



February 23, 2024

**Addendum #1
RP007-24
Provision of Technical Services for Website Redesign and Implementation**

Please see the below summation of revisions, questions and answers for the above solicitation.

Revisions

R1. The due date has changed. Proposals will be received until 2:50 P.M. local time on **March 15, 2024** at the Gwinnett County Purchasing Office – 2nd Floor, 75 Langley Drive, Lawrenceville, Georgia 30046.

Questions

Q1. What's the current Liferay version that the County has in place?

A1. LifeRay DXP 7.4

Q2. Please confirm the required workflows will only be for publishing approvals. What is the number of workflows required?

A2. Yes, workflows needed only for publishing approvals in Liferay CMS. The County needs up to three workflows for publishing approval process.

Q3. Please confirm the number of external systems/sites that the County requires integration with, such as zoning & inspections, parks registration, employment Neogov, etc.

A3. The awarded service provider will create and provide a set of visual design elements that can be applied to the County's third-party websites with a look and feel to create a sense of connection and affiliation with the County. The list of third-party websites changes. Currently, the list includes, but is not limited to, [Zoning, Inspections, and Permitting \(ZIP\) Portal](#), [Parks Registration & Reserve](#), [Register Your Alarm](#), [County Employment Neogov website](#), [Open Data Portal](#), [Public Open Records Center](#), [GIS Data Browser](#), etc. No data transfer and no server-side API integration to third-party sides is required for this design components/pattern library deliverable. County will share this design guide with third-party websites to implement the branding. The awarded service provider will guide the third-party websites in design implementation but is not responsible for it.

Q4. Please provide more information regarding the integration points with external systems (third party systems). For example, in case of integrating with Tax Calc Application, send the user data input to the external application to calculate and accordingly send back the required taxes amount. Is this the only integration point? Is there is any further scope required in this case? This is 1 way integration. Does the County require the portal to be called from the external app providing 2-way integration? Please complete the following table for each system.

A4. No external systems integrated required using APIs. Please see A3.

Q5. Does the County require registration for external users?

A5. Yes, customers register to online profile using current Liferay platform. There is no need to develop a new login mechanism.

- Q6. Concerning the interactive web applications currently in place, as per the provided table there's more than 100 web applications in the request for proposal Appendix A. Are these developed using Liferay APIs and Java J2EE Technologies. Please confirm.
- A6. Yes, all web applications running on the site are developed as portlets using Liferay APIs and Java J2EE technologies and can be migrated to the new website without any back-end code changes. Changes to UI screen look and feel may be needed as per new visual design styling templates.**
- Q7. Please specify how many from A6 are using Liferay APIs and how many are using Java J2EE.
- A7. See A6.**
- Q8. What are the types of personas currently in use? e.g. external & internal users or external public users & external governmental users, etc.
- A8. Although the current site doesn't have personalization functionality, the County's primary persona is for the customer while business owners, visitors and residents are auxiliary personas.**
- Q9. Please advise on the size of migration required from the current portal.
- A9. The County is currently undergoing an interim strategy to reduce the page count and improve the information architecture which will alter the existing page count of approximately 5,000. A preferred number cannot be given at this time.**
- Q10. Please advise if the County has any digital documents that require migration other than what's currently on the existing portal? If yes, what is the size of these documents?
- A10. Only digital documents from existing portal needs migration.**
- Q11. For SSO, does the County require it for all users or admins only?
- A11. For all users (customers and administrators).**
- Q12. The request for proposal mentioned 14 administrative departments. Does this mean that each department has a different role?
- A12. Yes, each department has a different role and responsibility to the County. Each department may have approved publishers responsible for publishing content for that department.**
- Q13. What is the number of departments? Does the County expect a different template for each department? Or will the changes be on the level of content for each department?
- A13. The County operates under the County Administrator form of management and has 14 administrative departments. One departmental site template is expected to be delivered with Home page layout options, flexibility to have different side menu structures and number of links, and different page types to fit various content for each department.**
- Q14. What is the number of subsites required?
- A14. No subsites required. Only one public facing website and related admin module for employees needs to be migrated.**
- Q15. What is the number of layouts expected?
- A15. Approximately 10 to 15 layouts. Templates depend on visual design phase of the project.**

