

Request for Proposal (RFP) Website Redesign and Modernization 195-026-27-HLP

1. Introduction

District 2 Public Health is seeking proposals from qualified web design and development firms to design, develop, and launch a new modern, accessible, user-friendly website for the District.

The new website should provide residents, businesses, visitors, and other community stakeholders with an easy-to-use source of information about the District, its services, programs, mission, vision, news, events, and resources.

Two key components of this project are to ensure the new website meets WCAG 2.1 Level AA compliance before April 26, 2027 and to consolidate the existing **forsythhd.com** website into the District's primary website, **phdistrict2.org**, creating a more unified online presence and reducing duplication of information and maintenance.

2. Project Goals

The primary goals of this project are to:

- Create a modern, professional, and responsive District website.
 - Make information easy to find and understand for residents and visitors.
 - Meet WCAG 2.1 Level AA standards and provide an inclusive experience for users with disabilities.
 - Ensure the website works effectively on desktop computers, tablets, and mobile devices.
 - Establish a website structure that District staff can easily maintain and update.
 - Consolidate relevant content and services currently located on **forsythhd.com** into **phdistrict2.org**.
 - Provide multilingual website capabilities that allow users to access key District information and services in languages commonly used within the District's service area including but not limited to English, Spanish, Haitian-Creole, Hindi, French.
 - Ensure multilingual content is accessible, easy to navigate, and clearly identifies the language being presented.
 - Establish a practical process for creating, reviewing, updating, and maintaining translated content over the life of the website.
 - Improve website performance, security, search engine visibility, and reliability.
 - Provide a flexible platform that can grow with the District's future needs.
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3. Scope of Work

The selected vendor will be expected to provide services that include, but are not limited to, the following:

A. Website Design

- Develop a modern visual design appropriate for a public-sector District office.
- Create a clear and intuitive navigation structure.
- Design responsive layouts for desktop, tablet, and mobile devices.
- Incorporate District branding, colors, logos, photography, and other existing materials as appropriate.
- Design templates for common content types, including pages, news, announcements, events, documents, and contact information.

B. Accessibility

Accessibility is a primary requirement of this project.

The new website should be designed and developed in accordance with **WCAG 2.1 Level AA** standards or the applicable accessibility standards in effect at the time of development.

The vendor should:

- Incorporate accessibility throughout the design and development process.
- Ensure compatibility with common assistive technologies and screen readers.
- Provide appropriate keyboard navigation.
- Use accessible color contrast, typography, forms, navigation, and multimedia.
- Ensure documents and downloadable materials are presented in an accessible manner whenever possible.
- Conduct accessibility testing prior to launch.
- Identify and correct accessibility issues discovered during testing.

The vendor should describe its accessibility approach, testing methodology, and experience developing accessible government or public-sector websites.

C. Multilingual Website Support

Multilingual support is a required component of the new website. The selected vendor should provide a website structure and functionality that allows District 2 Public Health to provide information and services in multiple languages.

The vendor should:

- Provide a clear and user-friendly language selection feature that is accessible from all major areas of the website.
- Support the creation, management, and display of content in multiple languages.
- Ensure that translated content maintains the accessibility, navigation, formatting, and functionality of the primary English-language website.

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- Provide a practical process for adding, updating, reviewing, and retiring translated content as the English-language website changes.
- Ensure that users can easily determine which language they are viewing and switch between available languages without losing their place within the website whenever technically feasible.
- Address multilingual search functionality and ensure translated pages are appropriately indexed by search engines where applicable.
- Ensure language-specific page titles, URLs, metadata, and other SEO elements are handled appropriately.
- Identify any limitations associated with the proposed multilingual solution, including limitations related to documents, forms, third-party applications, embedded content, or other website functionality.
- Ensure that language selection and multilingual content are compatible with applicable accessibility requirements.

The vendor should specifically describe whether translations will be provided through:

- Human translation;
- Machine translation;
- A combination of human and machine translation; or
- Integration with a third-party translation service.

The vendor should clearly identify the recommended approach and explain the anticipated accuracy, quality-control process, ongoing maintenance requirements, and costs associated with multilingual support.

The District expects the vendor to recommend a solution that is sustainable and manageable by District staff and that does not create an unreasonable administrative burden as website content is added or updated.

Proposals should clearly identify any additional licensing, translation, subscription, usage, or maintenance costs associated with the proposed multilingual solution.

D. Content Management System

The website should utilize a modern content management system (CMS) that allows authorized District staff to easily:

- Create and edit pages.
- Add and manage events.
- Upload documents and other resources.
- Maintain accessibility-friendly content.
- Publish news and announcements.
- Manage images and media.
- Update navigation and website content.

