Addendum (RFP)

Addendum No: 002
Date: 08/25/2021

Project: Website Redesign
Project No.: WKCCD 2122 - 108

From: West Kern Community College District
              29 Cougar Court
              Taft, CA 93268

To: All Prospective Bidders and Plan Holders

The following questions were compiled from prospective bidders after the release of the RFP document. As a result, West Kern Community College District is supplying this list of questions to all potential vendors.

1. **Is the "GO LIVE" timeframe of 12 months set in stone or is this open depending on execution of the project?**
   1.1. Yes, the "Go Live" timeframe is 12 months.

2. **Is there any subcontracting requirements for this (e.g. a requirement for minority or women owned business utilization)?**
   2.1. No

3. **Printing and sending 8 copies of the proposal and then costs and everything is A LOT to print and send. Is there not a way to send one and copies electronically so we aren't wasting paper and time.**
   3.1. Taft College leadership requires eight printed copies of the proposal.

4. **For Tab 3, can you please specify what you mean by "references"? Is the ask here to provide references for members of our team?**
   4.1. Yes, we are asking for references of the team members who would be assigned to the Taft College contract.

5. **Further, for Tab 3, will detailed bios work in lieu of "resumes"?**
   5.1. Proposers have been asked specifically to provide résumés.

6. **With insurance requirements, are you saying that we need to have a full, notarized certificate of insurance sent as part of our proposal package?**
   6.1. Taft College requires proof of insurance at the specific levels called for in the RFP at the time of proposal submission.

7. **Are you open to East Coast US-based agencies being selected for this project?**
   7.1. Yes.

8. **Are you open to non US vendors? I.e. Canada? And do you have a budget range in mind for your project?**
   8.1. Yes, non-US vendors may submit proposals. However, all work hours will be PST.
   8.2. For an answer to any budget concerns, refer to response # 1.1.1 in WKCCD 2122 - 108 Addendum #001, already posted on the Taft College website.

9. **With regard to 8.1, 8.2, 8.3, etc. is it expected that the question response format be followed in the vendor's own proposal template?**

9.1. Yes.

10. With regard to content migration, how many levels are in scope? (e.g. home page + two levels)
10.1.   All pages of the Taft College website will need to be migrated to the new site, approximately 2,000 pages.

11. How many total pages, images, PDFs, and other files are in scope?
11.1.   Currently, our website has approximately 2,000 pages. The District intends to provide all content and creative assets to the successful bidder. Please include out-of-scope pricing for creating digital assets, videos, custom photos, maps, and copywriting, as needed.

12. Can you elaborate what brand guide compliance refers to in this proposal phase and how to ensure a bidder will get 5 points?
12.1.   We appreciate this question. Bidders should answer the following questions, "Is the current Taft College home page brand compliant or not brand compliant? Why or why not?"

13. When was the last time Taft redesigned/redefined its information architecture?
13.1.   Five years ago.

14. Based on initial content audits performed by Taft, how much existing content is expected to be eliminated on the basis of redundancy or lack of relevance?
14.1.   We expect that up to 100 of the 2,000 pages on our current site will be eliminated.

15. In some regard, Taft seems to reference both a redesign agency and a CMS solution. Who is this RFP mostly geared toward? Or, rather, is this expected to be a join venture by both a CMS and a design firm?
15.1.   This RFP is for website design services only. At this time, a separate RFP will not be issued for the CMS. Taft College will contract directly with a CMS provider, should the college choose a CMS other than WordPress.

16. Is it your expectation that each proposer will answer the RFP questionnaire and formulate their pricing based on that proposer's recommended CMS?
16.1.   Yes, but Taft College will contract directly with the CMS provider, should the college choose a CMS other than WordPress.

17. Is content creation in any form in scope for this project?
17.1.   No, but please provide out-of-scope pricing for creating digital assets, videos, custom photos, maps, and copywriting, as needed.