- Q16. Page 4 of the request for proposal states “Sample data form (need one template that covers most of the common form elements)”. Please clarify this requirement.
- A16. The County needs a simple form template with all the different kind of field elements (textbox, text area, radio, checkbox, select, etc.) that can be used when developing forms/apps like feedback form, application form, etc.**
- Q17. What are the expected plugins that the County will need the service provider to develop?
- A17. This may not be needed if the County can use the out-of-the-box functionality of Liferay CMS to meet publishing requirements of the website.**
- Q18. What are the expectations for post-production support per the requirements?
- A18. Post go live support for 2 to 4 weeks is expected. The County will take care of production support afterwards.**
- Q19. Is the service provider expected to provide the required software licenses and subscriptions, or will the County provide them?
- A19. The County will provide licenses and subscriptions. The County currently has active licenses from Liferay.**
- Q20. What is the proposed budget for the project?
- A20. There is approved funding for this project. The County expects each service provider to propose a competitive price. Award will be made to the highest scoring service provider.**
- Q21. Does the evaluation team make decisions based on the company’s MBE or SBA status? Does this make a difference if the company is registered as one or not?
- A21. No. There are not any MBE or SBA requirements as part of this request for proposal.**
- Q22. Please provide the previous incumbent’s proposal.
- A22. Not applicable. The current website is developed and managed in-house by the County IT department.**
- Q23. Is the County looking to condense the 5,000 pages the site currently has? If so, is there an ideal final page count the County is looking to meet?
- A23. See A9.**
- Q24. Does the current site connect to any subsidiaries or subdomains? If so, will those be part of the rebrand?
- A24. The current site does not connect to any sub domains. There are 3rd party county websites that need design components for rebrand. Create and provide a set of visual design elements that can be applied to the County’s third-party websites with a look and feel to create a sense of connection and affiliation with the County. The list of third-party websites changes. Currently, the list includes, but is not limited to, [Zoning, Inspections, and Permitting \(ZIP\) Portal](#), [Parks Registration & Reserve](#), [Register Your Alarm](#), [County Employment Neogov website](#), [Open Data Portal](#), [Public Open Records Center](#), [GIS Data Browser](#), etc. No data transfer and no server-side API integration to third-party sides is required for this design components/pattern library deliverable. County will share this design guide with third-party websites to implement the branding. Selected service provider will guide the third-party websites in design implementation but is not responsible.**
- Q25. How many staff members will have access to the backend post launch?
- A25. 100+**

- Q26. Is the County open to a monthly retainer after the site is completed to maintain the site? If so, is there a budget for that?
- A26. No. This project is limited to redesign and develop the new website on existing Liferay platform. County will maintain the website.**
- Q27. For the security requirements, is that going to be provided by the Department of Information Security?
- A27. The security requirements are included in the request for proposal.**
- Q28. Can proposals be submitted electronically only or is it required to submit hard copies as well?
- A28. No. Hard copies must be provided. Please follow the instructions as outlined in the request for proposal.**
- Q29. Will the County extend the due date for two weeks to allow more time to prepare a proposal response?
- A29. Yes. See R1.**
- Q30. Is there a preference for local companies?
- A30. No. There are no local preference requirements as part of this request for proposal.**
- Q31. Has the County established a content workflow that will be integrated with the design team?
- A31. The County is currently working on a content strategy and workflow.**
- Q32. Is it possible for the service provider to have access to the current Liferay builder in a development environment?
- A32. Yes, the development environment will be accessible.**
- Q33. In case the 50 to 60 functional elements of the current websites require CSS restyling, will there be permission for additional hours to handle this unforeseen task?
- A33. No.**
- Q34. Please share the specific challenges or pain points with the existing website that the County aims to address through this redesign.
- A34. Better accessibility, wayfinding, searchability (on website and by search engines), responsive design, more services-centric, and better overall user experience.**
- Q35. What are the key industry standards and best practices that the County envisions incorporating into the redesigned website?
- A35. Refer to request for proposal. The service provider is expected to discuss and provide recommendations of best practices. That will be part of the Visual redesign phase.**
- Q36. Please provide more insights into the findings from the Discovery Phase, particularly regarding user personas, geographic considerations, and identified pain points.
- A36. The County's primary focus is the County of Gwinnett and the services provided, and the primary persona is for the customer. At the same time, business owners, visitors, and residents are the County's auxiliary personas. The County is currently facing the common pain points of an older website. The County wants to improve the information architecture, accessibility, design, and overall user experience.**

