

CUYAHOGA COUNTY
BOARD OF HEALTH
YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

RFP # 2023-06
Website Design & Maintenance Services
Pre-Bid Proposal Conference Notes & Questions and Answers
August 1, 2023 at 10:30 A.M.

Presentation

Judy Wirsching presented and reviewed the power point presentation for administrative requirements.

The presentation can be found on the Board of Health website at www.ccbh.net under the "Business" tab

Questions & Answers:

Q1. When is the proposal due?

A1. The due date has been extended to September 5th, 2023

Q2. Do you require a certain content management system? What is the current content management system?

A2. We currently use WordPress. We are open to potential changes.

Q3. Does the site host information covered by HIPAA?

A3. Yes. The information is appropriately reviewed and summarized to be certain that it is presented in a compliant manner.

Q4. What is the go-live date for the new site?

A4. Within 6 months of the project start date.

Q5. What is the budget allocated for this RFP?

A5. There is no specified budget.

Q6. What are some of the added features the new website will offer that are not in the current window?

A6. Increased site interactivity, a responsive platform, more efficient search tools. We are also looking for input from bidders as to what we may want to include that is not currently present on the site.

Q7. Can the work be performed in the hybrid resource model (onsite/offshore/remote)?

A7. In the developmental stages of the relationship, we prefer in-person meetings. Eventually, the work can be done in a hybrid fashion.

Q8. Do you expect the vendor to provide post-implementation support and maintenance?

A8. Yes. We expect server support and 24/7 maintenance availability.

Q9. Will this site remain English only? You mention non-traditional audiences with English as a second language. Do you anticipate other languages needed or just focus on literacy levels of content on site?

A9. We would like to have a built-in translation tool that can accommodate most, if not all, of the site content. Past experiences have shown that technical words and concepts can be difficult to translate.

Q10. Is the incumbent invited to this process?

A10. Yes. The incumbent is ZED Digital.

Q11. Can you talk about the support for the other 8 websites? Are they all currently on WordPress? Is there anything else we need to know for this portion of the scope?

A11. Most of the sites in WordPress are housed on the same server. We maintain 2 sites. Consultants connected to individual agency programs handle the others. We are striving to better coordinate these efforts among all involved.

Q12. Where is the site currently hosted?

A12. The site is currently hosted on GoDaddy.com.

Q13. Is hosting provided by the vendor?

A13. It would not require a vendor to host on GoDaddy.com.

Q14. Is it possible to get access to current analytics for review?

A14. Yes. They are attached to this Q & A's document.

Q15. Will you please tell us the potential users who will be using the website?

A15. Health departments, healthcare agencies, local businesses and contractors, city, township and village governments, community partners, students and staff from academic institutions and the public at large. Target audiences change depending on current conditions and situations.

Q16. Does the agency have any preferred analytics tools, or can the vendor suggest analytics tools?

A16. Yes, the vendor can suggest analytics tools.

Q17. Will the vendor be responsible for managing media content, such as YouTube videos?

A17. No, the Cuyahoga County Board of Health will continue to manage this.

Q18. Are there any current service-level agreements we have to adhere to in regards to disaster recovery and uptime and security?

A18. The current provider offers emergency back-up.

Q19. How can you be reached if we have questions?

A19. You can e-mail bidquestions@ccbh.net with any questions, but no questions will be answered once the pre-proposal conference has concluded. This is to ensure a fair and transparent process is maintained and all interested parties are provided the same information.

Q20. Will there be a summary of today's meeting shared with attendees? How would we share our contact information?

A20. Yes; it will be on the website by August 8th.

Q21. From a content standpoint, will you need the support of a copywriter or do you have this resource in-house for the Website?

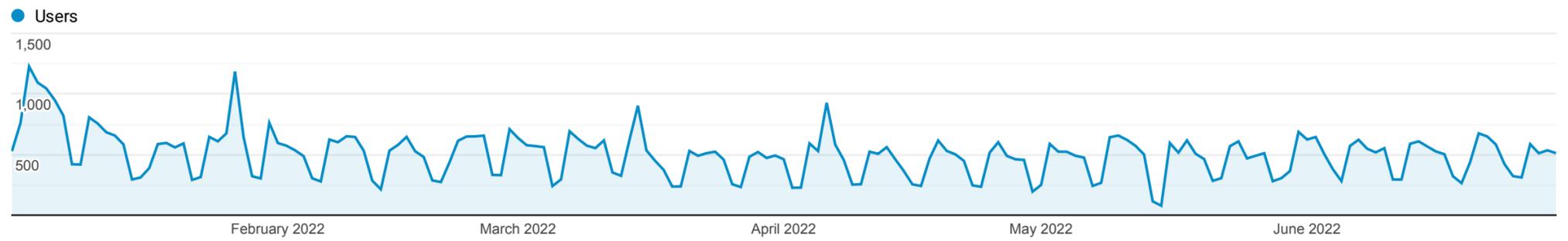
A21. No, we have this resource in-house.

