INVESTATLANTA
Atlanta's Development Authority

ADDENDUM NO. 2

TO THAT CERTAIN DETAILED REQUEST FOR PROPOSAL FOR WEBSITE DEVELOPMENT SERVICES

Addendum Date: September 24th, 2025

The following changes, additions, clarifications and/or amendments are made to the Request for Proposals as of the Addendum Date. All capitalized terms not defined herein shall have the meanings ascribed to them in the Request for Proposals ("RFP").

Note: This document is intended for informational purposes only. Any changes to the RFQC must occur through a separate published addendum. Invest Atlanta received the following inquiries with respect to the RFP. For the benefit of all potential respondents, Invest Atlanta now elects to publish each timely submitted inquiry, edited for clarity, along with Invest Atlanta's response thereto. In the event of a conflict between previously released information and the information contained herein, the latter shall control.

Q & A Responses

RFQC Number: RFP-ADA-08252025;	RFP Title: Web Development Services
Requesting Entity: Invest Atlanta	Date:
Issuing Officer/Procurement Manager: Lazerick Russell	RFP Initially Posted to the Internet: August 25th 2025
eMail Address: lrussell@investatlanta.com	Telephone: 404 609 3224 ext 3224

QUESTIONS SUBMITTED TO INVEST ATLANTA ON OR PRIOR TO 5:00 P.M., September 4, 2025:

#	Questions	Answers
1.	When was the last website refresh, and what's driving the new website redesign?	The last website refresh was at the start of 2018. Invest Atlanta's goals and priorities have evolved since that time; hence. the need for a website redesign. Specific challenges with the current site are addressed on page 2 of the RFP.

#	Questions	Answers
2.	is there a style-guide or brand guidelines document?	Yes, this document will be shared with the awarded respondent.
3.	Should the redesign align with current branding, or are you open to a complete brand refresh?	Invest Atlanta's marketing and communications team will provide guidance on desired branding; while not part of the RFP, respondents are welcome to share branding capabilities in their response.
4.	What are the top 3 results you would like to achieve with this project?	Please see goals listed on pg. 3 in Section 1 Introduction, Background & Main objectives.
5.	Do you need support editing or writing site content?	The respondent should provide an approach for written content for primary pages, e.g., homepage, and primary landing pages and destinations. The respondent should expect to handle copywriting, e.g., headlines but not core "body copy" of pages.
6.	Do you have a library of photos (or an account for stock photography) that we can use? Or will you need assistance with creating/curating photos and graphics?	Invest Atlanta has a library of photos that are accessible. The respondent should provide a design strategy that includes recommendations for photography, e.g., stock images, that complements the look and feel of the relaunched website but is not expected to conduct photo shoots.
7.	Do you already have an approved, updated photography library for the site redesign?	See response to question 6.
8.	Are there specific visual elements or features for the website redesign you want to prioritize?	Please see the key functionalities and Project requirements in Section III Scope of services.
9.	What types of content updates are most frequent, and what are the current challenges the internal team faces when performing these updates?	Generally, content updates are basic wyswyg changes. Biggest challenges are usually iframes that don't integrate well into the site specifications, e.g. video integration. Other challenges include design/element limitations within the CMS, which does not allow for a high degree of customization within the page or element itself.

#	Questions	Answers
10.	Will the website be in both dark as well as light mode ?	This functionality is not expected.
11.	Can you share examples of how your staff currently updates content, and what specific pain points they encounter with the existing CMS?	The current CMS contains a large number of customized elements, which makes it very user friendly for someone with little-to-no content management experience. However, that limits the ways staff can customize elements for best use without putting in a ticket with our current vendor. This has limited the ways we organize our entire site from the home page to site navigation to how content is organized on individual pages.
12.	What challenges have you faced with past projects? Are there any lessons or preferences you'd like us to consider?	Some of the major challenges with the current website are described in Section 1Introduction, Background and Main Objectives.
13.	Are there specific pain points in the current website that need to be addressed?	Please see/consider all the challenges, main objectives, key functionalities and project requirements described in the RFP document as items that need to be addressed in this project.
14.	Do you expect your Vendor to migrate all of your content? Do you have internal staff (i.e., personnel, interns) that could support migration efforts?	Page 6 in Section III scope of services indicates that the specifics of content to be migrated from the current site will need to be identified and agreed upon with the Marketing team. "Estimated number of pages/articles: IA estimates less than 80% of website content/pages will need to be migrated."
15.	How do you currently handle SEO? Do you need support with optimizing content, keyword research, or technical SEO?	We expect the respondent to provide an approach to optimizing the site for search.
16.	Does your website integrate with other systems (i.e., email marketing, HubSpot)? If so, which systems?	See Engagement Points & CRM Integration in the RFP; In addition to the applications listed, the website integrates with MailChimp.

#	Questions	Answers
17.	Success Metrics for Redesign: What key performance indicators will define the success of this redesign (e.g., bounce rate reduction, increased course registrations/donations, faster load times)?	Please consider all metrics and indicators on Attachment C Website Key Performance Metrics as indicators that will be used to measure the success of the redesign.
18.	Are there specific search terms or geographic markets where you aim to improve your website's search engine rankings?	Invest Atlanta aims to improve SEO strategies for the target audiences detailed in Table 1.1 Invest Atlanta's current Audiences
19.	Is there a need for multiple languages?	Yes, the site currently uses Google Translate.
20.	Are the timelines in the RFP finalized?	The respondent should provide a project timeline anticipated launch date of June 2026.
21.	What is the ideal launch date?	June 2026
22.	What is the budget for the Design and Development?	Invest Atlanta has budgeted in the range of $150,000 - $200,000 for this project.
23.	Are there any specific CMS platforms that Invest Atlanta prefers or has previously used? If so, could you provide details on these preferences?	Pleaseneee Flexible Content management System (CMS) under Project requirements in Section II Scope of Services of the RFP. "Flexible Content Management System (CMS): providing a flexible CMS that allows for easy content creation, editing, organization, publishing, and access control based on user roles. o Current Content Management System (CMS): Nebo o Invest Atlanta prefers an open-source CMS solution that can be efficiently managed by a marketing and communications team.
24.	: What third-party systems (e.g., CRM, analytics tools) does Invest Atlanta currently use or plan to	Please see all current third-party systems and preferences provided in Italics under Primary Project Requirements in Section III scope of Services.