- Q37. What factors influenced the decision to stay on Liferay DXP CMS, and how does it align with the specific needs of the County?
- A37. This project scope is to do visual redesign of website and using Liferay CMS instead of custom CMS. The County has invested recently in Liferay platform that serves the needs of the County website.**
- Q38. Please provide more details on the specific user roles and permissions that need to be configured within the CMS.
- A38. Expected roles are - Super admin / Super Publisher / Department Publisher / Department Approver. This can be discussed during design phase to align with the specific needs of publishers.**
- Q39. What specific topics and areas would the County like to be covered in the hands-on training for content creators and editors?
- A39. How to use Liferay CMS for creating content, creating workflows, creating forms and other features available for day-to-day publishing needs of publishers.**
- Q40. How does the County anticipate managing potential risks, and what tools and methods would the County prefer for communication and issue management?
- A40. The County will assign a Project Manager to work with the service provider to manage the timelines, project plan and communication.**
- Q41. Please provide more context on how the County envisions the service provider's past experiences aligning with the unique challenges and requirements of this project.
- A41. Please refer to the request for proposal, Service Provider's qualifications section.**
- Q42. How would the County like the proposed solution to address the security requirements outlined in the "Security Requirements for Purchase Standard"?
- A42. The County expects the service provider to follow security requirements outlined in the request for proposal while using county systems for the project.**
- Q43. When was the site launched?
- A43. The current website on the Liferay DXP platform went live in 2018.**
- Q44. How many months/years has the site been in maintenance mode?
- A44. The current site has been running since 2018 and actively updated and maintained.**
- Q45. Does the County have any expectations around the kind of maintenance activities that are most needed? (E.g. ADA, SEO, Performance, Bugs, Plugin upgrades, template adjustments, content issues, etc.)
- A45. The maintenance activities that are most needed are SEO, ADA, file naming conventions, content, information architecture, URL structures, and responsive design. The County expects the service provider to include these activities in the proposed solution.**

- Q46. Has the County set up the deployment environment with a staging and production instance?
A46. Yes. The County has separate Development, QA, staging and production environments for the existing website.
- Q47. Does the County have a defined code-management process (involving Git or Bitbucket kind of tools)?
A47. Yes, the County has Github source code management and build process.
- Q48. How frequently does the County push from staging to production?
A48. There are everyday content publishing and updates across the site.
- Q49. Does the County have an issue tracking system in place already? (such as JIRA, Bugherd, etc.)?
A49. Yes.
- Q50. Has the County had any major outages or events that have needed support outside the 9 am - 5 pm EST time window?
A50. The County expects the awarded service provider to design, develop, and deliver a new website. Ongoing support is not required.
- Q51. Most agencies typically go with three breakpoints: one for the phone, one for the desktop, and one for the tablet. Is the County ok with this? Or is the County looking for more breakpoints?
A51. The goal is for the website to be functional and responsive across all sizes of devices/platforms.
- Q52. Is the County ok with an ADA level of AA or does the County need an AAA as requested in the request for proposal?
A52. The awarded service provider must ensure accessibility compliance by adhering to Web Content Accessibility Guidelines (WCAG) 2.2 AA for color contrast, font sizes, and alternative text.
- Q53. Does the County have any preferences for SEO?
A53. Yes, the County wishes to be optimized for search and have improved accessibility.
- Q54. Does the County have any preferences regarding ongoing support hours?
A54. The County does not need ongoing support. This request for proposal is for a service provider to design, develop, and deliver a new website.
- Q56. Who is the incumbent for this project and may the incumbent participate in this request for proposal?
A56. The current website is developed and managed in-house by the County IT department.
- Q57. Please provide more information about the current website hosting solution.
A57. The current website is running on Liferay DXP 7.4 platform on Windows VMs hosted at "In house data center".

