

QUESTIONS AND RESPONSES TO WEBSITE REDESIGN RFP

- 1. Is it mandatory for the vendor to be located in Virginia? Would a Maryland presence be accepted?**

It is not mandatory for the vendor to be located in Virginia; however, the staff member responsible for the County's website would need to be trained in person to make updates to the site.

- 2. Will overseas development work (India) be allowed considering the price will be lower than onshore? Another question mentioned a Canadian agency.**

It is not noted in the RFP that the vendor be located in Virginia or the United States. Price is a consideration; however, quality of work and convenience is of utmost importance. We do not want to work with a subcontractor.

- 3. Is a U.S.-registered entity (e.g., EIN/W9) required in order to be considered for contract award?**

Yes

- 4. Does Alleghany County have a preference for MBE/MWBE/DBE/SDVOSB/others for this RFP?**

The County does not have a preference and all proposals will be reviewed and considered.

- 5. Does the vendor need experience working with Government or Public Sector as part of the eligibility criteria, or is it optional?**

Government site experience preferred, but is optional. References should be given.

- 6. Is there a requirement for onsite work during the project, including training? If so, in what capacity?**

It is not required for onsite work; however, any gathering of information from departments may need to be done in person, as well as on-site training of the staff member responsible for making updates to the site.

- 7. How many rounds of design revisions are included before the County's review is considered final?**

There is no way to answer this question definitively.

- 8. Does the proposal need to be notarized?**

The proposal is not required to be notarized.

- 9. Are there any specific submission requirements we should be aware of (e.g., number of copies, labelling, or sealing instructions)? How many copies of the proposal should be submitted? Can the proposal be submitted digitally?**

The cover sheet of the RFP and page 3 under Submission Requirements states that sealed proposals marked "Website Redesign" must be delivered by 2:00 p.m. on Friday, May 15, 2026 to the address given. No faxed or emailed proposals will be accepted. One copy of the proposal is sufficient. The proposal is required to be in a sealed envelope; however, any digital content you would like to share can be sent via email with links or on a USB drive and noted as such in the sealed proposal.

10. What is the current CMS powering the website (WordPress, Drupal, custom, or other)? Are you open to using WordPress as the CMS?

The current website utilizes WordPress. We are open to the vendor recommending the most appropriate CMS solution based on the project requirements and County staff's ease of use.

11. On which hosting infrastructure/platform is the current site running (AWS, GoDaddy, WP Engine, WordPress.com, Azure, or custom government hosting)?

Current site utilizes a Green Geeks cPanel/WHM hosting platform. Site has SSL security certificate.

12. Are there any staging or development environments available today?

No

13. Are there any custom-built functionalities on the existing website? If yes, please specify.

No.

14. What third-party services or APIs are currently integrated with the website or used by County departments (e.g., payment portals, GIS, document management, alert systems)?

There is an API Facebook for the live feed plugin.

15. Will County IT staff be responsible for DNS cutover, or is that the vendor's responsibility?

The County does not have an IT department. It will be the vendor's responsibility; however, the County will assist with the transition including securing vendor login credentials to current DNS manager.

16. Are there any citizen service portals, payment systems, or form processing tools connected?

There is currently a link to the Treasurer's payment portal which is a third-party payment system.

17. Are there legacy systems that must remain integrated after the redesign?

No

18. Approximately how many total pages exist on the current website?

There are 80 pages and 4 contact forms.

19. What is the estimated volume of documents, PDFs, and media files?

1,200 media files

20. Is there a requirement to clean, restructure, or archive old content during migration?

There could be once all departments get involved in what information they would like to retain on the site.

21. Is content currently structured or spread across multiple inconsistent formats?

All should be under one format.

22. Do you require full data migration or selective migration? Are vendors required to migrate all existing documents and images, or only content designated by County staff?

Full data migration; however, there could be unnecessary items removed prior. Vendor will be responsible for the migration.

23. For linked content such as the Code for Alleghany County, Treasurer's Payment Portal, etc., do vendors need to supply a separate platform, or will the current links be reused?

The current links will be reused.

24. Should the sitemap be redesigned from scratch or improved incrementally?

It can be either. The vendor can include preliminary sitemap recommendations and homepage design concepts/mockups as part of the proposal submission.

25. Would you need any original or stock videography or photography?

The County can obtain whatever is needed.