Proposals should identify the recommended CMS and explain its advantages, licensing costs, hosting requirements, security features, and ease of use.

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E. Consolidation of forsythhd.com

A major objective of this project is to bring appropriate content, information, resources, and functionality from forsythhd.com into the District's primary website at phdistrict2.org. The new website should become the primary online source for District 2 Public Health information and services.

A particular priority of this consolidation is the existing Forsyth County Environmental Health content currently available at:

https://forsythhd.com/pages/environmental/Envrionmental_Health.html

The selected vendor should treat the Environmental Health content as a significant content migration and information architecture priority. The goal is to incorporate the substantive Environmental Health information currently available on the Forsyth County website into phdistrict2.org, rather than simply directing users to the existing forsythhd.com website.

The selected vendor should:

- Review the existing forsythhd.com website and conduct a comprehensive inventory of content, pages, documents, forms, resources, links, and functionality.
- Incorporate Environmental Health information into the new phdistrict2.org information architecture in a manner that is intuitive and easy for residents, businesses, regulated facilities, and other users to navigate.
- Preserve the substantive information and resources currently available to Environmental Health customers, while reorganizing the content as appropriate for the new District website.
- Work with District staff to identify content that should be migrated as-is, revised, combined, replaced, or retired.
- Develop an appropriate information architecture for incorporating forsythhd.com content into phdistrict2.org.
- Migrate approved content into the new website.
- Establish redirects from legacy forsythhd.com URLs to the corresponding pages or resources on phdistrict2.org where appropriate.
- Preserve search engine visibility and minimize disruption to users during the transition.
- Identify broken, outdated, duplicate, or obsolete content and provide recommendations for disposition.
- Assist with retiring, redirecting, or otherwise transitioning the forsythhd.com website following launch, as determined by the District.

The vendor's proposal should specifically describe its approach to the Environmental Health content migration, including how the vendor will inventory the existing content, determine the appropriate new page structure, migrate associated documents and resources, address legacy URLs, and ensure that users can locate Environmental Health information directly through phdistrict2.org.

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The District's goal is to provide users with one clear, authoritative online presence rather than requiring users to navigate between separate websites. Upon completion of the project, users seeking Environmental Health information should be able to access the relevant information and resources directly through phdistrict2.org.

F. Search and Findability

The new website should include effective search functionality and be structured to help users quickly locate information.

The vendor should address:

- Site-wide search.
- Search engine optimization (SEO).
- Clear page titles and descriptions.
- Accessible and descriptive URLs.
- Proper organization of documents and resources.
- Redirects from legacy URLs.
- Appropriate metadata and structured content.

G. Security, Hosting & Performance

The vendor should provide recommendations and/or services related to:

- Website hosting.
- Regular software updates.
- Backups.
- Spam and form protection.
- Software/plugin maintenance, if applicable.
- SSL/security certificates.
- Security monitoring.
- Performance optimization.
- Disaster recovery.

Proposals should clearly identify any ongoing hosting, maintenance, licensing, or subscription costs.

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H. Training and Documentation

The selected vendor will provide training for designated District staff on managing and maintaining the website.

Training should include:

- Editing and creating pages.
- Managing events.
- Creating and maintaining accessible content.
- Understanding website analytics and reporting.
- Managing news and announcements.
- Uploading documents and images.
- Basic website administration.

The vendor should also provide appropriate written or online documentation.

4. Project Deliverables

At a minimum, the selected vendor will be expected to deliver:

- Website strategy and project plan.
- Recommended website architecture and navigation.
- Consolidation/migration of appropriate forsythhd.com content.
- Fully developed and tested website.
- Accessible website meeting the agreed accessibility requirements.
- Configured CMS.
- Staff training.
- Launch and post-launch support.
- Modern responsive website design.
- Content migration from approved existing District content.
- Multilingual website functionality and language-selection interface.
- URL redirects and transition plan.
- Website testing across common browsers and devices.
- Accessibility testing and remediation.
- Website documentation.

5. Vendor Qualifications

Proposals should demonstrate the firm's experience with:

- Website design and development.
- Public-sector, government, healthcare, or community-focused websites.
- Accessible website development meeting WCAG 2.1 Level AA and accessibility testing.
- Content migration and website consolidation.
- CMS implementation.
- Website hosting and ongoing maintenance.
- Search engine optimization and website analytics.

Please provide examples of at least three comparable projects, including links to live websites when available.