18. Is there any preference for local vendors?
18.1.   No.

19. We see similar RFPS with budgets ranging from 150K to 400K. Will the college fall in this range-if so approximately where?
19.1.   For an answer to any budget concerns, refer to response # 1.1.1 in WKCCD 2122 - 108 Addendum #001, already posted on the Taft College website.

20. What shortcomings of WordPress do you hope to remedy with this effort?
20.1.   Should the college decide to move away from WordPress, we would be interested in reducing the number of third-party plugins required, increasing our SEO ranking, and better securing our website.

21. How many user accounts needed?
21.1.   Currently, we have 107 users. Please plan for 150 users.
22. How many levels of users?

22.1.   Currently, we have three levels of user access:(1) Super Administrator, (2) Site Administrator & (3) Content Manager.

23. What are the workflow needs?
23.1.   This question is unclear to us. Please provide an example of what you consider a "workflow."

24. Are Survey/voting tools desired?
24.1.   Yes.

25. Are Ecommerce features required?
25.1.   Currently, we do not conduct ecommerce on this site. Our Bookstore contracts with a third party. Our Cougar Café may expand to food ordering through our site. Our Taft College Foundation needs to solicit donations through a subsite to be created anew. Please propose third-party or proprietary solutions for the Cougar Café and the Taft College Foundation, as applicable.

26. Are personalization features desired?
26.1.   Yes.

27. Does the site search need to index content from other domains?
27.1.   Yes.

28. Can you provide usage data, or estimate expected traffic to the site?
28.1.   Approximately 3,000 users visit our website per month.

29. Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?
29.1.   A best-effort SLA based on a 99.9% historical uptime (less costly) would be good. However, we would like to know the cost differences between the two options and whether or not we can switch from a contractual SLA to a best-effort SLA.

30. Are there special security requirements or audits involved?
30.1.   We require monitoring for Private Internet Access.

31. Would you describe the existing content as structured, with consistent separation of content and code?
31.1.   Structured, yes. It is separated to a point, but we still require server side code to execute and render.

32. Are tables used for layout in the existing content?
32.1.   Yes.

33. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?
33.1.   Yes.

34. Which websites (both inside and outside of higher education) do you look to for inspiration?
34.1.   Some website inspiration that has been pulled comes from Harford Community College, Pasadena City College, San Jacinto College, Hagerstown Community College, and Community College System of New Hampshire.

35. Can you provide examples of sites that are good models for what you want?
35.1.   Please refer to response # 34.1.
36. Do you have high-quality photography/media assets available for the new site?

36.1. We have some and are creating new assets often. Please provide separate pricing for creation of different types of digital assets, as needed.

37. Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.
37.1. Yes, work can be done remotely, but the successful bidder must conduct work in the PST time zone.

38. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?
38.1. Work can be done remotely, but the successful bidder must conduct work in the PST time zone.

39. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?
39.1. This depends on the nature of the product delivered. We prefer to have a one- or two-year maintenance contract to keep sites patched and secure.

40. Are virtual training sessions led by a live instructor acceptable?
40.1. Yes.

41. Can you confirm that we must have proof of $4M aggregate insurance at the time of proposal as opposed?
41.1. Yes, proof of insurance must be provided by bidders at the time of proposal.

42. For Tab 3 Organizational Structure, we do not provide staffing plans until an SOW is signed. As such we cannot signal who in our organization will satisfy which service. Can vendors simply provide an organizational chart outlining relevant team members?
42.1. No, the District will evaluate the qualifications of Proposers' team members who will be assigned to execute this contract.

43. For Tab 5, Certificates of Insurance, if vendors cannot meet the minimum insurance coverage, will an umbrella policy be sufficient for the outstanding coverage?
43.1. Certificates of Insurance for all required policies of insurance must be submitted as Tab 5 of the RFP Response. The limits outlined in the RFP are not negotiable.

44. For Tab 5, Certificates of Insurance, does the College require vendors need to have an official certificate of insurance sent as part of our proposal package? Or, rather, will a printed copy suffice?
44.1. Printed copies would suffice as long as it is the Certificate of Insurance. Official copies may be requested at time of award of contract.