26. Are there defined user journeys for key services (permits, forms, public information, etc.)?

Not sure of "user journeys", but a department/subject can be clicked on with a dropdown for more information.

27. How many project stakeholders will there be and how many departments does this involve, just departments featured on the site, not those with their own third-part websites (to estimate meeting time)?

County departments on the site include (Administration/Accounting, Board of Supervisors, Public Works (refuse & water/sewer), General Services (buildings/grounds), Community Development (planning/zoning/building permits/etc.), and Public Safety. There is a link for the Parks & Recreation Department that maintains their own site. State Offices include Treasurer, Commissioner of Revenue, and Registrar. There is a link for the Sheriff's Office that maintains their own site. It is anticipated that one individual from each department would be involved in content for their area (6 County and 3 State). All content to be included would be approved by Administration (County Administrator and Assistant County Administrator).

28. Do you require multi-department content management with role-based access control?

Only one staff member (Assistant to the County Administrator) will have access to make any changes/updates to the site.

29. How many internal users will actively manage content in the CMS?

See response to 28.

30. Do you require approval workflows before publishing content?

Yes – each department head will have a say on what content is in their section of the website. Final approval will be made by Administration (County Administrator and Assistant to the County Administrator).

31. Are official branding guidelines available (logos, colors, typography, templates)?

The current County seal/logo is available.

32. Should the redesign strictly follow existing branding or include modernization?

At this time, we are looking at existing branding with the intent to update in the future due to timing. The County WordPress site requires a new theme. We are open to recommendations.

33. What are the exact ADA compliance expectations beyond WCAG 2.1 AA (e.g., audit certification, ongoing monitoring)?

No expectations beyond the minimum State requirements which must be completed by April 26, 2027. Also, see response to #35.

34. Are there known accessibility issues in the current website that have already been identified?

In 2024, an outside firm did a compliance check on our site on their own and noted: 81.56% compliant with content, 81.52% compliant with SEO, 93.75% compliant with quality assurance, 70.2% compliance with accessibility, and 85.73% compliance with data privacy. The same firm in 2025 stated that they ran Lighthouse and WAVE scans on our website and noted 70% to compliance for Accessibility Score, 52% to compliance for Best Practices Score, and 47 errors/alerts for WAVE Score.

35. Is the vendor liable for ADA compliance failures discovered after site launch, and if so, for how long?

The vendor would be responsible for ongoing ADA corrections for the term of the contract and should be considered part of any annual maintenance fee.

36. What level of support do you anticipate needing after the launch, from basic support or ongoing maintenance?

Once the County staff member is properly trained it is anticipated that minimal assistance will be needed for updates unless requested. The vendor will maintain the website hosting with regular WordPress maintenance as well as DNS updates through a 3rd party DNS manager. County manages the domain name.

37. Should SEO migration include URL preservation, redirects, and ranking protection strategy?

Yes

38. Is maintaining current search engine rankings a priority for the redesign?

Yes

39. Are there any defined performance benchmarks (page speed, Core Web Vitals, load times)?

No.

40. Is security testing or penetration testing required as part of delivery?

No.

41. What is the average monthly traffic and peak usage volume of the website?

From a 2025 Google Analytics web report, the site had approximately 47K users in 2025 with over 120K views. See attached data.

42. Are there seasonal spikes in traffic (tax periods, emergencies, announcements)?

See attached 2025 Google Analytics web report.

43. What is the expected go-live timeline or any fixed delivery deadline?

There is not a fixed go-live timeline; however, the current website firm (App iStudio) will be closing shop August 31, 2026. They plan to assist through the transition even if development runs past that time-frame.

44. What is the allocated budget range for this project? Is there a maximum contract value or not-to-exceed ceiling for this engagement?

There is not a set budget for this project, but work may need to be done in phases as mentioned in the RFP.

45. Will hosting costs be included in the proposal price or billed separately on an ongoing basis?

Hosting will be included in the proposal price and not billed separately on an ongoing basis.

46. Which features are mandatory for Phase 1 vs optional future phases?

Mandatory for Phase 1 would be the basic site to include ADA compliance with add-ons as funding allows (i.e., fillable forms, on-line payments, rebranding, etc.).

47. What is included in the 30–90 day post-launch support scope?

Ensure the website is functional and staff are sufficiently trained. Staff website support will be available from vendor via email, phone or in-person.

