



South Orange County Community College District

RFQ&P 394D:

Website Design and Development Services

Addendum No. One (1)

October 19, 2020

Nick Newkirk

Purchasing and Contracts Manager

Note:

All documents remain unchanged except section or parts added to, revised, deleted and/or clarified by this Addendum.

1. The attendee list for the pre-proposal meeting held on October 16, 2020 at 10:00am is attached to this addendum.
2. The responses to the Request for Information submitted by the deadline of 5:00 PM on October 13, 2020, as well as the responses to the questions asked during the mandatory pre-proposal meeting at 10:00 AM on October 16, 2020 are shown below:

Q1: Is this a new contract or is there any incumbent currently providing the services?

A1: This is a new contract to design and develop turnkey websites that can be easily maintained by SC, IVC and DS staff after the websites have been completed. As per the scope of services identified in the RFQ&P no hosting, maintenance services, or any other ongoing services are to be included.

Q2: If applicable, what is the Not To Exceed (NTE) amount or budget range?

A2: SC: Budget NTE \$150,000
IVC: Budget NTE \$150,000
District: Budget NTE \$100,000

Firms shall not propose fees based on the above NTE amounts. Fees shall be strictly based on the scope of services as identified in the RFQ&P. While this selection process is based on qualifications, experience and best fit, competitive pricing is of significant importance.

Q3: Page 11 of the RFP indicates interviews on November 13, 2020 on-site at your offices. With the COVID-19 pandemic, would you consider having remote interaction with our team over a video conference call?

A3: All interviews will be conducted via a Zoom conference call.

Q4: Page 15, first paragraph indicates that the vendor will be evaluated on their “experience with California community colleges”, but then on page 4, top paragraph says that firms should have experience with higher education or community colleges, and does not specify explicit California experience. Please clarify your expectations and preferences. Our company has a lot of experience with higher education and Drupal, but not necessarily in California. We feel it would be restrictive to the competition to specify experience with California community colleges.

A4: Experience with higher education and California community college clients is desirable, but not absolutely required.

Q5: You indicate no hosting required – where/how will the websites be hosted?

A5: The websites for Irvine Valley College and Saddleback College are hosted in college datacenters and are managed by college staff. Both college websites will continue to be hosted and managed internally.

The District Services (DS) website is hosted at Amazon, AWS. District IT manages the server (operating system, applications, patches, configurations).

As per the scope of services identified in the RFQ&P no hosting, maintenance services, or any other ongoing services are to be included. Firms shall design and develop turnkey websites that can be easily maintained by SC, IVC and DS staff after the websites have been completed.

Q6: Is content migration for each of the three institutions a part of the scope? Or will the District and/or the institutions themselves handle migration using in-house resources.

A6: The expectation is that there shall be a unique design for each site. Most content migration is expected to be completed by in-house resources in coordination with the awarded firm.

Q7: We work with a number of content management systems well-suited for universities including open-source (Drupal and WordPress) and commercial (OmniUpdate and HannonHill.). Does the District expect vendors to assume a particular CMS within our responses to this RFP, or would you like vendors to conduct an evaluation and help the university determine the best-fit CMS during the project itself?

A7: The design and development services shall be on the latest and updated version of Drupal CMS.

Q8: What strategic priorities or pain points for each school does the District hope to address through the redesigned websites?

A8: The current websites are outdated and in need of modern updates. Accessibility, intuitive user interface, access to student resources, functionality, navigation, and mobile readiness are the primary pain points with all three current websites.

Q9: Given the contents of the VPAT will be determined by the CMS, is the District open to vendors delivering accessibility report documentation, including a VPAT document, demonstrating that our work is compliant with WCAG 2.1 AA standards at the time of our delivery of each website? Or is a completed VPAT under the assumption that we will build each site on our recommended open source CMS required with our submission.

A9: As per the RFQ&P, the design and development services shall be on the latest and updated version of Drupal CMS. A VPAT template shall be required for each website.

Q10: Does the District envision that each website's look and feel will be guided by a District-level brand platform?

A10: No. Each website will have its own unique brand and identity. Separate brand guidelines will be provided for each of the websites.