#	Questions	Answers
	integrate with the new website? Are there any specific integration requirements or constraints	
25.	What specific data security standards and protocols does Invest Atlanta require for the website? Are there any compliance certifications (e.g., ISO 27001, SOC 2) that the selected vendor must possess	Please review Exhibit B IT & Security requirements.
26.	Is there a requirement for the website to comply with specific accessibility standards, such as WCAG 2.1 AA? If so, are there any particular guidelines or tools that should be used to ensure compliance	Please see Mandatory Requirement number 4 on page 7 of the RFP document.
27.	What are the key performance indicators (KPIs) that Invest Atlanta aims to track through the website? Are there specific analytics platforms (e.g., Google Analytics, Adobe Analytics) that should be integrated	Please see Analytics & Measurement under Project requirements in Section II Scope of Services of the RFP. Current Analytics tool: Google Analytics 4. Invest Atlanta is open to alternatives that integrate better with the new website.
28.	Are there any specific mobile responsiveness requirements or target devices that the website should support	The website should be responsive to mobile devices.
29.	Does Invest Atlanta require the website to support multiple languages? If so, which languages should be prioritized	Yes, the site currently uses Google Translate.
30.	What is the expected volume of content to be migrated from the existing website? Are there any specific challenges or considerations related to this migration?	See information provided in the RFP. No specific challenges.

#	Questions	Answers
31.	Could you provide a detailed timeline with key milestones for the project, including discovery, design, development, testing, and launch phases	The respondent should provide a project timeline anticipated launch date of June 2026.
32.	Who are the primary stakeholders from Invest Atlanta that will be involved in the project? What are their roles and responsibilities?	Primary: Invest Atlanta's marketing and communications team; executive leadership Secondary: Invest Atlanta's internal departments
33.	What is the approval process for deliverables at each project phase? Are there specific criteria or documentation required for approvals	The marketing and communications vice president will approve deliverable according to the respondent's project timeline.
34.	How does Invest Atlanta handle changes in project scope or requirements during the development process? Is there a formal change request process in place	Invest Atlanta and the respondent would agree to an addendum to the consulting services agreement governing the project.
35.	Is there a defined budget for the project? If so, could you provide the budget range to help us propose solutions that align with your financial expectations? Invest Atlanta	Invest Atlanta has budgeted in the range of $150,000 - $200,000 for this project.
36.	What is the preferred payment schedule for the project? Are payments milestone-based, and if so, what are the criteria for each milestone	A payment schedule should be provided by the respondent.
37.	Are there any potential additional costs that we should be aware of, such as licensing fees, hosting fees, or training costs	The RFP includes items the respondent should account for in their budget.
38.	What is the expected duration for post-launch support and maintenance? Are there specific services included during this period?	Section III Scope of Services details that "the term od any maintenance/ongoing support contract shall be for two years with one 1-year option to renew subject to a satisfactory annual performance review at the sole discretion of IA"

#	Questions	Answers
39.	: Does Invest Atlanta require specific SLAs for response times, issue resolution, and system uptime? If so, could you provide the details	The details for any service level agreements (SLAs) will be negotiated with the apparent successful respondent. Currently, there are no set specific service level requirements for the website. Invest Atlanta is open to negotiating proposed SLAs.
40.	What is the preferred method for knowledge transfer to Invest Atlanta's internal team? Will there be training sessions, documentation, or both?	The respondent should provide an approach to knowledge transfer; the vendor that developed the existing website included training and a manual.
41.	After the initial support period, what are the expectations for ongoing website maintenance and updates? Is there an option to extend support services?	Please see response for question 38.
42.	Can you provide examples of similar projects that Invest Atlanta has undertaken? What were the outcomes and lessons learned from these projects	The last website refresh was at the start of 2018. Invest Atlanta's goals and priorities have evolved since that time; hence. the need for a website redesign. Specific challenges with the current site are addressed on page 2 of the RFP.
43.	Will Invest Atlanta provide references or case studies from previous vendors or partners that can offer insights into working with your organization?	This information will not be available.
44.	What is the process for evaluating vendor proposals? Are there specific criteria or scoring systems used to assess submissions?	Please review Section VI Evaluation Criteria and Selection Process in its entirety.
45.	What is the anticipated timeline for selecting a vendor and awarding the contract? Are there any specific dates for interviews or presentations	Please review the Timeline of Events in Section II Timeline of Events and Submission Instructions. Specific dates are not provided but general timeframes have been provided.
46.	Are there any additional pages/special functionality not visible from the front end of the site that need to be continued/implemented on the new site?	The project requirements are explained in the RFP.

#	Questions	Answers
47.	For any sub-programs or initiatives are you looking for a consistent structure across these (for future updates/development) or unique microsites for each within this project's scope of work? a. Women's Entrepreneurship Initiative (WEI) b. ATLinBusiness.com c. Atlanta Emerging Markets Inc. (AEMI) d. Invest Atlanta Partnership IA Partnership	Currently, these are unique microsites with their own domains.
48.	Are you looking for respondents to fill out your mandatory scored requirements in addition to our narrative/technical proposal? Or only supply answers on the supplied worksheet?	Please fill out the Mandatory Scored Requirements worksheet and provide your cover letter.
49.	Our firm is legally registered and authorized to operate in the Georgia State, United States. However, our development team is primarily located in our India office. Could you please confirm if utilizing offshore resources (India-based developers and designers) is permissible under this RFP, provided that project management, client communication, and contractual obligations are handled through our US entity?	Yes, it is permissible given that the Respondent complies with the requirements provided in response 51. Furthermore, Invest Atlanta's preference is for the Full Stack Web Developer and the UX/UI Designer be physically located in the United States.
50.	The mandatory requirements specify having a Senior Full Stack Web Developer (7+ years) and a UX/UI Designer (5+ years) as in-house resources. Can these key resources be based offshore (India)	Invest Atlanta's preference is for the Full Stack Web Developer and the UX/UI Designer must be physically located in the United States.