48. What is the project timeline including start and launch dates?

We would like to begin work on the project following approval and signing of contract. We would like as much done on the project by August 2026 when the current firm is closing; however, they have indicated that they will assist in the transition after that date if needed.

49. Will the County provide all final content in a single delivery, or incrementally throughout the project?

The current website firm (App iStudio) will assist in a single delivery of all necessary content with the transition. This can include receiving a clone of the site to be unpacked on the new hosting or another similar mode of migration.

50. Are subcontractors permitted, and if so, is prior-written County approval required?

We do not wish to utilize a subcontractor.

51. Can we request an extension to the submission deadline?

No extensions are being given at this time, unless we have a large number of firms make this request.

52. Can you provide more details on the security review request? What kind of report and resolution are expected? Does your IT department have a cybersecurity tool that can be used to scan the site? For example, we have access to a client's Coalition Control account to monitor risks for their website.

Currently no security review report is available. We are open to discussion on cybersecurity protocols of site moving forward. County does not have an IT department.

2025 Allegheny County Government Offices

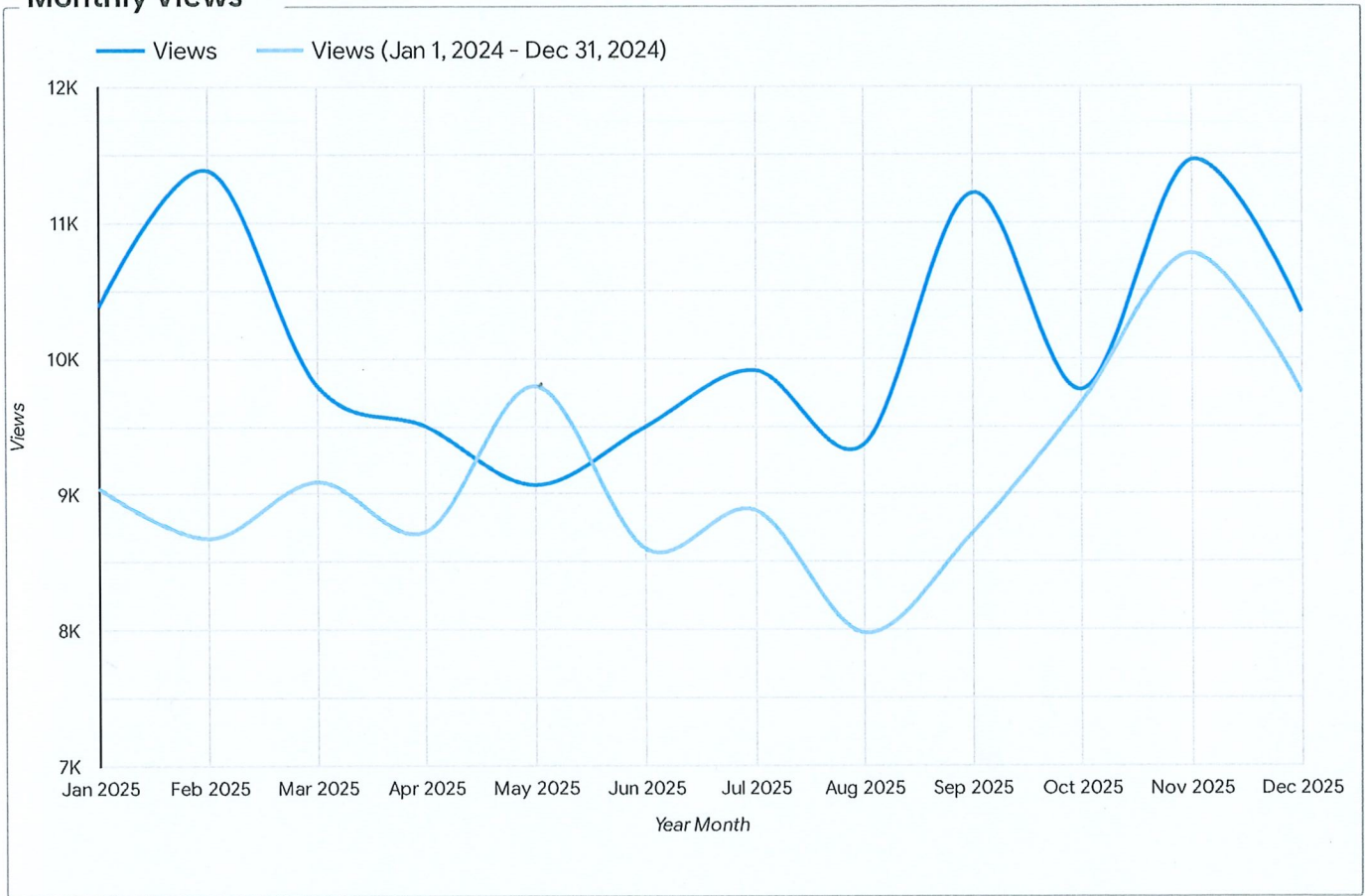
Google Analytics Web Report - Compared to 2024