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6. Proposal Requirements

Proposals should include:

1. **Company Overview**
Provide a brief description of the firm, its location, years in business, and relevant experience.
2. **Project Approach & Methodology**
Describe your recommended approach to designing, developing, testing, and launching the new website.
3. **Accessibility Approach**
Describe how accessibility will be incorporated into the project and how compliance will be tested.
4. **forsythhd.com Consolidation Plan**
Describe your approach to reviewing, migrating, reorganizing, redirecting, and ultimately consolidating content from forsythhd.com.
5. **CMS Recommendation**
Identify the proposed CMS and explain its benefits.
6. **Project Timeline**
Provide an estimated timeline from project kickoff through launch.
7. **Team**
Identify key personnel who will work on the project and their roles.
8. **Relevant Experience**
Provide examples of similar projects.
9. **Training and Support**
Describe post-launch support, maintenance, training, and service options.
10. **Cost Proposal**
Provide a detailed breakdown of all one-time and recurring costs, including design, development, content migration, hosting, licensing, maintenance, support, and any other anticipated fees.
11. **References**
Provide at least three client references for comparable projects.

7. Project Timeline

The project timeline must support completion and launch prior to April 26, 2027 to ensure the new website is fully operational and compliant with applicable WCAG 2.1 Level AA accessibility requirements by that date.

Vendors should recommend a realistic timeline for completing the project.

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8. Evaluation Criteria

Proposals may be evaluated based on the following criteria:

- Understanding of the District's goals and project requirements.
- Quality and usability of proposed website design.
- Demonstrated accessibility expertise.
- Experience with government and public-sector websites.
- Approach to consolidating forsythhd.com into phdistrict2.org.
- CMS functionality and ease of use.
- Project approach and timeline.
- Qualifications and experience of the project team.
- Quality of references and previous work.
- Initial and ongoing project costs.
- Quality of training, support, hosting, and maintenance.

The District reserves the right to request additional information, conduct interviews or demonstrations, negotiate with one or more respondents, reject any or all proposals, and make the award that it determines to be in the best interest of the District.

9. Ongoing Support

Vendors should provide optional pricing and descriptions for ongoing website support following launch.

This may include:

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|----------------------------------|-----------------------------|
| • Technical support. | • Security updates. |
| • CMS updates. | • Accessibility monitoring. |
| • Website backups. | • Hosting. |
| • Content assistance. | • Performance monitoring. |
| • Periodic website improvements. | • Analytics and reporting. |



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10. RFP Schedule / Vendor Questions & Clarifications

RFP Issued	09/09/2026
Questions & clarifications deadline	09/16/2026
Proposal Submission Deadline**	09/23/2026 4:00 PM EST
Bid Opening Date & Location	09/24/2026 10:00 AM EST 1280 Athens Street, Gainesville, GA 30507

**All sealed proposals must be physically received at the district office by the Proposal Submission Deadline.

Vendor Questions & Clarifications

Vendors are encouraged to submit questions regarding any requirement that is unclear, ambiguous, or requires additional information to prepare a responsive proposal.

All questions shall be submitted in writing to:

Wendy Marchand
Procurement & Asset Manager
wendy.marchand@dph.ga.gov

Questions must reference the RFP title and solicitation number and must be received no later than September 16, 2026 at 5:00 PM EST.

Questions received after the deadline may not receive a response.

Responses to timely submitted questions will be posted on the district's website at:
<https://phdistrict2.org/bid-proposal-docs/>

Vendors are responsible for regularly checking the district's website for posted questions, responses, addenda, and other official information related to this RFP.

Only written responses and official addenda posted by the district shall be considered authoritative. Verbal statements or other communications that are not formally posted by the district shall not be considered an amendment or modification to this RFP.

If a response to a vendor question results in a change to the RFP, the District will issue an official addendum and post accordingly to the website at <https://phdistrict2.org/bid-proposal-docs/>.



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11. Proposal Submission Instructions

Sealed proposals shall be submitted directly to the District 2 Public Health Regional Office at the address listed below. Proposals must be received by the district no later than 4:00 PM EST, September 23, 2026 in a sealed envelope with "SEALED BID" written on the outside of the envelope.

A formal signature is required to make the bid legal.

Bids will be opened at the District 2 Public Health Regional Office, 1280 Athens Street, Gainesville, GA on September, 24 at 10:00 AM. Vendors are welcome to be physically present during the bid opening.

If you have any questions, please contact Wendy Marchand, Procurement and Asset Manager at 770-535-5866 or wendy.marchand@dph.ga.gov.

Submission Address:

District 2 Public Health
Attn: Procurement Office/Wendy Marchand
1280 Athens Street,
Gainesville, GA 30507

12. Desired Outcome

The District's desired outcome is a modern, accessible, secure, easy-to-maintain website that serves as the primary digital gateway to District information and services.

The project should also create a seamless transition from the existing forsythhd.com website to phdistrict2.org, ensuring that important content remains available while simplifying the online experience for the community and reducing the burden of maintaining separate websites.