#	Questions	Answers
	while still being considered in-house employees of our company, or must they be physically located in the United States?	
51.	If there is a concern regarding project data leaving the United States, we can structure the engagement so that our India-based development team works remotely by connecting through a secure VPN into our US-based servers. This ensures that all data, code, and repositories reside exclusively in the United States, with no transfer of proprietary information outside the country. Would this arrangement satisfy the RFP requirements for data protection and confidentiality	All project data, code, and repositories will reside exclusively within U.S.-based servers and datacenters. No data will be transferred, stored, or hosted outside the United States. If offshore development resources are proposed, their access must occur strictly through a secure VPN connection into U.S.-based servers. Such acceNOss will be subject to multi-factor authentication, strong encryption protocols (TLS 1.2 or higher), and the principle of least privilege. No local storage, downloads, or screenshots of proprietary data will be permitted on non-U.S. devices. All offshore personnel must operate under the same confidentiality agreements, compliance standards (including SOC 2 Type II or equivalent), and audit requirements as U.S.-based staff, with full access logs available for review. This ensures full compliance with Invest Atlanta's requirements for data protection and confidentiality.
52.	Our company has both US based and off-shore resources (Eastern Europe). Are we permitted to use offshore resources, or do all team members that work on the Invest Atlanta initiative need to be US based?	Invest Atlanta prefers that all team members that work on this initiative be US based.
53.	Are there any specific metrics you can share that you hope to see improve as a result of site improvement efforts? (For example, time on page, increased overall traffic, repeat visitors, etc.)	Please consider all metrics and indicators on Attachment C Website Key Performance Metrics as indicators that will be used to measure the success of the redesign.

#	Questions	Answers
		In addition to Google Analytics data, the Marketing and Communications team tracks the following metrics that are influenced by the website: active users, new users, form fills, newsletter subscribers, chat sessions, chat rating, net promoter score and customer satisfaction score.
54.	You have outlined your concerns about the current site wonderfully in the RFP; is there anything you can share about the specific timing related to RFP, in terms of why the decision was made to redesign the website now?	The last website refresh was at the start of 2018. Invest Atlanta's goals and priorities have evolved since that time; hence. the need for a website redesign. Specific challenges with the current site are addressed on page 2 of the RFP.
55.	Is there a target budget or fixed budget cap for this initiative that you would be willing to share?	Invest Atlanta has budgeted in the range of $150,000 - $200,000 for this project.
56.	It appears that the current site may be a custom Ruby on Rails site. Can you confirm this, as well as any decisions that might have led previously to a more custom implementation vs. utilizing a commercially available CMS?	The existing website is a custom site built on the Ruby platform.
57.	Could you provide any more context to the following: "Interactive Maps & Data for Dashboards may originate from GIS data, economic Impact data, and program participation data." We are familiar with ArcGIS API; how will we be able to access and work with economic impact and program participation data?	Invest Atlanta will supply economic impact and program participation data; an example exists on Invest Atlanta's current website in the Impact & Insights section.
58.	We are proponents of both Wordpress and Drupal, for Open Source CMS solutions; is there any preference on the part of Invest Atlanta, or should we recommend whatever we think fits best?	Please provide a recommendation based on the scope of the RFP.

#	Questions	Answers
59.	Are there any requirements available for the proposed microsites?	None at this time. The microsites mentioned in the RFP currently exist. Development of microsites is not part of the RFP.
60.	The RFP says, "Preferred Programming Languages: HTML, CSS, JavaScript and Python or Ruby". Both Wordpress and Drupal are primarily PHP, though client side customizations utilize Javascript. Would these two CMS systems be acceptable, or do we need to propose a framework that utilizes JavaScript, Python, or Ruby to have a realistic chance at being selected?	The programming languages listed in the RFP (HTML, CSS, JavaScript, Python, Ruby) are understood to be **guidelines rather than strict requirements**. Both **WordPress and Drupal**, while PHP-based at their core, are widely adopted in the public and enterprise sectors and successfully meet requirements for scalability, accessibility (WCAG 2.1 AA), and security. These platforms also allow for extensive client-side customization in **JavaScript** and integrate seamlessly with **Python or Ruby** applications via APIs and middleware. Accordingly, Invest Atlanta would consider solutions built on WordPress or Drupal acceptable, provided they meet the full scope of functional, security, and accessibility requirements outlined in the RFP.
61.	Budget Guidance: Is there an estimated total project budget or cost ceiling that vendors should be aware of when preparing the fee proposal?	Invest Atlanta has budgeted in the range of $150,000 - $200,000 for this project
62.	CMS Flexibility: Is WordPress an acceptable CMS platform for this project, considering the preference for open-source solutions and ease of use for non-technical staff?	Invest Atlanta is open to all CMS solutions; respondents should recommend the solution that best fits the requirements as described.
63.	Hosting Responsibility: Should the vendor propose a new hosting plan, or will Invest Atlanta continue with its current provider (Liquid Web)?	Invest Atlanta does not intend to move off Liquid Web unless there is a technical reason to do so.

#	Questions	Answers
64.	Remote Execution: Is offshore or fully remote development permitted for all phases of the project, including discovery, development, and post-launch support?	No, offshore or fully remote development is not permitted in this RFP.
65.	Live Chat Support: Is the vendor expected to manage live chat post-launch, or should integration with the existing Olark platform suffice?	Integration with the existing Olark platform or another specified by Invest Atlanta. The vendor is not expected to manage live chat.
66.	Virtual Collaboration: Can all project activities, including stakeholder interviews, training, and presentations—be conducted virtually?	Yes.
67.	Technology Stack: Are there any restrictions or preferences beyond the listed programming languages (HTML, CSS, JavaScript, Python, Ruby) that vendors should consider?	No. Beyond the listed languages (HTML, CSS, JavaScript, Python, Ruby), there are no strict restrictions. Solutions must prioritize **security, WCAG 2.1 AA accessibility, scalability, and U.S.-based data hosting**. CMS platforms such as WordPress or Drupal will be considered but may not be preferred given their PHP foundation.
68.	Access to Existing Assets: Will Invest Atlanta provide access to current website content, analytics, and user feedback to guide redesign and migration efforts?	Yes.
69.	Timeline Flexibility: Is there any flexibility in the proposed timeline (October/November 2025 start, June 2026 launch), especially if additional discovery or stakeholder engagement is needed?	The respondent may identify specific contingencies that may impact on the launch date.
70.	Reference Materials: Are there any incumbent vendors, previous RFPs, or documentation available that could help inform our understanding	Refer to Attachment C: Website Key Performance Metrics

#	Questions	Answers
	of the current website infrastructure and performance?	
71.	**Contract Term Inconsistency** - What is an accurate description of the contract structure for pricing purposes? **RFP Section III, page 6, 2nd bullet, 1st sub-bullet:** "IA is seeking ongoing support for a period of 3 years after website implementation" **RFP Section III, page 6, last paragraph, first sentence**: "The term of any maintenance/ongoing support contract shall be for two years (2) years with one (1) one-year option to renew" Implementation Project Phase + 3 years maintenance or Implementation Project Phase + 2 years maintenance + 1 renewal maintenance year?	The contract structure is implementation Project Phase and a fixed 2-year maintenance contract with one 1 year option to renew.
72.	"Exhibit B - IT & Security Requirements - Please provide the missing document referenced in the RFP. RFP Section III, page 6, 4th bullet, 1st sub-bullet: ""Website Security: See Exhibit B IT & Security Requirements"" RFP Appendices, Attachments & Exhibits, page 14, 6th chevron: ""Exhibit B IT & Security Requirements""	Please review Exhibit B IT & Security requirements attached.