Q11: What types of SEO services does the District envision for Irvine Valley College's website? Are these envisioned to be baseline best-practices that we'll build into the coding structure, or is this a more robust SEO strategy powered by inbound organic content, keyword research and recommendations to increase visibility?

A11: Firms shall provide industry standard best practices for SEO services. An SEO strategy shall be integrated into the pages for which the firm is providing content.

Q12: Regarding item 8 on page 24, does the District prefer to work with a local firm or is the District equally open to vendors with substantial higher ed experience in web redesign regardless of location.

A12: The District intends to award contract to the firm that presents the highest experience, presents the best methodology and fit along with ensuring availability and commitment of resources during standard business hours of operation through the entirety of this engagement.

Q13: Are vendors permitted to build our Scopes for each website based on an assumption that we will leverage established subcontractor partners to perform parts of the Scope in the interests of keeping costs down?

A13: Subconsultants are allowed. If the proposal includes a subconsultant, the subconsultant's staff, and hourly rates shall be included on Proposal Form F. Proposal Form B shall also include the resume, role & assignment in producing this deliverable.

Q14: Are you imagining that these sites would be designed with similar themes/layouts with only minor differences in colors, fonts, etc., and perhaps a few unique landing page designs? Or should we plan on three sets of unique designs for the sites?

A14: Each website will require a unique design.

Q15: Is the expectation that there would be ongoing regular and separate meetings with the stakeholders for all three sites? If so, would that be throughout the entirety of the project during all phases (Research & Discovery, Design and Development)?

A15: Yes, active engagement with all stakeholders for all three websites is a requirement of this RFQ&P.

Q16: Can you define the "Assistance with content migration" service that is listed for all three sites? Should we plan doing an automated migration of content into Drupal for each site? And if so, would that ideally include all pages of each site?

A16: Most content migration is expected to be completed by in-house resources in coordination with the awarded firm.

Q17: Would the ATEP site be migrated into the primary IVC.edu site or should it not be included as part of this project?

A17: The ATEP site will be migrated to the new District website.

Q18: Will each site have its own set of Department/Faculty/Staff Directories? A Directory is only called out specifically as part of the District Services website.

A18: A Directory shall only be required for the District website.

Q19: Can you better define the feature labeled as "Seamless integration with mobile devices, apps, blogs, social media tools and video" on page 18? Seamless integration with apps is the item that would require the most clarification as that could mean several things.

A19: Tools/apps already used on the Irvine Valley College website (such as Trumba) must be integrated onto the newly designed website. The websites shall have built in features that enable integration of new apps., blogs, videos, etc.

Q20: Can you expand upon "User training and Beta review" and what that would entail? Training and access to the development site after the initial site build and content migration is always included. Would that be considered a Beta review by the IVC team?

A20: Training and access to the development site after the initial site build and content migration would be considered the Beta review for the Irvine Valley College website.

Q21: Can you further define what type of SEO services are being requested? We would typically install modules to make optimization easier for site editors and we can include an SEO strategy document as part of our proposal. However, on-page optimization, link building and other more comprehensive SEO services would significantly increase project costs and we do not usually include them in our proposals for that reason.

A21: See A11.

Q22: Would the translated version of the sites be handled using Google Translate or similar automated solutions?

A22: Yes.

Q23: How many pages should be accounted for as part of the copywriting services? Would it be the same number of pages per site?

A23: Firms shall utilize their industry experience and acumen to determine the necessary number of pages per site based on the scope of services identified in the RFQ&P.

Q24: Can you please advise how the cost is to be evaluated, for example, is it year one development and license & support costs or the total cost over 2,3, or 5 years?

A24: Per the RFQ&P, the firm awarded the contract shall have sufficient bandwidth and resources to simultaneously coordinate and deliver the three websites on or before June 2022. No hosting, licensing, maintenance services, or any other ongoing services are to be included in the pricing proposal. Payment will be based on project milestones.

Q25: If this RFP includes a CMS, can you please let us know how many concurrent users you expect to have logged into the CMS at one time?

A25: See A7 in regard to the requirement for Drupal CMS. Each website has multiple users with various levels of permissions.

Q26: If this RFP includes a CMS, please advise how many end-users require training? Are you interested in a train the trainer approach?