- Q58. Who is the current hosting provider and is the County planning to continue with the same hosting provider?
A58. The current website is running on Liferay DXP 7.4 platform on Windows VMs hosted at "In house data center". Yes, the County is planning to continue with the same hosting infrastructure.
- Q59. What is the traffic of the current website?
A59. 117 million views per year.
- Q60. Please provide details on the volume and format of the data that needs to be migrated to the new website.
A60. 2 GB of page content (in xml format) for approximately 5,000 pages and 100 GB of static content like PDFs, Images, Word, Excel etc.,
- Q61. How many staff members from the County will be involved in managing the website's content, and do these staff members have experience with any CMS?
A61. Approximately 100 staff members manage the content and other administrative tasks. Staff has experience with CMS , but new to Liferay CMS.
- Q62. Is migration part of this project? If yes, what is the total file count with format?
A62. The County has roughly 5,000 pages now. 3,000 are HTML and 2,000 pdfs.
- Q63. What is the County's current annual spending on CMS software, hosting, maintenance, and support?
A63. County has active annual subscription from Liferay. Maintenance and support are done by County IT department internally.
- Q64. How much has the County spent on the previous website?
A64. The current website is developed by County IT department internally.
- Q65. Is the project expected to be performed onsite or be performed from a remote location?
A65. Onsite is expected.
- Q66. Does the County require design as well as development of the website?
A66. Yes, please review the Website Discovery and Redesign section of the request for proposal for design needs.
- Q67. Would the County be interested in open-source solutions such as Drupal?
A67. No. The new site needs to be developed using current Liferay DXP platform and CMS.
- Q68. Are there any similar sites that the County likes?
A68. This can be provided during the design phase of the project.
- Q69. What is the proposed launch date of the website?
A69. Ideally, in 2025. The County is awaiting proposals to outline the optimal timeline.

Q70. What is the custom CMS (like Alfresco)?

A70. Custom CMS is J2EE web application built for County site (functions similar to Alfresco). The County migrated to custom CMS from Alfresco few years ago.

Q71. Does the custom CMS have a headless API?

A71. No

Q72. How much structured content (schema that defines the fields and templates that render) vs. content with embedded markup?

A72. 2 GB of page content (in xml format) for approximately 5,000 pages and 100 GB of static content like PDFs, Images, Word, Excel etc.,

Q73. How many content items are in CMS (documents, how large and are these items associated with a particular piece of content)?

A73. See A72.

Q74. How many of the 70 web apps have embedded CSS?

A74. All the custom web applications use master CSS (from site theme).

Q75. On the pre-proposal call it was mentioned that the County has been working on a new (Information Architecture) IA and sitemap. Will the updated sitemap and IA be shared with service providers?

A75. Yes.

Q76. On the pre-proposal call it was mentioned that the County has been working on a direction for visual designs. Will the design direction be shared with service providers? If not, what types of details / deliverables can service providers expect to be provided related to design direction?

A76. Yes, information will be shared.

Q77. Please confirm that Weglot is the service used for translations.

A77. Yes, Weglot will continue to be used for language translations.

Q78. Please confirm that no back-end updates are required to the custom applications.

A78. Yes, no back-end coding updates are required for custom web applications running the site.

Q79. On the pre-proposal call it was mentioned that it is expected that content can be exported from the existing CMS. Please share a sample XML export.

A79. XML export will be provided to the awarded service provider during design phase of the project.

Q80. Please confirm that the County has already procured the appropriate Liferay licensing? If not, is the expectation that service providers will include Liferay licensing in the cost proposal?

A80. County has already procured Liferay DXP licensing. No need for adding licensing in the cost proposal.

Q81. How many staff members will require training on Liferay?

A81. Approximately 20 staff members need Liferay CMS training.