45. For Tab 5, Certificates of Insurance, can the College confirm if the future CMS vendor will also be required to meet the same insurance requirements as are laid out in this RFP?
45.1. Depending on the nature of the contract and the work being performed, we will determine the nature of insurance coverage needed. Certificate of Insurance coverage limits have not been established for potential future CMS vendors at this time.

46. As the Delta Variant continues to keep teams remote, can vendors please submit a digital proposal in lieu of a physical mailed copy? If no, can the College please provide a specific reason why the physical submission requirement cannot be waived?
46.1. No, proposals may not be submitted electronically. Due to statewide bidding regulations for public entities, all bids are required to be opened at the same time in a public forum to ensure the integrity of the bidding process. In order to ensure compliance to these bidding regulations, Taft College requires all bids to be submitted in physical copies. Taft College leadership requires

eight hard copies of the proposal, as standard for our District RFP process for the committee evaluation portion of the RFP process.

47. **Can the College please explain what exactly required in Tab 3D Discussion? Are vendors simply required to provide a statement that acknowledges technical and personnel capacity?**
    47.1.   The purpose of Tab 3D is to get at the heart of why a proposer would be the best suited contractor for this project. Why should Taft College hire your firm? What does your firm do better than every other firm, in your opinion?

48. **For Tab 4 Proposed Work Plan, can the College please specify what typifies "generic"?**
    48.1.   As long as a proposer's workplan/schedule incorporates the following milestone events, as well as demonstrates an understanding of the District's website re-design objectives, their submission will not be viewed as generic:
    • Complete evaluation of current website
    • Complete discussions with District administration staff to establish design concepts and objectives
    • Complete preliminary webpage designs and alternatives
    • Completion of District reviews and direction for development of revised website and webpages
    • Complete website redesign and building; post redesigned website on Proposer's server for District reviews
    • District acceptance of redesigned website
    • Data migration
    • Initiate beta testing
    • Go live deployment

49. **For Tab 4 Proposed Work Plan, is it correct in defining this requirement primarily as a timeline or project schedule?**
    49.1.   A proposer's workplan/schedule must incorporate the listed milestone events, as well as demonstrate an understanding of the District's website re-design objectives.

50. **Are you satisfied with the current search capabilities of the site (WordPress plugin called Relevanssi)? If not, what shortcomings have you encountered?**
    50.1.   Currently, the district utilizes the paid version of Relevanssi and thus far has not had any shortcomings with the program.

51. **For event integration, does the site currently leverage a calendar service (google calendar, WordPress calendar plugins, etc.)?**
    51.1.   Yes, currently the district uses Events Manager plugin.

52. **Will there be a need for different account types? Or is the standard admin vs basic user sufficient?**
    52.1.   Currently, we have three levels of user access: (1) Super Administrator, (2) Site Administrator & (3) Content Manager

53. **Will there be a need for event management?**
    53.1.   Yes.

54. **Dental hygiene takes appointments. Is there a requirement to take appointments as well as registrations for other events?**
    54.1.   Yes.

55. **A quick review of the site's page source reveals that Google Tag Manager is currently in use; Does Taft manage their own GA or do you use a third-party? What else, technology-wise and other, is used to measure website engagement?**
    55.1.   Currently, Taft College manages its own GA and does not use a third-party.

56. Current site asks about desktop notifications. We do not recommend this practice, but will implement it, if desired. Is this required?

  56.1.　　　The district would like to continue desktop notifications. Our desktop notifications currently reach 5.6k subscribers and it can be used to push any news item directly to that persons desktop.

57. Does Taft currently have a subscription to Gravity Forms? The plugin appears to be in use on the site. What type of license do you have?

  57.1.　　　Yes, Gravity Forms Developer License.

58. A scan of the site reveals that OneSignal is in use. How is OneSignal being used?

  58.1.　　　OneSignal is how the district pushes desktop notifications on additional news items. Significant news items are pushed to our subscribers.

