ADDENDUM NO. 1

TO THAT CERTAIN REQUEST FOR PROPOSALS ISSUED BY THE ATLANTA DEVELOPMENT AUTHORITY D/B/A INVEST ATLANTA ("INVEST ATLANTA") ON MARCH 15, 2023, RELATING TO WEBSITE DEVELOPMENT SERVICES

Addendum Date: April 4, 2023

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

QUESTIONS SUBMITTED TO INVEST ATLANTA ON OR PRIOR TO 5:00 P.M., MARCH 24, 2023:

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.

1) **We are India based software consulting firm having office in USA and interested in Bid this RFP opportunity. Just wanted to know can Indian company bid this RFP.**
   Companies based in any jurisdiction may respond to the RFP.

2) **How would you like the response submitted if we proceed with assignment? Should the response be submitted back to this via email?**
   The response should be submitted by email per the RFP submission guidelines.

3) **As it relates to these imperatives, does your team have any known success metrics or KPIs our team should be aware of?**
   Invest Atlanta has more than 20 goals/key performance indicators (KPI) that guide the organization, e.g., economic and community development strategies. The website developed through this RFP should be a channel to support these organizational goals.

4) **What do you foresee will be the biggest challenge of the redesign process?**

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We are a government-affiliated agency with a limited marketing communications budget and relatively few internal staff resources (with minimal website development and management experience) to support the redesign process. For website management, Invest Atlanta seeks a customizable, self-service content management system that is relatively simple for staff without coding abilities to use.

5) **The RFP noted that a thorough multi-stakeholder discovery exercise is a key requirement. If your team already has a specific vision in mind, could you please share a bit more detail below (especially related to the topics noted) so we can more accurately scope this effort:**
We would like the selected vendor to recommend an approach to interviewing internal stakeholders and possibly external stakeholders to inform the website development plan. The interviews should help to identify the content and capabilities internal stakeholders need to support their departmental goals/KPIs.

    a. **How many individuals would you want to prioritize for in-depth interviews?**
    A minimum of six stakeholder discovery interviews.

    b. **Do you know who they might be and/or their roles with Invest Atlanta?**
    The essential roles to include are the CEO and/or COO, two department heads, ATLinBusiness team lead, data team lead, IT lead(s).

    c. **How many others may need to be interviewed as a group or team (OR might need to take part in a working session at key points during the discovery or redesign process)?**
    This is to be determined.

    d. **Can you share the number of these stakeholder groups you would expect and let us know which team/departments they'd represent?**
    We have not yet determined whether external stakeholders will be included in the discovery process.

    e. **Lastly, we'd likely use the survey approach to reach an even broader and diverse set of stakeholders as we gather important insights and unique perspectives for the redesign. In total, how many individuals would you ideally want surveyed?**

    This is to be determined. Our existing external stakeholder communications list is about 150 people.

    f. **Would any survey variations/differences be needed depending on audience type?**

    This would depend on the survey questions.

6) **What existing audience research (3rd party reports, surveys, interview findings, etc.) or user testing data exists for these audiences?**

    The selected respondent will have access to Invest Atlanta's Google Analytics data as well as customer service data obtained through surveying loan and grant recipients.

    a. **If yes, would you be willing to share this information with our team so we can assess any potential knowledge gaps/if more research is needed?**

    Yes.

    b. **The RFP mentioned user personas. Are these current and able to be actively leveraged? Or would you need your chosen partner to verify that these personas remain relevant and/or refresh them as needed during the discovery process?**

    The agency who developed Invest Atlanta's website created user personas. Some of the personas remain highly relevant and others less so. Invest Atlanta's economic development strategy has changed since the previous persona exercise; therefore, we anticipate that respondents may need to evaluate and/or refresh them.

c. Do you have journey maps for these personas?

We have not created journey maps for user personas.

d. Would you be willing to share the existing personas with our team?