#	Questions	Answers
	What specific security standards (SOC 2, NIST framework compliance, etc.), compliance requirements, and testing protocols must be met?"	
73.	**NetSuite CRM Integration Scope [page 5, Engagement Points & CRM Integration]**: What specific data points need to flow between the website and NetSuite? Is this bi-directional integration, and what are the API limitations or data volume restrictions?	NetSuite and CRM workflows have not been implemented yet.
74.	Content Migration Scope Definition [page 6, Content Migration]: How was the "less than 80%" content migration estimate determined? Can IA provide a content audit showing which specific pages should/shouldn't be migrated?	A content audit is not available. The successful respondent should be prepared to assist Invest Atlanta with an audit/audit process to determine what content to migrate versus archive.
75.	Application Intake Systems Integration [page 5, Primary Project Requirements, User-Intuitive Program Access]: How should the website connect to Neighborly and FORWARD platforms? Are these API integrations, embedded forms, or redirects to external systems?	These are just basic hyperlinks that don't require higher functionality. We do utilize embedded forms occasionally, mostly as contact forms, as well as redirects to external pages from our site (ATLinBusiness).
76.	**Interactive Maps & Dashboard Data Sources**: What format is the GIS data in (Shapefile, GeoJSON, etc.)? What are the data sources for dashboards, and what's the expected refresh frequency?	Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page.
77.	**Open-Source CMS Recommendation**: Should vendors propose a specific open-source CMS	The respondent may propose a single CMS platform or multiple.

#	Questions	Answers
	(WordPress, Drupal, etc.) with justification, or present multiple options with recommendations?	
78.	**Microsite Architecture Requirements**: Should microsites be sub-domains (wei.investatlanta.com) or sub-directories (investatlanta.com/wei)? What level of brand customization is required for each?	Currently, microsites are linked from the Invest Atlanta website; the respondent should review the microsites listed in the RFP and provide a recommendation for a better connection between the microsites and Invest Atlanta's website, e.g., a subdomain.
79.	**Launch Timeline Flexibility [page 6, Key Project Deliverables, Launch Plan]**: Is the **June 2026** launch timeframe a hard deadline or preferred timeline? What factors might require schedule adjustments?	The respondent may identify specific contingencies that may impact on the launch date.
80.	**Content Creation Responsibility**: Who creates new content during development? What's IA's capacity for content review and approval, and what are expected turnaround times?	The respondent should provide an approach for written content for primary pages, e.g., homepage, and primary landing pages and destinations. The respondent should expect to handle copywriting, e.g., headlines but not core "body copy" of pages.
81.	**Hosting Transition Requirements**: Should vendors recommend hosting migration from Liquid Web, or continue with current provider? What are the hosting budget parameters?	The respondent may make a third-party hosting recommendation if desired.
82.	**Penetration Testing Requirements [page 6, Security & Testing]**: What level of penetration testing is required? Should vendors include third-party security assessments in their proposals?	Vendors are required to conduct **regular penetration testing at least annually**, covering both application and hosting environments. Results must include an executive summary and remediation plan. Vendors should also include **third-party security assessments** in their proposals to validate findings and demonstrate compliance with industry standards (e.g., SOC 2 Type II, ISO 27001).

#	Questions	Answers
83.	**Change Order Process**: How will scope changes be handled during development? What's the approval process and timeline for additional work?	Invest Atlanta and the respondent would agree to an addendum to the consulting services agreement governing the project.
84.	**Microsoft Bookings Integration Depth**: Should the website display real-time availability from Microsoft Bookings, or is this a redirect/embed? What booking types need integration?	Microsoft Bookings is an embedded app that enables people to schedule time with Invest Atlanta staff. The app shows availability and integrates with Microsoft Outlook.
85.	**Document Repository Metadata Requirements**: What metadata, tagging, or categorization requirements exist for the searchable document repository?	Currently none; the respondent may provide a recommendation to make documents easier to find.
86.	**Performance & Analytics Baseline**: Beyond provided GA4 metrics, what other KPIs does IA track? What constitutes success metrics for the new website?	In addition to Google Analytics data, the Marketing and Communications team tracks the following metrics that are influenced by the website: active users, new users, form fills, newsletter subscribers, chat sessions, chat rating, net promoter score and customer satisfaction score. Invest Atlanta has organizational KPIs tied to business outcomes, e.g., job creation, and affordable housing production.
87.	**WCAG 2.1 AA Compliance Documentation**: What specific accessibility testing and documentation is required to demonstrate compliance?	The respondents should understand this accessibility requirement and make a recommendation in their proposal.
88.	**Mobile Optimization Standards [page 3, Lack of Mobile Optimization and ADA Compliance]**: What devices/browsers must be supported? Are there specific performance benchmarks for mobile experience?	The site should be mobile optimized for commonly used devices and browsers.

#	Questions	Answers
89.	**Olark Live Chat [page 5, Engagement Points & CRM Integration]**: Will the existing Olark account be maintained, or should vendors recommend alternative chat solutions? Are there specific customization requirements for the chat interface?	Invest Atlanta does not expect to move to another live chat application; however, vendors may recommend alternatives.
90.	**Interactive Map Complexity**: What specific filtering and drill-down capabilities are required? Should maps include layering capabilities (demographics, projects, etc.)?	Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page.
91.	**Dashboard Data Sources**: Are the data sources for dashboards internal databases, spreadsheet imports, or third-party API connections? What's the expected data refresh frequency?	Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page.
92.	**CMS Migration from Nebo**: What specific data export capabilities does the current Nebo CMS provide? Are there any proprietary data formats or custom fields that need special consideration during migration?	There are no known data formats or custom fields that are proprietary to Nebo.