A26: See A7 in regard to the requirement for Drupal CMS. Up to five users will require train the trainer training for each of the three websites.

Q27: Can you tell us more about the evaluation team members and their roles?

A27: The evaluation committee consists of management, faculty and staff from each of the colleges and District.

Q28: Do you have an estimated go-live date in mind?

A28: Per the RFQ&P, The firm awarded the contract shall have sufficient bandwidth and resources to simultaneously coordinate and deliver the three websites on or before June 2022.

Q29: What websites do you aspire to?

A29: There is not a specific website in-mind. The expectation is the awarded firm will work directly with the colleges and District to design the websites to their desired specifications.

Q30: We recognize and respect SOCCCD's intention to maintain sites independently following the completion of this project. Following the initial website build, SEO support, site analytics and optimization, and strategy consulting from an experienced web development team are essential to successfully complete the project. Would SOCCCD entertain proposals that included this type of service following the completion of the website build?

A30: No. See A5.

Q31: What are the goals by which you will measure the success of the new website?

A31: The goal for all three websites shall at least include improved accessibility, intuitive user interface, access to student resources, functionality, navigation, and mobile readiness. Focus groups along with student and employee feedback will be utilized to measure success.

Q32: What are the specific key populations that you hope to engage with the websites?

A32: The newly designed website should engage prospective and current students, staff, faculty members, and the community at large.

Q33: Should the website be optimized for local performance?

A33: Yes.

Q34: How does SOCCCD see this website being connected to its marketing and brand strategy?

A34: Marketing and brand strategy are a critical aspect for all three websites.

Q35: Would SOCCCD be willing to entertain proposals that require follow-up support?

A35: No.

Q36: Who has the authority to sign the proposal and how do they make decisions?

A36: The RFQ&P selection committee (see A27) evaluates all proposals received based on the evaluation criteria identified in the RFQ&P document. Pursuant to the selection committee's recommendation, the contract will be awarded to the selected firm at the December 14th Board meeting and will be executed by the Vice Chancellor of Business Services immediately thereafter.

Q37: Would you be open to a non-US based vendor completing this work? Do you have a preference towards domestic vendors?

A37: See A13.

Q38: What modules are currently installed on the website?

A38: Various Drupal modules are currently installed on the Saddleback College and Irvine Valley College websites. There are no modules on the District website as it is currently on Contribute.

Q39: Will there be any restrictions that would prevent access to your servers during the project?

A39: The awarded firm will be granted necessary server access.

Q40: How many resumes will we need to submit and are there other skill sets in addition to Drupal that are favorable for this project as well?

A40: Per Proposal Form B, firms shall include resumes for each team member including sub-consultants proposed to provide service to the District and colleges. There are no other skill sets required other than those specified in the RFQ&P.

Q41: For all documents (PDFs, Word, etc.) that are uploaded to the website, will fully ADA compliant versions be provided?

A41: Yes.

Q42: For news and events, does Trumba have an API besides using *spud* displays? How do you envision integrating the Trumba calendar? Is a custom built-in calendar in Drupal pulling data from Trumba vs using *spuds* or somewhere in between?

A42: For news and events, Trumba does have a limited API and is using Spuds. The college envisions that Trumba will remain integrated into the website.

Q43: What CMS version are the websites currently built on?

A43: Saddleback College and Irvine Valley College are on Drupal 7. District Services utilizes Contribute.

Q44: What is Saddleback College currently using for their calendar/events system?

A44: The calendar/events system is an RSS feed through Drupal.

Q45: For department and staff directory information, will this be integrated from a database or manual content entry? If integrated, what is the source for information?

A45: The information pulls from an active directory.

Q46: How many proposals are you expecting to receive?

A46: This is an open public solicitation and the District has no knowledge of any firm's intent to submit a proposal response to this RFQ&P.

Q47: Will you accept a Time & Materials estimate with a range of estimated costs?

A47: No.

Q48: Is there a firm currently providing Drupal support and/or consultation? If so, would the hired vendor work directly with this staff team? If not, is the current vendor allowed to bid?

A48: This work is handled internally and will continue to be handled internally.