Please refer to the response above in 6(a).

e. If additional research is needed, would you prefer to provide your chosen partner with an existing contact list to source participants for interviews/surveys/testing? Or would you prefer that your chosen partner recruit these audiences externally?

Invest Atlanta will provide a contact list if research is included in the website development plan.

7) **What does the Invest Atlanta team envision as the definition of alignment between the atlinbusiness.com website and other aligned websites, in this case? What parameters might be placed on UX and design patterns to accomplish this, and/or will the agency assigned to the project be expected to complete work that executes updates to domain outside of the main Invest Atlanta site?**

ATLinBusiness is a sub-brand and a companion website, providing access to some of Invest Atlanta's small business programs, e.g., technical assistance. The selected respondent should develop a strategy to improve navigation between the two sites based on the user's needs. We do not expect the selected respondent to work outside of the main Invest Atlanta site other than a linking strategy.

8) **Is there a defined list established of these additional domains we should consider?**

Yes, Invest Atlanta also supports the following programs and needs to have a clear handoff to these domains:

- Women's Entrepreneurship Initiative: www.weiatlanta.com
- Atlanta Emerging Markets Inc./Social Story: https://atlantaemergingmarkets.org/
- iVillage: https://www.ivillageatmlk.com/

9) **Are there any changes occurring with your brand that should factor into this project?**

None at this time.

10) **How far should we look to push the look-and-feel of the experience and of the brand during the design of this project?**

Invest Atlanta's core brand identity (logo, color system, typefaces) should remain unchanged. We welcome recommendations for voicing, photography/video style, headlines, and other treatments.

Atlanta as a city prides itself on being a cultural hub thatdrives film, music, sport, and fashion culture forward. Our website experience should reflect the vibrant and varied identity of the city.

The City of Atlanta Mayor's *Moving Atlanta Forward* branding should be incorporated appropriately into the website; respondents should expect updates to this branding pending any political cycles and/or elections.

11) **What other experiences (e.g., other websites, applications, campaigns, creative examples, etc.) do you think are good inspiration for this project?**

Invest Atlanta offers many different programs to businesses and residents across the city and therefore has a strong bias toward websites that make it easy for Atlantans and other users to quickly find information tailored to their needs and websites that can prioritize new/large high-impact programs.

Examples of appealing industry websites:

- [City of Raleigh](#)
- [Greater San Marco Partnership](#)

12) **Are there any CMSs that you have already researched or added to your consideration set? Are there any you are specifically interested in? Are there any you want to avoid?**

We do not have a particular CMS in mind other than it must be relatively simple for staff without website management/coding experience to use.

13) Are there any ADA compliance or web accessibility (WCAG) requirements for this site?
ADA compliance is required.

14) Are there any other 3rd party considerations to be aware of besides Microsoft Dynamics and the booking tool? What is the booking tool?
The current website has integration with MailChimp, third-party form applications, Microsoft Bookings, Vimeo, PowerBI, and Infogram. We expect to continue using these types of applications, but the use of these specific applications is not an absolute requirement. We would like the respondent to provide a recommendation on integrating CRM.

15) In terms of the current content, are you satisfied with the voice and tone, or are there opportunities to overall refresh that from a brand standpoint?
Please see the response to question 10.

16) For a project like this, we'd generally recommend a content audit, as well as identifying a number of key pages to be written by our copywriters — does that plan work? How much writing would you prefer that your agency team completed?
We welcome a recommendation on this as part of the response

17) Do you have any established SEO goals that you can share, quantitative or qualitative (e.g., KPIs like organic traffic or conversions)?
We do not have established SEO goals.

18) Do you currently monitor your organic traffic in any way?
Google Analytics.

19) If so, do you feel organic traffic is driving the right users to the site?

Google Analytics shows that organic search is effective for driving users to the site, particularly for Invest Atlanta's high-demand programs, e.g., homeownership, small business lending.

[END OF ADDENDUM NO. 1]