#	Questions	Answers
93.	**User Behavior Data**: Are there existing user journey maps, heat map data, or user feedback reports that can inform the new site design?	None of those items exist at this time.
94.	**Testing & Approval Phases**: What is IA's expected timeline for reviewing deliverables (wireframes, designs, development phases)? How many rounds of revision are anticipated?	Invest Atlanta expects no less than one week to review major deliverables. The respondent should include rounds of revisions in their proposal, e.g., two or three rounds.
95.	**Support Scope Definition**: What specific activities are included in "ongoing support"? Are content updates, feature enhancements, or only technical maintenance included?	The respondent should address technical maintenance and a process for feature enhancements; routine content updates, e.g. new pages, will be handled by Invest Atlanta.
96.	**Data Handling Compliance**: Are there specific data retention, privacy, or compliance requirements beyond standard website privacy policies?	Yes. In addition to standard website privacy policies, vendors must comply with all applicable **data protection and privacy regulations** (e.g., GDPR, CCPA, and state/local requirements). Vendors must ensure: • **PII is securely handled, stored, and transmitted** (encryption at rest and in transit). • **Data retention policies** follow Invest Atlanta's requirements and applicable law, with secure deletion of data once no longer needed. • **Access controls and audit logs** are maintained for all administrative access.

#	Questions	Answers
		• All hosting and storage remain in **U.S.-based servers/datacenters**.
97.	**Similar Project Definition**: What constitutes "similar scope and complexity" for the required portfolio examples? Should examples focus on economic development, government, or general organizational websites?	The respondent should provide examples of developing websites that mirror Invest Atlanta's site in terms of use, size and functionality. Examples of projects in the public sector and economic development are requested.
98.	**Team Member Percentages [page 8, Company and Team Qualifications, last paragraph]**: The RFP asks for "percentage of work for which each team member will be responsible." Should this be by project phase, by deliverable type, or by overall project hours?	The respondent may address this in phases, by category of support, e.g., development, copywriting, etc.
99.	**Georgia Business Registration**: The RFP requires vendors to be "authorized to operate in the United States and the State of Georgia." Is Georgia business registration required, or is authorization to do business in Georgia sufficient?	Authorization to do business in Georgia is sufficient.
100.	**Supporting Materials Format**: Should supporting materials (portfolio examples, case studies, technical documentation) be included in the main proposal or as separate attachments?	The respondent may present materials in either format provided they are shared as one package.
101.	**Subcontractor Participation**: While the RFP encourages MBE/FBE participation, are there	No, there are no specific targets or goals for MBE/FBE participation.

#	Questions	Answers
	specific percentage goals or requirements for subcontractor utilization?	
102.	**Certification Timeline**: If vendors plan to work with MBE/FBE partners, what's the timeline for obtaining proper certification through the City of Atlanta's Office of Contract Compliance?	Please contact the City of Atlanta's Office of Contract Compliance (referenced in the RFP) for processing times on obtaining certifications.
103.	**File Format Requirements**: What file formats are preferred for proposal submission? Are there file size limitations for electronic submission?	Proposals may come as PDF files, PowerPoint presentations and other common proposal types.
104.	**Amendment Process**: If clarifications result in scope changes, will IA issue formal amendments to the RFP, and will the submission deadline be adjusted accordingly?	Yes. Please stay abreast of Invest Atlanta's website and/or the Georgia Procurement Registry for official updates to the RFP.
105.	**Mandatory Requirements Response Format [page 7]**: "Respondents must answer all questions in this section in the affirmative (with a 'Yes') to pass **and must be submitted as a part of your response**." Please clarify the format of the submission of these requirement answers. Would a letter from an authorized signer certifying affirmation of all requirements satisfy this requirement?	Please provide your response to EACH mandatory requirement on a separate PDF document.

#	Questions	Answers
106.	**Attachment A - Duplicate Question [Proposed Approach and Methodology Section, Questions 13 & 14]** - both of these questions have the same text. Will a revised Attachment A be published with the duplicate question removed?	Yes. Attachment A has been revised and updated.
107.	**Certification Statement [page 9, first paragraph]** - What is meant by "original signature" given this will be an electronic submission?	Digital signatures of this statement will not be accepted. The statement must be signed in ink and uploaded as a pdf file.
108.	**Subcontracting and MBE, FBE, and SBE [page 10, Diversity, Equity Inclusion Policy]**: "If joint responses are permitted within this RFP, a firm select by the Respondent to jointly respond to this RFP can only satisfy one of three categories." Is this for any subcontractor utilized or just for those subcontractors that are classified as MBE, FBE, or SBE?	This refers to the partner when responding as a Joint Venture (JV). The firm jointly responding can only be designated as an MBE, FBE, or SBE.
109.	**Cost Evaluation Scoring Methodology Clarity [page 12, Cost Evaluation and Score]**: "For clarity, Invest Atlanta will use the Total Fixed Fee for Brand Management Services from Tab 1, the Estimated Additional Labor Costs from Tab 2 and a weighted(undisclosed) average of the Estimated	Please see revised language below: "For clarity, Invest Atlanta will use the Total Price from Project Phase One Time Costs on Tab 1 and the Price for Hosting Services, Maintenance & Support, and Ongoing Enhancements from Tab 2 as the basis for assigning points and overall score.

#	Questions	Answers
	Incentive Amount(s) for each Managed Savings Tier on Tab 3, as the basis for assigning points and overall score." I'm not identifying the above referenced cost-related tabs that will be utilized to generate a score. Can you please clarify these scoring rules?	
110.	Can the prime contractor focus on content, UX, storytelling, and branding, while a subcontractor handles technical delivery?	Yes.
111.	Do you expect the selected vendor to rebuild the full application intake process or just integrate with existing platforms like FORWARD and Neighborly?	Integrate or link out to external platforms.
112.	What CMS platforms are you open to? Would WordPress or Drupal be acceptable if they meet all functionality?	The respondent should make a recommendation and also see "Flexible Content Management System" on page 5 of the RFP.
113.	Does the agency already have a preferred web hosting environment, or is it open to new hosting platforms (e.g., AWS, WP Engine, Pantheon)?	The Invest Atlanta website is hosted by Liquid Web. The respondent may make a third-party hosting recommendation if desired.
114.	Is ADA compliance a hard launch requirement, or is an ADA audit and roadmap acceptable post-launch?	It is required, including ADA Title II for websites.
115.	What proportion of content needs migration vs. rewriting/restructuring? Is there a current site map or content inventory?	Page 6 in Section III scope of services indicates that the specifics of content to be migrated from the current site will need to be identified and agreed upon with the Marketing team.