Q49: The RFP indicates "Photography services are to be included in the proposal," please indicate the type of photography desired (headshots, candid, aerial, etc.) and approximate number of photographic assets desired.

A49: Photos will be required of the campus, classroom instruction and student services. No more than 2 days for photoshoots would be required for each of the websites. A reasonable number of photographic assets will be expected for a typical website of our kind.

Q50: The RFP describes three websites for this project. Is the desire that these websites be administered from a single location/dashboard, or are the websites considered separate entities and administered by separate parties?

A50: The websites are separate entities and are administered by separate parties.

Q51: The RFP includes a reference to a Guided Pathways presence, could you please further describe your vision for this functionality?

A51: Many California Community websites have a learning/guided pathways presence. The colleges require the presence in order to allow students to identify pathways and explore majors and career goals.

Q52: Do you have a detailed list of functional requirements?

A52: The requirements for each website are outlined in the scope of services identified in the RFQ&P.

Q53: Please list ALL external integrations with third party applications (e.g. Trumba) that would need to be supported by the new sites.

A53: Currently Saddleback College and Irvine Valley College utilize Google Analytics, GT translate, Poptin (pop-up form used with advertising campaigns), and SiteImprove plugin. The District website currently utilizes Granicus for board meeting videos, javascript for forms (e.g., email contact form etc), and users update content using contribute (via sftp). The new websites shall allow for both existing and future integrations with third party applications.

Q54: How was the decision made to use Drupal as the CMS?

A54: Staff is currently trained on Drupal CMS and staff will be maintaining each of the websites.

Q55: Are you open to a fixed-fee discovery in response to this RFP that would define all requirements and then be followed with an estimate for execution based on those requirements?

A55: No. Firms shall propose a fixed not to exceed fee based on the scope of services identified in the RFQ&P.

Q56: What artifacts can you share with us (Personas, Technical Documentation, Technical audit, etc.)?

A56: No artifacts are available prior to contract award. The awarded firm will be provided access to a Google Analytics account.

Q57: Do you have a multilingual (French? Spanish?) strategy? Or will this be tackled in a later phase?

A57: See A24.

Q58: Do you envision 3 implementations or multi-site so that you can share components across digital properties?

A58: Three entirely new comprehensive, unique and distinct websites will be developed per the scope of services identified in the RFQ&P and as such will require three separate and unique implementations.

Q59: How many agencies have received the RFP?

A59: This is an open solicitation for proposals.

Q60: Is there a technical landscape document that currently exists, detailing all encompassing 3rd-party/functional requirements? Do you have any other integration needs that you have yet to identify? For example, are there any marketing automation or customer relationship management (CRM) systems that are currently integrated with your current website.

A60: At this time, the colleges and the district do not have a third party CRM system and do not have a technical landscape documentation to provide.

Q61: Is there any plan for user acceptance testing at any point during the build process? (post information architecture definition, later into execution phase, or as part of the end Quality Assurance phase?)

A61: Both colleges and District services will provide a group of users with the ability to test the site during the build process.

Q62: Regarding search, will we be indexing any other sites and/or data/content sources outside of the SOCCCD domains?

A62: No.

Q63: For user testing/user study, how large of a user pool are you envisioning? At what point in the process are you expecting this to be completed? (as per: conduct UX testing on audience, using interactive prototypes)

A63: The colleges and District services would seek the awarded firm's guidance on the size, timing and composition of the testing pool.

Q64: What analytics platforms are you using now? In what form and how far back can you provide data on the existing site?

A64: The District and colleges utilize Google Analytics. The awarded firm will be provided access to a Google Analytics account.

Q65: How many users add/edit/delete content? Is there a defined workflow for the site?

A65: There are a variety of users that are able to add/edit/delete content for all three of the websites. There are currently no defined workflows for the existing websites. Per the scope of services identified in the RFQ&P, the awarded firm shall establish content workflow and permission sets for all of the new websites.

Q66: Have you performed a recent content audit?

A66: No.

Q67: How much content exists?

A67: The intent of this RFQ&P is to utilize effective design and content to improve usability. There is a large amount of content on all of the existing websites, but it is difficult to quantify.

Q68: Do you plan on drastically changing the content or refreshing it as part of this exercise?

