Questions & Answers for Digital Design Services for Decide DeKalb's 2025 Annual Report

Q: What exactly do you mean by "web-ready"? Does this mean a standalone microsite, a page within your existing WordPress site, or an embeddable HTML publication?

A: We're open to your creative input and would appreciate a recommendation. Currently, our annual report lives on a page within our existing WordPress site, but we're open to other formats—such as a standalone microsite or an embeddable HTML publication—if the solution aligns with our budget.

Q: Are you expecting custom development or use of a web publishing platform (e.g., Issuu, Foleon, Webflow)?

A: We're open to your creative input and would appreciate a recommendation, if the solution aligns with our budget.

Q: Will the agency be responsible for uploading and testing the report on your WordPress platform?

A: Yes

Q: Will you provide access to your CMS, or are we expected to deliver flat files/code for your team to implement?

A: We will provide you with access to our WordPress site to implement.

Q: Should the interactive features (animations, videos, hover states) be built using specific technologies compatible with your platform (e.g., no JavaScript-heavy solutions)?

A: Interactive features such as animations, videos, and hover states are welcome, if they are fully compatible with WordPress and do not significantly impact site performance. We're open to your recommendations on technology, but we prefer solutions that are lightweight, optimized for speed, and do not rely heavily on frameworks that could slow down the site.

Q: What type of data visualizations will be included (e.g., static infographics vs. interactive charts)? Are you expecting real-time or dynamic data integrations?

A: *We're not expecting real-time data integrations. However, we do expect the selected vendor to develop creative concepts for both static infographics and interactive charts based on the data and information we provide. We're looking for engaging, visually compelling ways to present the content, and we welcome your ideas on how best to bring the data to life.*

Q: What level of ADA compliance do you expect? WCAG 2.1 AA or AAA?

A: *We expect the final product to meet ADA compliance standards at the WCAG 2.1 AA level.*