59. Are there any other plugins or add-ons that are currently being used on the site (e.g. WPBakery)? Does Taft have required licenses for these utilities?

  59.1.　　　Yes, the District is using several plugins, not all are active on all sites (*Paid Plugins)*:

>> Advanced Access Manager
>> Breadcrumb NavXT
>> Classic Editor
>> Clone Posts
>> CSS Ready Classes for Gravity Forms
>> Custom Menu Wizard
>> Dans Google Drive Viewer -IARP
>> Disable User Login
>> Easy Table
>> Enable Media Replace
>> Events Manager
>> Extra Shortcodes
>> Feedzy RSS Feeds Lite
>> Give - Donation Plugin
>> Give - Recurring Donations
>> Gravity Forms
>>> Gravity Perks
>>> GP Conditional Logic Dates
>>> GP Easy Passthrough
>>> GP File Upload Pro
>>> GP Limit Dates
>>> GP Limit Submissions
>>> GP Multi-page Navigation
>>> GP Nested Forms
>>> GP Preview Submission
>>> GP Reload Form
>>> Gravity Forms Advanced Post Creation Add-On
>>> Gravity Forms Polls Add-On
>>> Gravity Forms Quiz Add-On
>>> Gravity Forms Signature Add-On
>>> Gravity Forms Survey Add-On
>>> Gravity Forms Trello Add-On
>>> Gravity Forms User Registration Add-On
>>> Gravity PDF
>>> WCAG 2.0 form fields for Gravity Forms
>> Head and Footer Scripts Inserter
>> List category posts
>> Mapplic - Paid

MultiSite Clone Duplicator
Multisite Enhancements
Multisite Widgets Context
Network-Wide Menus
OneSignal Push Notifications
PDF Viewer
Pods - Custom Content Types and Fields
Redirection
Relevanssi Premium
Shortcoder
Slider Revolution
SSL Insecure Content Fixer
SVG Support
TablePress
Ultimate Addons for WPBakery Page Builder*
UpdraftPlus - Backup/Restore*
Wordfence Security*
WP DataTable
WP-REST-API V2 Menus
WPBakery Page Builder*

60. Is a plugin like WPBakery necessary? Drupal has a nice layout editor and Cascade is extremely flexible and user-friendly.
60.1.   All the pages are coded in WPBakery. All page exports will be in that format and are not convertible directly to html or any other format.

61. Predictive Analytics - Please expand on this request. Is it expected for users to create a profile and log-in when visiting the site? Will the profile ask for preferences? What rules are to be applied for determining the content to serve to each user? Is an admin utility required for managing the rules?
61.1.   The District currently does not collect predictive analytics nor requires visitors to create a profile prior to visiting the site. We look to the prospective bidder to recommend best practices all geared towards enrolling new students.

62. How are you expecting to collect the social media activities of users?
62.1.   We do not do this currently. We would look to the winning bidder to recommend how best to collect and use this data to target prospective students.

63. Will GDPR or CCPA be of concern?
63.1.   We do not do business in the EU and are not subject to GDPR laws. We are subject to CCPA. Wordpress has the ability to export user data collected; however, the District does not currently utilize this data.

64. What is the budget for a third-party service to facilitate this request?
64.1.   Departments have the ability to purchase specific plugins or 3rd party applications with page integration within own departmental budgets. Budget for third-party services will vary depending on departmental need and funding source.

65. Requirement for printability. All pages?
65.1.   Yes.

66. Adding a tool like Google Translate will enable the site to be served in different languages. It is very difficult to style (for example) a button that may have short text in English but very long text in German. How much attention should be paid to layouts after translation? Are there any pages that NEED to be pixel-perfect in all languages? or in a specific language?

66.1.   Only Spanish and Chinese translations are required, at this time.

67. Are subdomains in scope for this project (e.g. http://athletics.taftcollege.edu/, http://committees.taftcollege.edu/, http://bookstore.taftcollege.edu/, etc.?
67.1.   Yes. Every department's design must look like it is apart of the main site if it is a third party site.