A68: See A7 and A58.

Q69: What improvements are you looking for in the UX of your products?

A69: Please see A9 for issues with the current websites and desired improvements. As per the RFQ&P, the websites shall include user friendly architecture that helps students, faculty, staff, and the community obtain needed information. Students must be able to easily navigate the application and enrollment process and find resources from pre-enrollment through graduation to assist in providing a successful college journey.

Q70: Does a style guide exist?

A70: Both colleges' style guides are available on their college websites. The District services website does not have a style guide and is currently conducting a rebranding process. As per the scope of work

identified in the RFQ&P, development of a website style guide shall be provided as a deliverable upon completion for all three websites.

Q71: Would it be fair to say that you're looking for a team that can not only maintain and support your website but also offer suggestions on ways to improve the look, feel, conversion paths, etc.?

A71: The websites are not going to be maintained and supported by the awarded firm. See A6 for additional information. In regard to suggestion on ways to improve the look, feel, conversion paths, etc. of the website, as per the RFQ&P the awarded firm will lead focus groups/meetings with the three separate constituency groups for SC, IVC and DS to garner input and feedback, and in developing their own respective website designs.

Q72: Does the Information Technology Professional Services Agreement need to be included in the final proposal?

A72: No, the Agreement does not need to be included. Only notate exceptions and identify proposed changes to the Sample Agreement pursuant to the instructions highlighted and identified in Appendix D.

Q73: Will the new websites need to allow website editors and administrators the ability to authenticate via Single Sign On?

A73: Yes.

Q74: What automated tools or platforms do you use to verify website accessibility guidelines are met?

A74: All three of the current websites utilize Siteimprove for accessibility.

Q75: Is Intranet in scope for this project?

A75: No.

Q76: Are there departments with Department pages to be templated out?

A76: No.

Q77: How many levels are in scope for this redesign/migration .

A77: Refer to the scope of services identified in the RFQ&P.

Q78: Can Diane Oaks please repeat where/why Microsoft Sharepoint is being relied on?

A78: IVC is the process of migrating from Sharepoint 10 to Drupal. Most content migration is expected to be completed by in-house resources in coordination with the awarded firm.

Q79: Do you expect to run development of all three websites at the same time or sequentially?

A79: All three websites shall be developed and designed parallelly. Proposers are required to provide sufficient evidence of having the required resources for a simultaneous delivery of all three sites. The firm awarded the contract shall have sufficient bandwidth and resources to simultaneously coordinate and deliver the three websites on or before June 2022.

Q80: Are you planning to award the bid to multiple vendors?.

A80: No.

Q81: Can a firm propose a different web development platform such as WordPress or Wix?

A81: No. The latest and updated version of Drupal is required.

Q82: Do you have a preference as to a templated website or a custom website build for any or all of the sites?

A83: The District and colleges are open to a templated website.

Q84: And are these truly not-to-exceed figures...anything above the provided budgets for any of the three sites will not be considered?

A84: See A2. The scope is set and no budget augmentation is currently anticipated to support any scope changes at this stage.

Q85: Also what forthcoming technology requirements like AI, or IoT could be expected or required in the coming future?

A85: The District is looking for proposals that provide a website design that is future proofed and modern. Preference will be given to solutions that address/factor new and/or forthcoming technologies such as AI, IoT, etc.

**RFQ&P No. 394D Website Design and Development Services
Attendance List for Pre-Proposal Meeting Conducted Via Zoom Conference Call
October 16, 2020 at 10:00 A.M.**

Company Name

Ammunition
App Maisters, Inc.
Barkley REI
Bluehawk Consulting
CAI
Digital Echidna
EAB
Echo Media
ePATHUSA Inc.
Evolving Web
eWay Corp.
Finalsite
Green Media Creations Inc.
Ifactory
ImageX
Isovera
JFD, Inc.
Koder, Inc.
K WALL
Mackey Creative Lab
Metal Toad
MIG
Mobikasa LLC
MRW Connected, Inc.
MTL Advisory
Neumeric Technologies Corporation
Promet Source
Site Hub
Srijan
Stamats
Tallan
Terminalfour
Traffik
Trinus Corporation
VisionPoint Marketing