: No
16. I might have missed it but is there a set budget? Or desired price range?  
A: No budget has been established; we will review all proposals and select one our e valuation process.
17. Is the expectation for the development team to be on-site or is the remote team ok?  
A: We don't anticipate a need for the team to be on-site. Remote should work for this project.
18. Regarding references, can we provide other references apart from education?  
A: Yes, education references were preferred, not mandated. We will review all references submitted.
19. Is there a link to the updated RFP? This is the only link I was sent by the State of Georgia website: <https://www.clarke.k12.ga.us/cms/lib/GA02209096/Centricity/Domain/108/Pages%20from%20RFP%20-%20WEBSITE%20REDESIGN%20AND%20DEVELOPMENT%200723.pdf>  
A: The notification in the link advises to email: jacksonv@clarke.k12.ga.us for the proposal packet.
20. Are you open to Open Source CMS?  
A: We are currently using our present vendor's built-in CMS. Our preference would be to use the CMS provided by the selected vendor.

21. Do we need to include content writing effort as a part of RFP response, or will it be provided by the district  
A: No. We will provide all written and visual content.
22. You mention support and 24 individual school/program sites as well as the district. Are you looking for support for the individual sites as well? Or solely for the main site?  
A: Support for all of our school sites should be available. We want them all to live under the main [clarke.k12.ga.us](http://clarke.k12.ga.us) url
23. What is the budget for this project? Is hosting part of this budget?  
A: No budget is included for this project. Yes, hosting is a part of the budget and should be included in your RFP response.
24. What's the total hosting storage usage as of now?  
A: We are currently at 12GB
25. And how many pages in total are there as of now?  
A: We have over 1,400 total sections between all the websites.
26. If a vendor requests payment for milestones during the phases of the project, is that considered a progress payment as defined in 3.20?  
A: Yes; progress payments may be permitted in accordance with Section 4.0; [4.8] as each cost and implementations have been approved by CCSD Public Relations personnel.
27. Can we get a little more detail on the Intranet needs/requirements?  
A. We do not have an immediate need for this, but would like to know to what extent each vendor is able to provide this add-on.
28. Are the 24 individual sites different landing pages that live on the main site? How many pages are on the current site?  
A: They are all landing pages, but then they have their own umbrellas sites with the same Blackboard channel-section-page structure. A quick look at our current website - [www.clarke.k12.ga.us](http://www.clarke.k12.ga.us) - will provide clarity here.
29. Are there any Ticketing/Support tools integrated with the website currently?  
A: For editor - yes. For general public usage - no.
30. Are all the individual school websites a part of the parent website url?  
A: Yes
31. Is there any 3rd party integration for form filling and surveys? Or native features are expected?  
A: That is not currently a feature we have/use, but might be a good proposed added value option.
32. Are some mockup screens expected as a part of the RFP response?  
A: Mockup screens would be great to include as part of the "Sample" requirement in Section 4.
33. Is there a future need for e-commerce as a part of the website?  
A: No.
34. Are you looking for any content support? Graphics, video and or text?  
A: We will provide our own content. We do want the website to be able to display videos and graphics properly.

35. What are some of the more pressing issues currently that you are looking for the mobile app to address?

A: We would like to expand our reach and literally have answers to parents' questions available in the palm of their hand.

36. Is there an expectation to have a community portal for the school board website? (blogs, articles, public interactions etc.)

A: No.

37. When was the last website built? Can you share the winning proposal?

A: The last website was awarded in 2017. Interested Proposers can request the winning proposal information via email.

38. Will the amendment automatically be sent by email to all participants in this zoom meeting?

A: The responsibility will be on the prospective Proposer to review our website for all addendums.

39. Is there an incumbent? Is the incumbent also eligible for this contract?

A: Yes / A: Yes; the incumbent is eligible for this contract.

40. Will the recording be included?

A: Yes

Here is the [link](#)

Password: c6dV^nmN

Proposal Due **EXTENDED: AUGUST 17, 2023 at 1:00 PM (EDT)**

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Name of Proposer

Address

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Signature

Date

Unless otherwise changed by an addendum, all other information will remain the same.

**END OF ADDENDA 2**