Jan 1, 2025 - Dec 31, 2025

Summary

2025	Active users 47.5K	Views 121,670	Pageviews per User 2.6
2024	Active users 44.3K	Views 109,683	Pageviews per User 2.5

Monthly Views



New / Returning Users

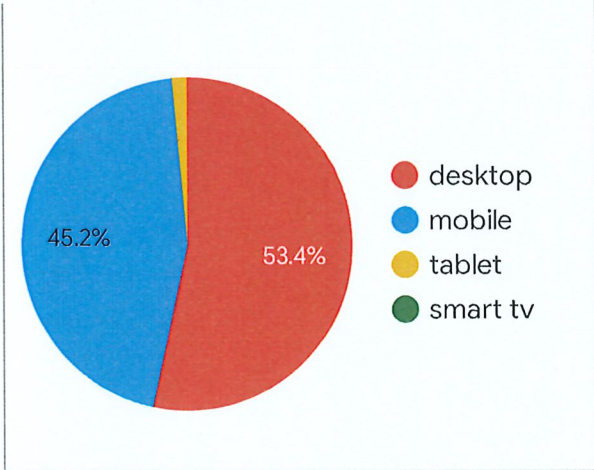
New / returning	Total users	% Δ	% Views	% Δ
new	46,817	7.1% ↑	68.7%	-4.2% ↓
returning	6,158	15.5% ↑	15.9%	7.6% ↑
(not set)	7,321	22.1% ↑	15.4%	13.8% ↑
Grand total	48,030	7.9% ↑	100.0%	0.0%

2025 Alleghany County Government Offices

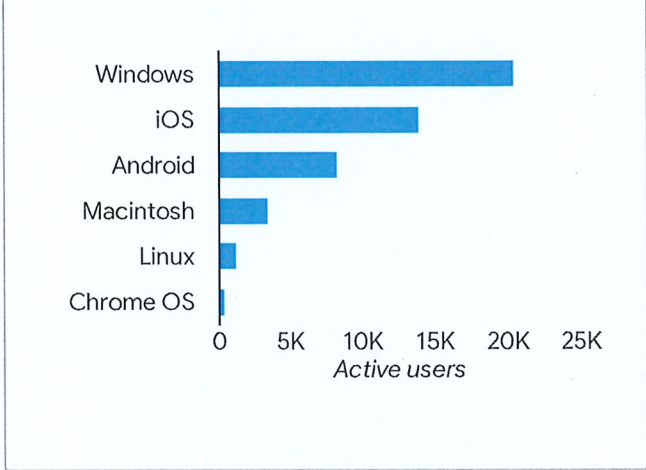
Google Analytics Web Report - Compared to 2024

Jan 1, 2025 - Dec 31, 2025

Device Category



Operating System



Device Category

	Platform	Device category	Total users	% Δ
1.	web	desktop	25,674	10.8% ↑
2.	web	mobile	21,658	2.9% ↑
3.	web	tablet	693	0.7% ↑
4.	web	smart tv	1	-66.7% ↓
Grand total			48,030	7.6% ↑

Browser

	Browser	Total users	% Δ
1.	Chrome	26,540	10.0% ↑
2.	Safari	13,168	-5.2% ↓
3.	Edge	5,122	14.8% ↑
4.	Safari (in-app)	1,309	144.7% ↑
5.	Firefox	778	-9.2% ↓
6.	Android Webview	667	118.7% ↑
7.	Samsung Internet	415	-4.8% ↓
8.	Amazon Silk	91	-16.5% ↓
9.	Opera	86	13.2% ↑
10.	(not set)	20	300.0% ↑
Grand total		48,030	7.6% ↑