Audience Overview

Jan 1, 2022 - Jun 30, 2022

● All Users
100.00% Users

Overview



Users 72,770	New Users 70,796	Sessions 98,902	Number of Sessions per User 1.36
Pageviews 506,797	Pages / Session 5.12	Avg. Session Duration 00:01:23	Bounce Rate 5.98%



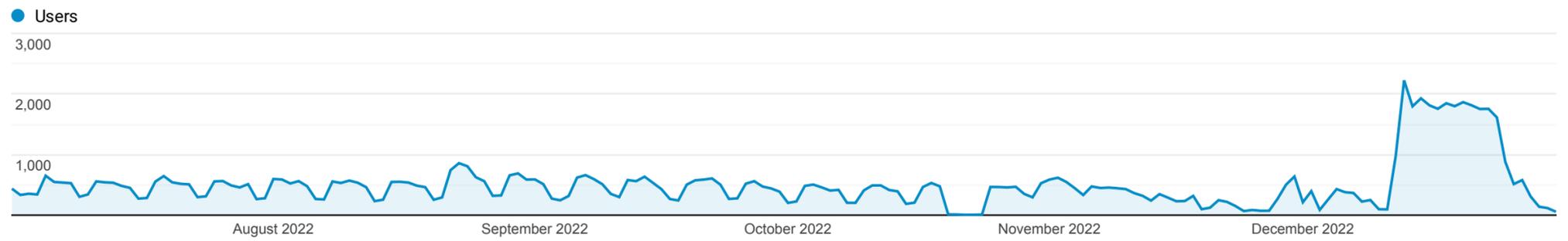
Language	Users	% Users
1. en-us	66,689	91.58%
2. zh-cn	2,778	3.81%
3. c	1,138	1.56%
4. en-gb	607	0.83%
5. en	561	0.77%
6. en-au	123	0.17%
7. en-ca	116	0.16%
8. es-us	59	0.08%
9. en-in	48	0.07%
10. es-419	47	0.06%

Audience Overview

Jul 1, 2022 - Dec 31, 2022

All Users
100.00% Users

Overview



Users 77,451	New Users 76,097	Sessions 98,763	Number of Sessions per User 1.28
Pageviews 163,017	Pages / Session 1.65	Avg. Session Duration 00:01:17	Bounce Rate 74.01%



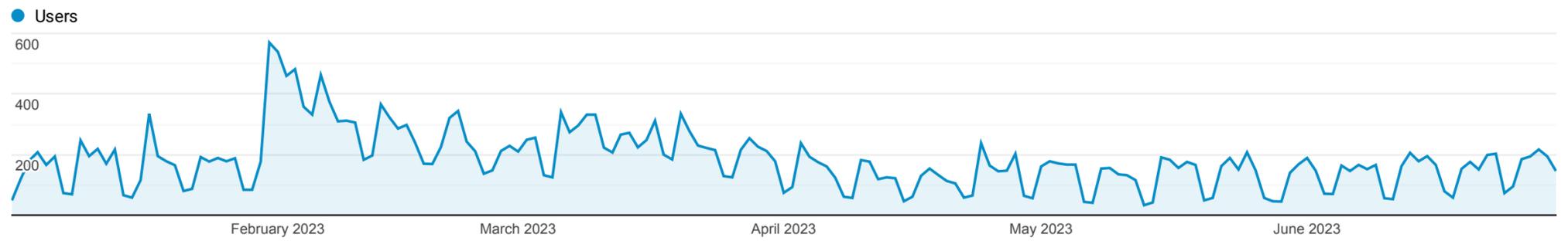
Language	Users	% Users
1. en-us	74,482	96.07%
2. es-us	1,029	1.33%
3. en-gb	397	0.51%
4. en	329	0.42%
5. en-in	170	0.22%
6. en-au	90	0.12%
7. en-ca	82	0.11%
8. es-419	53	0.07%
9. nl-nl	52	0.07%
10. zh-cn	43	0.06%

Audience Overview

Jan 1, 2023 - Jun 30, 2023

All Users
100.00% Users

Overview



Users 24,759	New Users 24,188	Sessions 35,503	Number of Sessions per User 1.43
Pageviews 70,584	Pages / Session 1.99	Avg. Session Duration 00:01:35	Bounce Rate 61.07%



Language	Users	% Users
1. en-us	24,153	97.41%
2. zh-cn	151	0.61%
3. en-gb	109	0.44%
4. en	88	0.35%
5. es-us	70	0.28%
6. en-au	53	0.21%
7. en-ca	21	0.08%
8. en-in	13	0.05%
9. nl-nl	13	0.05%
10. vi-vn	12	0.05%