#	Questions	Answers
		"Estimated number of pages/articles: IA estimates less than 80% of website content/pages will need to be migrated."
116.	Will you provide rewritten copy or does the vendor need to provide copywriting services?	The respondent should provide an approach for written content for primary pages, e.g., homepage, and primary landing pages and destinations. The respondent should expect to handle copywriting, e.g., headlines but not core "body copy" of pages.
117.	Are there specific analytics or performance goals you want to track post-launch beyond Google Analytics 4 (e.g., program application conversions, time on the same page)?	Currently, the Marketing and Communications team tracks Active Users, New Users, web form fills and chat interactions along with newsletter subscribers.
118.	Are you open to using other feedback tools (like Hotjar or SiteImprove) to track user interaction and content performance?	Yes, the respondent may recommend additional feedback tools to help Invest Atlanta understand user interaction and content performance.
119.	Will the 3-year post-launch support agreement include development of new microsites or just security updates and maintenance?	It is intended to cover security updates, maintenance and other ongoing website care. The respondent should address how requests for new features will be handled.
120.	s the post-launch support budget already allocated, or will it be scoped after project completion?	The respondent should include post-launch support budget in their proposal.
121.	Could we get a subcontracted technical partner to fulfill the 7-year experience and integration requirements?	No.
122.	is it mandatory for the responding firm to already be registered as a business entity in the State of Georgia at the time of proposal submission, or would registration upon-award be acceptable?	The Respondent must be authorized to do business in the State of Georgia prior to entering into a contract.
123.	To clarify the microsite request, would these be a page or group of pages within the main site, or are	The existing microsites are separate and link out from Invest Atlanta's website.

#	Questions	Answers
	you looking for entirely separate websites for these individual programs that have their own unique functionality?	
124.	Is data visualization (maps and stats displaying on https://www.investatlanta.com/impact-insights, for example) going to continue to be embedded from external systems?	Yes.
125.	Is it possible to gain access to the API documentation for Neighborly and FORWARD so that we can provide a more accurate estimate on the development hours needed for integration with the website?	Neighborly and FOWARD intake systems currently link out from Invest Atlanta's website; APIs may be available at the intake provider's discretion.
126.	How would you envision Neighborly and FORWARD being integrated better into the website? Is that simply linking to external pages, embedding a Neighborly/FORWARD form into the website, passing data from the website to Neighborly / FORWARD, or something else?	Linking has been effective thus far.
127.	Are we free to partner with another agency or independent contractors to fulfill the scope of the project?	Yes.
128.	Is the vendor responsible for content writing or is your organization providing content writing for newly created sections and pages? Is the content for the microsites also a part of the content creation services you require?	The respondent should provide an approach for written content for primary pages, e.g., homepage, and primary landing pages and destinations. The respondent should expect to handle copywriting, e.g., headlines but not core "body copy" of pages. The selected respondent will not need to create content for microsites.

#	Questions	Answers
129.	Are you going to migrate all the content or will you curate your content prior to the migration?	Page 6 in Section III scope of services indicates that the specifics of content to be migrated from the current site will need to be identified and agreed upon with the Marketing team. Estimated number of pages/articles: IA estimates less than 80% of website content/pages will need to be migrated.
130.	How many categories are in use in the current website? We'd like to understand the extent of use of taxonomy to organize content within the current website.	See current website for an understanding of content items. Invest Atlanta estimates less than 80% of website content/pages will need to be migrated.
131.	How many files would need to be migrated? These are files attached or part of content, with formats like .PDF, .XLSX, .DOC.	See current websites for an understanding of content items. Invest Atlanta estimates less than 80% of website content/pages will need to be migrated.
132.	How many fields do the content types contain on average?	This information is not currently available.
133.	How many items of content exist in the current database? Understanding the amount of content present will help us size the effort for the content migration.	See current website for an understanding of content items.
134.	How many different content types does your website currently hold? Examples of types are news, programs, blogs.	The current Invest Atlanta website shows the different content types used, e.g., news, program information, blogs, videos, data dashboard.
135.	Do you want us to "train the trainers" or do you want us to train content editors directly? If so, how many are there?	Train the three primary people serving as content editors and site managers.
136.	How many training sessions do you require so that your team can be properly enabled on your new website?	One with the opportunity to submit follow-up questions.

#	Questions	Answers
137.	What does your desired documentation for the project look like?	The respondent should describe the process of working with clients, including documentation, collaboration tools, meetings, etc.
138.	Can the level of integration be simpler, like iframes or embeds from those systems?	We are open to simpler integrations.
139.	Are your intake systems (Neighborly and FORWARD) able to provide an API to integrate them into the new site?	Neighborly and FOWARD intake systems currently link out from Invest Atlanta's website; APIs may be available at the intake provider's discretion.
140.	Are you interested in artificial intelligence solutions to provide a chat interface for some of your content?	Yes.
141.	If you would like to substitute it, please specify the reasons and what you would be looking on the new service as an improvement	The current chat application, Olark, meets the need, but we are open to other options, particularly if respondent sees advantages in a new solution.
142.	Are you looking to integrate the same chat provided you currently have or do you want to find a new service to substitute it?	The current chat application, Olark, meets the need, but we are open to other options, particularly if respondent sees advantages in a new solution.
143.	Dashboards: Can you share more details of the types of dashboard that you would like to provide? If you can, please share examples of data visualization or dashboards that exemplify the vision that you have. What is the source of the data that you currently possess? Is that data available through an API from the source system?	Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page.

#	Questions	Answers
144.	Maps: How many maps do you envision to be implemented on the website?

Can you share a little bit more of the opportunities for data mapping? For example: showing directories of businesses of certain types, infrastructure projects, education infrastructure.