68. Will we need to factor in development time for chatbot?
68.1.   Yes. We prefer to use OcelotBOT.

69. When was the site last designed? Was that an internal or external effort? If external, is that agency or partner also bidding on this project?
69.1.   The Taft College website was last designed five years ago by an external agency. No, that agency is not bidding on this contract.

70. When did you last complete a content audit? What were the results?
70.1.   There has never been a content audit performed.

71. What work have you already done or are currently doing in relation to search engine optimization?
71.1.   No, work has not been done regarding search engine optimization.

72. Have you done research with your target prospective student audience within the last one to five years? If so, what did the research entail and will you share the results with your selected partner?
72.1.   Research has not been completed with our target prospective student audience within the last one to five years.

73. Which institutions do you compete with on a regular basis?
73.1.   West Kern Community College District and Kern Community College District share similar student populations. Kern Community College District encompasses three colleges: Bakersfield College, Porterville College, and Cerro Coso College.

74. Which websites (both inside and outside of higher education) do you look to for inspiration?
74.1.   Some website inspiration that has been pulled comes from Harford Community College, Pasadena City College, San Jacinto College, Hagerstown Community College, and Community College System of New Hampshire.

75. Please tell us about the team that will be managing the site long term — titles and roles, please.
75.1.   The site will be managed in-house by Taft College's Vice President of Information and Institutional Effectiveness and Taft College's Website Coordinator.

76. Which office currently owns the academic program pages?
76.1.   The content of the academic program's pages are managed by Taft College's Office of Instruction.

77. What governance policies are currently in place? What's working? What isn't? What gaps would you like to address in revisiting governance through this project?
77.1.   Currently, all employees who have access to create/edit/update/delete website content need to go through Human Resources' website content training and sign a confidential agreement with the district. The Taft College Website Coordinator is responsible for updating the main Taft College website. Content updates must be approved by the area Vice President before being posted. We use our ITS helpdesk Ticketing system (IssueTrak) to track content updates on the main page. Content on all other pages will be updated by departments' designated persons who have signed the above confidential agreement and been properly trained.

78. What issues are you encountering with the current CMS — biggest pain points, please?

78.1. Should the college decide to move away from WordPress, we would be interested in reducing the number of third-party plugins required, increasing our SEO ranking, and better securing our website. We have many reports that prospective students cannot find what they need.

79. What team will we be working with on this project?

79.1. Taft College has not yet announced the team members assigned to this project.

80. How many agencies did you send the RFP to proactively?

80.1. 27

81. Do you have a preference of working with a local agency?

81.1. No

82. Who are the decision makers for awarding this project?

82.1. The awarding bid will go through a selection committee. At this time, Taft College has not yet announced the members of the selection committee for this project.

83. What is your anticipated budget for this project?

83.1. For an answer to any budget concerns, refer to response # 1.1.1 in WKCCD 2122 - 108 Addendum #001, already posted on the Taft College website.

84. In the conference call you talked alot about WCAG 2.2, which is not yet officially released and not yet final. We typically design for WCAG 2.1 AA, which is one step above requirements for section 508, which names WCAG 2.0 AA is the requirement. Is 2.1 AA acceptable at this point?

84.1. Yes.

85. How rigid are the specified weeks / dates? We can confirm 12 months for development, but we produce in a different method then you specify, is it OK to just provide a comprehensive schedule?

85.1. At this time, Taft College leadership requires a 12-month schedule to "go live" with the new website. Yes, provide us with a comprehensive schedule.

86. Do you expect to release any Q&A from the conference call?

86.1. Yes, all answers to questions received by August 23 at 3:00 p.m. PST are posted in this second addendum.

87. Do you want or need content strategy?

87.1. Yes.

88. Do you expect to provide an extension to the due date?

88.1. It is unclear to which "due date" you are referring. At this time, Taft College will not extend any posted due date.