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| **Web Development Svcs Mandatory Scored Worksheet** | | |
| **Respondent Name:** | |  |
| **Mandatory Scored Question(s)**  As specified with each requirement listed in the Mandatory Scored Questions, the Respondent should indicate whether it will meet the individual requirement (if any) **and** provide a supporting narrative in the space provided. In addition to providing a narrative response, Respondent(s) may provide supporting materials/information in the form of attachments. Respondents shall specify a filename, applicable to each question, to properly identify electronic files containing supporting materials/information provided in response to this RFP**.** | | |
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| **Question #** | **Questions / Proposal Factors / Categories**  **Supplier Response** | |
| **Company and Team Qualifications** | | |  |
| **1** | **Provide** a brief history of the Respondent’s firm. Responses shall, at a minimum, include the year organized, ownership, affiliated companies, and relationships. | |  |
| **Supplier Response:** | |  |
| **2** | Provide the name, job title, address, office telephone number, fax number, and email address of a primary contact person who will be responsible for the day-today contact with IA and any backup personnel who would be accessible if the primary contact cannot be reached. The primary contact so identified should be responsible for making the majority of the Respondent’s oral presentations, if requested. | |  |
| **Supplier Response:** | |  |
| **3** | Describe all litigation pending or taken against the Respondent or member of the Respondent’s firm related to providing brand management services. | |  |
| **Supplier Response:** | |  |
| **4** | Provide the name, title, office location, phone number, e-mail address, and brief resumes (including IA and other state and local housing finance agency experience, as applicable) for the professionals who will be assigned to IA’s account. Include their level of responsibility and availability. | |  |
| **Supplier Response:** | |  |
| **5** | **Respondents must provide a team that has a proven track record of architecting and building complex, data-driven websites. At least one team member must possess the following skills/expertise:**   1. **Extensive experience with the proposed CMS (or a comparable enterprise-level CMSO and its core functionalities including user roles, content types and third-party integrations.** 2. **Deep proficiency in HTML5, CSS3, and JavaScript, with a strong understanding of responsive design principles and modern front-end frameworks.** 3. **Expertise in a server-side programming language (e.g. Python, PHP, Ruby) and database management (e.g. SQL, My SQL)** 4. **Demonstrated experience with API Integrations for connecting websites to external systems like CRMs, payment gateways, and data sources.**   **Describe the professional background of the individuals designated to this account, particularly their relevant web development related experience. Please designate the percentage of work for which each team member will be responsible.** | |  |
| **Supplier Response:** | |  |
| **Relevant Experience with Projects Similar in Scope** | | |  |
| **1** | **Describe** the Respondent’s experience providing the services or engaging in activities as they relate to the Scope of Services described above.Describe the Respondent’s expertise in providing branding or marketing related services for tech hubs or cities. Include specific examples of successful branding campaigns for similar clients, demonstrating measurable impact. | |  |
| **Supplier Response:** | |  |
| **2** | **Provide** a list of state or local economic development authorities for which the Respondent has served or is currently serving as a Brand Manager and provides services like those described in *Section III Scope of Services* above. Responses shall indicate what the current relationship is to each economic development authority | |  |
| **Supplier Response:** | |  |
| **3** | **Provide** at least 2 projects that involve culturally sensitive branding and/or highlight your experience working with diverse communities. | |  |
| **Supplier Response:** | |  |
| **4** | Provide a list of five (5) references from where work of a similar size and scope has been completed within the last ten (10) years. Include a brief description of project, size of budget for project, targeted dates of completion or substantial completion if a current project, contact name, phone number, and e-mail address for each reference. | |  |
| **Supplier Response:** | |  |
| **Proposed Approach and Methodology** | | |  |
|  | 1. **Describe how you approach the initial discovery phase for a new web project? Describe the key activities you undertake to understand the client's needs, target audience, and business goals.** | |  |
| **Supplier Response:** | |  |
|  | **2. Describe your process for developing a user persona and user journey map. How do these tools help you shape the website's structure and content?** | |  |
| **Supplier Response:** | |  |
|  | **3. Describe how you conduct stakeholder interviews and gather requirements from various departments or individuals within an organization?** | |  |
| **Supplier Response:** | |  |
|  | **4. Explain your approach to search engine optimization (SEO) during the strategy phase. What are the foundational SEO elements you consider before any code is written?** | |  |
| **Supplier Response:** | |  |
|  | **5. Describe how you manage risk during the discovery and strategy phases? What steps do you take to ensure the project stays aligned with the client's original vision and budget?** | |
| **Supplier Response:** | |
|  | **6. Describe your typical project management methodology (e.g., Agile, Scrum, Waterfall). Why do you prefer this approach for web development?** | |
| **Supplier Response:** | |
|  | **7. Describe how you manage feedback and revisions from clients to ensure the project stays on track?** | |
| **Supplier Response:** | |
|  | **8. Describe how you ensure quality control and conduct testing throughout the development lifecycle?** | |
| **Supplier Response:** | |
|  | **9. Describe your approach to a project that's falling behind schedule or is over budget?** | |
| **Supplier Response:** | |
|  | 10. What specific CMS, programming languages and third-party tools do you recommend for this project? Provide detailed justification for your choices, explaining how this technology stack meets the requirements for microsite functionality, ease of use for a non-technical marketing team, and future scalability. | |
| **Supplier Response:** | |
|  | **11. Describe your proposed approach for integrating the new website with Invest Atlanta's CRM, live chat, and bookings tool. Please specify the methods you will use (e.g., APIs, custom connectors) and outline any potential challenges and your mitigation strategy for ensuring secure and stable data exchange.** | |
| **Supplier Response:** | |
|  | **12. Detail your technical approach for creating the interactive maps and data dashboards. What tools, libraries, or platforms will you use to handle data ingestion, rendering, and real-time visualization?** | |
| **Supplier Response:** | |
|  | **13. Outline your plan for migrating content from the existing website to the new platform. What is your process for identifying, mapping, and transferring content? Do you anticipate any content migration challenges, and how will you address them?** | |
| **Supplier Response:** | |
| **14. Outline your plan for migrating content from the existing website to the new platform. What is your process for identifying, mapping, and transferring content? Do you anticipate any content migration challenges, and how will you address them?** | |
| **Supplier Response:** | |
|  | **15. How will you build the website to be search engine optimized from the ground up? Describe the key SEO features that will be implemented and how you will configure the site for analytics** | |
|  | **Supplier Response:** | |
|  | **16. Provide a detailed recommendation for the hosting environment, including the provider, server specifications, and a clear rationale for why this solution is best suited for Invest Atlanta's needs and budget.** | |
|  | **Supplier Response:** | |
|  | **17. Describe** your post-launch support and maintenance plan. What is included in your standard maintenance package (e.g., security patches, CMS updates, backups)? What is your process for handling support requests, and what are your typical response times? | |
|  | **Supplier Response:** | |
|  | **18. What type of technical documentation will you provide upon project completion? Describe your training program for Invest Atlanta's staff on how to use the CMS and manage the website's content.** | |
|  | **Supplier Response:** | |