What is the source of the GIS data that you currently possess? Is that data available through an API from the source system? | Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page. |
145.	Do you foresee the need to restrict user access for administrators per microsite?	Yes.
146.	What do you envision the size of microsites to be, in page count? If you can be more specific: will there be big navigation trees, are those for smaller campaigns, are those microsites for long term use or more of short-term use and then discarded?	See examples of microsites provided in the RFP.
147.	Some examples you shared of microsites contain a totally different domain, instead of a subdomain or a subsection of your main domain. Do you require for each microsite to be able to be assigned an independent domain?	No. The respondent should provide a strategy for incorporating microsites into the master website/user experience.
148.	What do you envision is the level of branding modifications required for each microsite? We're under the assumption that all microsites will inherit the branding guidelines to be used for the newly designed website, and we'd like to learn to	The respondent does not need to address microsite branding in its response.

#	Questions	Answers
	what extent are big deviations from those guidelines needed to brand every microsite.	
149.	What is your budget?	Invest Atlanta has budgeted in the range of $150,000 - $200,000 for this project
150.	Was the current website developed in partnership with an external vendor or was it an internal initiative? Who was the external vendor?	It was developed by an external vendor.
151.	How many agencies are participating in this RFP?	We do not have the ability to accurately predict the number of Respondents to the RFP
152.	Is there an incumbent agency participating in this RFP process?	All agencies that meet the requirements of the RFP are eligible to participate including the incumbent agency.
153.	Could you please share the current level of integration (e.g., API, link-out, embed, etc.) for third-party platforms used on the website?	Most integrations are simply hyperlinks or embeddings.
154.	Do you need a specific content editorial and approval workflow?	No
155.	How many site administrators, content administrators and/or content administrator groups do you currently support?	Currently, there is one site administrator for day-to-day content management; technical support is provided through Invest Atlanta's IT department as well as the incumbent vendor.
156.	Are there websites or digital experiences you admire? What aspects of those would you like to incorporate?	The respondent should be well versed in modern development trends and techniques and make recommendations based on the opportunities and challenges stated in the RFP as well as information provided through the discovery process.
157.	Do you have any documentation, such as a style guide? If so, can you provide it?	Brand guidelines/guidance will be provided to the selected respondent.
158.	Are there existing brand guidelines we need to follow? Do you anticipate any brand refreshes during this project?	Brand guidelines/guidance will be provided to the selected respondent.

#	Questions	Answers
159.	What are the challenges that are present for current administrators and content editors that you want to improve on with the new website?	Please see the challenges provided in Section 1 Introduction, Background and Main Objectives
160.	Overall, how will success be measured for this project? Are there specific KPIs or benchmarks we should aim for?	Currently, the Marketing and Communications team tracks Active Users, New Users, web form fills and chat interactions along with newsletter subscribers.
161.	Why are you issuing this RFP at this time?	See Section 1 of the RFP.
162.	Is the incumbent eligible to bid on this opportunity?	Yes.
163.	Has any recent user research or user/usability testing been conducted? Will the data and/or reports be shared with the selected firm?	No usability testing has been conducted. See "Annual Reports, Statements & Records" section of the existing website.
164.	Does Invest Atlanta have a preferred CMS (e.g., WordPress vs. Drupal)? Which CMS are your staff most comfortable with?	The respondent should make a recommendation; the existing team that manages the site does not have significant experience with CMS systems.
165.	Can you describe the current governance model for the website? Is it centralized or decentralized?	The website is governed by the marketing and communications team with day-to-day management by the marketing and communications manager.
166.	What is your process for website and/or content approvals?	Primary: Invest Atlanta's marketing and communications team; executive leadership Secondary: Invest Atlanta's internal departments
167.	Is content development in scope for this assignment?	The respondent should provide an approach for written content for primary pages, e.g., homepage, and primary landing pages and destinations. The respondent should expect to handle copywriting, e.g., headlines but not core "body copy" of pages.
168.	What is your current tech stack, including systems, tools, and APIs that would need to be included for the redesign?	Please review the italicized verbiage included in Section III Scope of Services. API access and details are unknown at this time.

#	Questions	Answers
169.	Please describe your current website hosting for Invest Atlanta.	The existing site is hosted by a third-party, Liquid Web.
170.	Can you clarify the priority programs or sections that must be most accessible on the new website?	This will be clarified once the awarded respondent completes the content audit and wireframing process.
171.	Are there specific KPIs or success metrics the agency will use to measure the new website's performance?	Currently, the Marketing and Communications team tracks Active Users, New Users, web form fills and chat interactions along with newsletter subscribers.
172.	How will agency recommendations be evaluated for alignment with stakeholder needs?	See page 11 "Evaluation Criteria and Selection Process" of the RFP.
173.	Are there existing audience research reports that should inform decisions?	No.
174.	Are there any restrictions on which CMS platforms or technologies can be used?	See "Flexible Content Management System" on page 5 of the RFP.
175.	Are there any areas of the site that will need to be retired?	This should be determined after a content audit is performed with the assistance of the selected respondent.
176.	We are able to support copy creation in many different ways. What level of copywriting support do you anticipate needing for this redesign?	The respondent should provide an approach for written content for primary pages, e.g., homepage, and primary landing pages and destinations. The respondent should expect to handle copywriting, e.g., headlines but not core "body copy" of pages.
177.	Who will manage content post-launch, and what level of editorial control is needed?	Invest Atlanta will manage content post-launch.
178.	What level of interactivity is expected in maps/dashboards?	Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page.

#	Questions	Answers
179.	Are there specific ADA compliance levels or standards that must be met?	It is required, including ADA Title II for websites.
180.	Is multilingual needed for the new site? If so, is remaining with Google Translate and the existing languages the preferred path forward?	Yes, multilingual content should be available. Google Translate has been sufficient, but the respondent may make additional recommendations.
181.	Are there existing SEO benchmarks or goals that the new website must meet?	Not currently; the respondent may include a recommendation in its proposal.
182.	Are there existing reporting requirements for internal stakeholders?	Currently, the Marketing and Communications team tracks Active Users, New Users, web form fills and chat interactions along with newsletter subscribers.
183.	Is there an existing keyword strategy or analytics insights to inform optimization	No.
184.	Are the URL structures standardized? Any redirects needed from the current site?	The existing CMS uses a consistent URL structure. Some pages include redirects for "vanity URLs."
185.	What is the expected timeline for discovery, design, development, and launch?	The respondent should identify those in their response in a project timeline with the projected June 2026 launch date.
186.	Are there mandatory milestones or progress checkpoints?	Yes, the respondent should identify those in their response in a project timeline.
187.	Are there any blackout dates, events, or internal deadlines (e.g., annual reports) influencing timing?	No.
188.	Is there an estimated budget range for this project?	Invest Atlanta has budgeted in the range of $150,000 - $200,000 for this project.
189.	It is not clear if we must have the insurance requirements in place at the time of submittal vs. we can acquire the insurance at the time of award. Please confirm.	Insurance can be required at time of award or prior to entering into a contract.