- Q82. Please confirm if wireframes are in progress or if the selected service provider will be tasked with completing wireframes.
- A82. The awarded service provider will work on the visual design phase and will be expected to provide wireframes as mentioned in the request for proposal.**
- Q83. On the pre-proposal call it was mentioned that the County is working to reduce the volume of content on the site. Please provide a sense of the volume of content that the selected service provider will be expected to migrate.
- A83. The County is currently undergoing an interim strategy to reduce the page count and improve the information architecture which will alter the existing page count of approximately 5,000. A preferred number cannot be given at this time.**
- Q84. How does the County plan to measure the success of the new website?
- A84. Website engagement and performance metrics.**
- Q85. SEO Optimization Strategies – Please specify the SEO tools and platforms the County currently utilizes or plans to integrate for monitoring and enhancing the website's search engine performance, such as Google Analytics or SEMrush. This question is intended to identify the County's strategy for leveraging SEO and analytics platforms to track website performance metrics, understand user behavior, and inform content optimization decisions. Moreover, how does the County plan to address the integration of these tools within the new CMS environment to ensure comprehensive visibility into SEO effectiveness and user engagement?
- A85. Google Analytics 4 (GA4).**
- Q86. ADA Compliance and WCAG Guidelines – What specific auditing tools or methodologies does the County prioritize for ensuring ADA compliance and adherence to WCAG 2.1 guidelines in recreation management software, such as automated testing tools like WAVE or manual testing by accessibility experts?
- A86. Siteimprove's Accessibility Checker.**
- Q87. Mobile Optimization and Accessibility – Please clarify the target mobile web performance metrics, such as load times, First Input Delay (FID), and Cumulative Layout Shift (CLS), that the County considers critical for the redesigned website. Furthermore, are there benchmarks in tools like Google's Lighthouse or WebPageTest that the County aims to meet or exceed, particularly regarding accessibility features optimized for mobile users?
- A87. From a technical and on-page optimization process the County wants the best performance possible based on the Web Vitals. In order to do, the awarded service provider will want to maintain and/or improve FID, CLS and LCP. Based on PageSpeed Insights, the County is passing Web Vitals but could have improvement in First Contentful Paint and Large Contentful Paint.**
- Q88. Data Security and Privacy – Please outline the specific local, state, and US federal data privacy and security laws that the redesigned website needs to adhere to, such as HIPAA for health-related information, FERPA for educational data, or state-specific regulations. Additionally, how does the County plan to implement these legal requirements in the website's architecture, particularly concerning user data collection, consent protocols, and cookie management?
- A88. This is not included in this request for proposal.**

- Q89. Custom Applications and Functionalities – Please specify any development languages or frameworks, such as React or Angular, that are preferred for the creation and integration of custom applications within the Liferay DXP environment?
- A89. Custom web applications developed using J2EE and Liferay APIs and portlet framework. Application back-end coding will remain the same and the awarded service provider will help fixing UI look and feel of these applications to match with new visual design of the site.**
- Q90. Website Analytics and User Behavior Tracking – Please outline the existing analytics platforms in use by the County and detail any specific functionalities or integrations that are deemed essential for the new CMS, such as user behavior tracking, real-time analytics, or conversion tracking?
- A90. Google Analytics 4 (GA4).**
- Q91. Third-party Integrations and APIs – Please specify which third-party services or APIs, such as payment gateways or CRM systems, are critical for integration with the new website, and detail the security protocols or standards (e.g., PCI DSS for payment processing, OAuth for secure API access) expected to safeguard these interactions?
- A91. Custom web applications using Elavon payment gateway APIs and other webservices for third-party integration and applications will be migrated to new site without making any changes to back-end code. The awarded service provider will help fix UI look and feel of these applications to match with new visual design of the site.**
- Q92. Visual Design and Branding – Please share specific examples or inspirations for the website's visual design and branding, including any particular websites, design elements, or thematic concepts that encapsulate the desired aesthetic and functional objectives?
- A92. See A68.**
- Q93. User Engagement and Interaction – Please identify the specific tools or functionalities, such as chatbots, interactive forums, or real-time feedback systems, that are envisioned to foster user engagement and interaction on the County's new website?
- A93. The County is open to service provider's proposal on user engagement improving solution.**
- Q94. Compliance and Legal Requirements – Please outline any specific federal and state legal frameworks or standards that the redesigned website needs to comply with, aside from general accessibility and privacy laws?
- A94. No other compliance or legal requirements are included with this request for proposal.**
- Q95. Feedback and Revision Process – What specific strategies or tools does the County plan to use for managing feedback and revisions during the design and development phases, such as project management software or collaborative platforms, to keep the project on schedule?
- A95. Internally, the County has its own tool to track and keep the project on schedule. The County can invite the awarded service provider into the tool. The County is willing to use whatever tool that the service provider uses to provide feedback and revisions effectively.**