2025 Allegheny County Government Offices

Google Analytics Web Report - Compared to 2024

Jan 1, 2025 - Dec 31, 2025

Top Traffic Sources

Session source	Session medium	Sessions	% Δ
google	organic	52,056	8.5% ↑
(direct)	(none)	13,286	5.7% ↑
bing	organic	6,061	20.2% ↑
m.facebook.com	referral	1,339	185.5% ↑
yahoo	organic	1,254	17.9% ↑
lm.facebook.com	referral	609	246.0% ↑
duckduckgo	organic	600	21.2% ↑
l.facebook.com	referral	328	39.0% ↑
facebook.com	referral	163	409.4% ↑
virginia.gov	referral	131	74.7% ↑

Top Pages

Page path	Views	% Δ	% Views	% Δ
/gis-data/	42,693	5.7% ↑	17.3%	-4.2% ↓
/	39,501	-3.7% ↓	16.0%	-12.8% ↓
/treasurer/	18,244	33.8% ↑	7.4%	21.2% ↑
/courts/	17,823	120.5% ↑	7.2%	99.8% ↑
/commissioner-revenue/real-e...	16,398	23.4% ↑	6.6%	11.8% ↑
/public-works/refuse-collection/	11,582	12.3% ↑	4.7%	1.7% ↑
/social-services/	9,330	-10.4% ↓	3.8%	-18.9% ↓
/request-for-proposals/	8,504	5.8% ↑	3.4%	-4.1% ↓
/public-works/water-and-sewer/	7,888	8.3% ↑	3.2%	-1.9% ↓
/public-works/	7,677	15.5% ↑	3.1%	4.6% ↑

2025 Allegheny County Government Offices

Google Analytics Web Report - Compared to 2024

Jan 1, 2025 - Dec 31, 2025

Top 20 Cities by Region

	Region	City	Views	% Δ	Active users	% Δ
1.	Virginia	Covington	18,096	-4.5% ↓	7,257	-2.3% ↓
2.	Virginia	Ashburn	11,417	37.6% ↑	5,441	20.0% ↑
3.	Virginia	Clifton Forge	8,475	40.9% ↑	3,141	40.2% ↑
4.	(not set)	(not set)	4,434	302.0% ↑	2,771	207.2% ↑
5.	Virginia	Roanoke	5,254	-1.8% ↓	2,235	-6.5% ↓
6.	Virginia	Virginia Beach	3,283	106.5% ↑	1,554	97.0% ↑
7.	New York	New York	3,027	-23.3% ↓	1,393	-32.1% ↓
8.	Virginia	(not set)	3,462	-27.5% ↓	1,397	0.4% ↑
9.	Maryland	Baltimore	2,383	12.9% ↑	1,098	9.5% ↑
10.	Gansu	Lanzhou	1,161	-	1,159	-
11.	Virginia	Richmond	1,936	33.4% ↑	815	50.9% ↑
12.	California	Los Angeles	857	47.8% ↑	703	65.8% ↑
13.	Georgia	Atlanta	1,297	-11.2% ↓	581	-18.3% ↓
14.	Massachusetts	Boston	829	73.4% ↑	400	49.3% ↑
15.	Illinois	Chicago	973	-25.5% ↓	408	-21.4% ↓
16.	Virginia	Low Moor	2,293	-	569	-
17.	Virginia	Lynchburg	853	29.8% ↑	399	22.0% ↑
18.	Virginia	Reston	833	-14.5% ↓	362	-16.4% ↓
19.	Virginia	Hot Springs	1,172	1.2% ↑	392	12.0% ↑
20.	Virginia	Salem	898	42.1% ↑	350	20.3% ↑

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Top 10 Countries

	Country	Views	% Δ	Active users	% Δ
1.	United States	115,042	9.2% ↑	43,403	1.5% ↑
2.	China	2,423	3,808.1% ↑	2,385	4,670.0% ↑
3.	India	1,823	8.1% ↑	711	13.6% ↑
4.	Philippines	429	15.0% ↑	143	20.2% ↑
5.	Pakistan	335	8.1% ↑	86	2.4% ↑
6.	Germany	160	-47.9% ↓	121	-14.8% ↓
7.	Canada	145	-33.5% ↓	59	-40.4% ↓
8.	Ireland	141	-15.6% ↓	54	-12.9% ↓
9.	Brazil	101	87.0% ↑	74	252.4% ↑
10.	United Kingdom	82	-1.2% ↓	56	36.6% ↑

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