#	Questions	Answers
190.	Between internal stakeholders and departments, how many individuals are expected to participate within the user interviews?	The respondent should conduct three group sessions.
191.	Has any past user research or survey data been collected that could be shared with the vendor during the discovery phase?	No research has been conducted.
192.	Between internal stakeholders and departments, how many individuals are expected to participate within the user interviews?	The respondent should conduct three group sessions.
193.	Can Invest Atlanta (IA) provide access to the current CMS (Nebo) for assessment prior to proposal submission?	No.
194.	Are there any preferred CMS platforms (WordPress/AEM with ADA & WCAG Compliance) besides the ones mentioned?	Yes. See "Flexible Content Management System" on page 5 of the RFP.
195.	Will IA provide sample data sets for GIS and economic impact dashboards during development?	Yes.
196.	Is there a preferred framework or library for building interactive maps (e.g., Leaflet, Mapbox, D3.js)?	Interactive maps and dashboards will not be built or maintained by the respondent, nor will the source data be made available for this project. The maps and dashboards are maintained and deployed a by Invest Atlanta's Data department. The respondent simply needs to be able to take in the URL or HTML file of the existing web map and dashboard projects and embed that into the appropriate website page.
197.	Expected level of integration with Neighborly and FORWARD platforms?	Linking out to the platforms.

#	Questions	Answers
198.	Is there a baseline report available from Google Analytics 4 to understand current user behavior?	See Attachment C Website Key Performance Metrics in the RFP section of Invest Atlanta's website.
199.	Will IA consider alternative analytics platforms if they offer better integration and visualization?	Yes.
200.	Please share more details on the expectations outlined in Exhibit B IT & Security Requirements?	Please see Exhibit B IT & security Requirements attached with this addendum.
201.	Is penetration testing expected to be conducted by a third-party or can it be done in-house?	Penetration testing should be conducted by a third party.
202.	Will IA provide a content inventory or sitemap of the current website to assist in migration planning?	The vendor should be prepared to assist with this.
203.	Are there any legacy formats or systems that need special handling during migration?	None known at this time.
204.	Should microsites like WEI, AEMI and ATLinBusiness.com be redesigned or just linked?	Just linked.
205.	Will IA provide branding guidelines for each microsite?	Existing brand guidelines for microsites will be provided.
206.	Are there existing APIs for NetSuite, Olark, and Microsoft Bookings that the vendor can access?	APIs will be available to the selected respondent during development.
207.	What level of AI chat functionality is expected—basic FAQ or with advanced Gen AI features, NLP-driven support?	AI chat functionality/features are not within scope of this RFP
208.	Is the June 2026 launch date flexible based on scope and stakeholder availability?	Respondent proposals should address the June 2026 launch date.
209.	Will IA provide a dedicated point of contact for weekly project updates and approvals?	Yes, this individual will be on the Marketing and Communications team.

#	Questions	Answers
210.	Are there preferred platforms or formats for linking to external reports (e.g., SharePoint, Google Drive)?	Not currently.
211.	Can IA provide an estimate of the number of reports and average file sizes to be stored initially?	See "Annual Reports, Statements & Records" section of the existing website.
212.	Should the repository integrate with existing systems like NetSuite or IA's CRM for reporting or analytics?	Potentially, the level of integration into current systems has yet to be determined.
213.	Is there a retention or archiving policy IA follows for public documents?	Yes, the retention of all documents will be managed by Invest Atlanta staff in accordance with established policy and procedures.

Exhibit B IT & Security Requirements

The selected vendor will be responsible for ensuring that all website development and hosting services meet the following Information Technology and Security requirements. Vendors must provide documentation, policies, and certifications to demonstrate compliance.

1. Security & Compliance

- Vendor must maintain a current **SOC 2 Type II certification** (or equivalent such as ISO 27001) and provide certification upon request.

- Vendor must comply with **WCAG 2.1 AA Accessibility Standards**.

- Vendor must comply with applicable **data privacy regulations**, including but not limited to GDPR, CCPA, and HIPAA (if applicable).

- Vendor must implement **controls for Personally Identifiable Information (PII)** to ensure secure handling, transmission, and storage.

- Vendor must maintain a **documented Access Control Policy** with enforcement of role-based access.

- Vendor must have a signed **Acceptable Use Policy** for all personnel with access to systems.

- Vendor must maintain a **Business Continuity and Disaster Recovery (BC/DR) Plan**, reviewed and tested annually.

- Vendor must have an **Incident Response Plan** with breach notification to the client within **24 hours of discovery**.

- Vendor must maintain a **Vulnerability and Patch Management Program**, including:

    o   Regular vulnerability scanning.

    o   Defined remediation timelines (e.g., critical vulnerabilities remediated within 30 days).

2. Technical & Hosting

- Website must be hosted in a **U.S.-based, Tier 3 or higher data center** or with an equivalent cloud hosting provider.

- Hosting environment must include **firewalls, intrusion detection/prevention systems, and endpoint protection**.

- Data must be encrypted:

  - **At rest:** AES-256 or stronger.

  - **In transit:** TLS 1.2 or higher.

- Vendor must enforce **multi-factor authentication (MFA)** for all administrative and privileged access.

- Vendor must maintain **audit logging and monitoring** of all administrative actions.

- Vendor must conduct **annual penetration testing** and provide an executive summary of results.

3. Operational Requirements

- Vendor must guarantee a **99.9% uptime Service Level Agreement (SLA)** with performance monitoring and reporting.

- Vendor must support **scalability and performance monitoring** to handle traffic spikes.

- Vendor must provide **regular system backups**, including:

  - Daily incremental backups.

  - Weekly full backups.

  - Minimum 30-day retention.

- Vendor must provide defined **support hours and escalation procedures** for critical incidents.

4. Reporting & Oversight

- Vendor must provide **annual security attestations**, including SOC 2 reports, penetration test summaries, and compliance certifications.

- Vendor must disclose and obtain approval for any **material subcontractors** involved in hosting or development.

- Vendor must permit **periodic security audits or questionnaires** as requested by the client.