- Q96. Risk Management and Quality Assurance – Please detail the specific risk management strategies and quality assurance protocols expected from the service provider throughout the website redesign project, including any preferred methodologies, tools, or standards (such as ISO 9001 for quality management or PMBOK for project risk management) to ensure project objectives are met without compromising on quality or timelines?
- A96. Risk identification will come as a natural part of the process in the project management plan. There will be an assigned project manager from the County to work with the service provider to monitor and control processes to track, review, and regulate the progress and performance of the project.**
- Q97. Future Scalability and Website Evolution – How does the County project the website's growth and adaptation over the next 5-10 years, and could the County outline the scalability factors the service provider should consider, such as infrastructure flexibility, content management adaptability, and technology integration capabilities, to support evolving digital needs and user expectations?
- A97. The proposals should take into consideration the future scalability and website evolution. The industry standards & best practices are expected to be followed to ensure the solution is scalable for SSO, integration capabilities, enhanced user experience, user journey, customer service, and advancements in digital solutions.**
- Q98. User Roles and Permissions in CMS – Could the County specify the expected workflows and approval processes within the CMS for content management, particularly noting any changes or enhancements from existing procedures?
- A98. Expected roles are - Super admin/Super Publisher/Department Publisher/Department Approver. This can be discussed during the design phase to align with the specific needs of publishers.**
- Q99. Social Media Integration – Please detail any particular social media integration features or platforms it aims to incorporate for enhanced engagement on the website, such as embedding live feeds from Twitter or Instagram, and how these integrations align with the County's digital engagement strategy?
- A99. The Social Media Integration strategy is not included in this request for proposal.**
- Q100. Emergency Notification Systems – Please clarify whether the redesigned website is expected to integrate with an existing emergency notification system to automatically display alerts, or if there is a plan to develop a new system for this purpose.
- A100. The redesigned website is not expected to integrate with an emergency notification system.**
- Q101. GIS and Mapping Services Integration – Please specify which Geographic Information System (GIS) tools or mapping services, like Google Maps or ArcGIS, are currently in use and are intended to be integrated into the website for enhancing location-based services?
- A101. The County uses Arc GIS.**
- Q102. Third-party Content Management and Syndication – Please detail plans for integrating with third-party content management systems or syndication services for dynamically updating the website with external content, such as news feeds or event listings?
- A102. No third-party CMS integration is needed. For Events display, the County website is integrated with third party SaaS Calendar product from mhSoftware.**

Q103. Additional Features: While the request for proposal outlines the current requirements and expectations for the website redesign, considering the rapid advancement in digital solutions, would the county be open to exploring additional futuristic features? If yes, may we include them in our proposal under the additional/optional section? A list of such useful features is:

- AI-Powered Chatbots: Streamline customer service, efficiently handle inquiries about county services, reduce wait times, and improve satisfaction.
- Predictive Analytics: Enhance decision-making by forecasting community needs and improving planning for services like transit and public health.
- Voice-Activated Navigation: Increase accessibility for residents with disabilities, ensuring equal access to online resources.
- Automated Content Accessibility Adjustments: Guarantee the website remains inclusive, automatically adapting to diverse user needs.
- Smart Search Functionality: Improve the ease of finding information, saving time for users seeking specific county services or data.
- Real-Time Language Translation: Expand the website's reach, making county information and services accessible to a diverse population.
- Predictive Maintenance: Maintain a seamless online experience, preemptively solving technical issues before they affect users.

A103. The proposals are expected to focus on the requirements of the request for proposal. The futuristic features can be included if they are part of the proposed solution. Additional optional features must be clearly labeled as optional with the cost amount if they are not included in the main core implementation package.

Acknowledge receipt of this addendum on Page 16 of the proposal document.

Sincerely,



Dana Garland, CPPB, FOII, NIGP-CPP
Purchasing Division