October 27, 2022
Bulletin No. 3
RFP No. 2088: Rebranding and Website Redesign Services

The following response(s) is provided per question(s) submitted by Bidder(s):

1. General Questions:

   1.A  Page 3, Section 4:

   **Question:** All questions are due no later than 10/21 at 2pm PST, when will the comprehensive Q&A (responses to all vendors' questions) be shared with participating vendors?

   **Answer:** Bulletin Nos. 1 and 2 has already been uploaded at the Rio Hondo College website.

   1.B  Pages 29 - 31,

   **Question:** Required Forms and Paperwork: It is unclear whether these forms require notarization. There is a place for a corporate seal, which we do not utilize. Must the forms be notarized or is a signature acceptable?

   **Answer:** These does not need to be notarized. This is a self-certification by the bidder.

   1.C  Page 10, Section 24, item C3:

   **Question:** Is there a preference for a California/locally-based firm?

   **Answer:** No there is not preference given to a California-based firm.

   1.D  **Question:** General: Mentioned briefly during the pre-bid conference, please more specifically describe the college’s visual assets. Where are your needs most urgent? What assistance would you seek from your selected partner to address these needs?

   **Answer:** Rio Hondo College has a broad catalog of visual assets, but they have been used extensively in the current website and for other purposes. For the new site the college would like a set of fresh images of the college and its students.
1.E Page 9, Section 24, Item B1:

**Question:** Please share more about your approval process. Are decisions made by a single person or a small group/task force? Do recommendations need to be presented to additional senior leaders/board members for approval? Will the approval process be different for the web initiative vs. the brand/identity work?

**Answer:** The bidder decision will be made by a small taskforce based on the scoring criteria outlined in the RFP. Once the taskforce has selected a vendor from qualified bidders, the decision must be board approved before contracts can be finalized. Since the RFP is for both branding and web development, there will be only one contract awarded for both parts of the RFP.

2. Web-Related Questions:

2.A **Question:** Page 17, Section D, Item 2: If you could only solve three pain points on your current website, what would they be?

**Answer:** See Bulletin, question 7.

2.B **Question:** Page 17, Section D, Item 2: What, if any, personalized content approaches do you currently employ?

**Answer:** Chat rooms for certain areas and departments. There are custom forms for various activities.

2.C **Question:** Page 17, Section D, Item 2: Approximately how many pages of content exist on the current site?

**Answer:** See Bulletin 2, Question 29. It is approximately 1800.

2.D **Question:** Please detail your expectations for content migration (manually moving content from the old site to the new). What percentage of the college's pages is expected to be carried over to the new site? Will the selected agency be responsible for migrating all pages or only certain sections and/or tiers?

**Answer:** See Bulletin 2, Question 34.

2.E **Question:** Page 17, Section D, Item 2: What are your expectations for improving existing pages? Do you seek assistance from the selected agency to optimize (either heavily or lightly) existing content pages? If you require content optimization services, approximately how many pages of existing content would the selected agency be expected to edit?

**Answer:** Actual content will be created and maintained by the college.

2.F **Question:** Page 17, Section D, Item 2: If you require content development services, approximately how many pages of **new content** do you anticipate the selected agency will need to create?

**Answer:** The college does not expect the vendor to create content.
2.G **Question:** Page 17, Section D, Item 2: Has Rio Hondo implemented GTM (Google Tag Manager)?

**Answer:** No.

2.H **Question:** Page 17, Section D, Item 2: How many different design templates are currently employed on the site?

**Answer:** See Bulletin 2, Question 35 E.

2.I **Question:** Page 17, Section D, Item 2: The RFP and the Pre-Bid Meeting seemed to indicate that more than one site was within scope. Can you please list those URLs that are in scope for this project?

**Answer:** www.riohondo.edu

3. For Brand-Related Questions:

3.A Page 15, Section D, Item 1:

**Question:** When was the last time the college updated its visual identity elements—1) Institutional logo; 2) Athletics logo; 3) Mascot? Were these identity components developed internally or with an external partner?

**Answer:** Institutional logo: 1995 / Athletics logo: 2011 / Mascot: The mascot has always been a roadrunner (59 years). These items were developed internally.

3.B Section Page 15, Statement of Work D1a: Target Audience Research:

3.B(1) **Question:** What is the earliest date you could organize a campus visit to arrange listening sessions with students, alumni, community members and faculty/staff/administration?

**Answer:** Late January, 2023 or early February

3.B(2) **Question:** Approximately, how many records with name and email can you supply for each identified target audience for research:

- Students: prospective and current (Thousands)
- Families and community members (Hundreds)
- Staff, Faculty and Administrators (Nearly a thousand)
- Alumni (Hundreds)
- Government entities (federal, state, local) (A dozen or so)
- Elected Officials (a dozen or so)
- Academic partners/K-12 schools (Dozens)
- Universities/Colleges (Dozens)
- Community organizations/nonprofits (A dozen or so)
- Businesses/employers (Dozens)
- Media (Dozens)
- National/State/Local Funders and Private Foundations (Dozens)
- Donors: past, current, potential (Hundreds)

**Answer:** Please see the bracketed responses above.
3.C Page 15, Section D, Item 1:

**Question:** Will the college identify a single point of contact to coordinate target audience lists, survey instrument feedback, and final approvals?

**Answer:** Yes.

4. For Section 6. Qualification Requirements: (Page 4):

4.A **Question:** Is there an incumbent? Will they be bidding?

**Answer:** There is no incumbent vendor for this service. The college has no knowledge of who will be bidding on this RFP.

4.B **Question:** Is there any preference for local vendors?

**Answer:** Having a local presence may make certain tasks easier for the chosen vendor, but being "local" is not part of the bidder scoring process.

4.C **Question:** Do you require 24/7 support access in the case of critical (site availability) issues?

**Answer:** Only if the vendor ends up hosting the site; otherwise, this will be a college support issue.

4.D **Question:** Do you require specific response time SLAs for critical issues? If so, please specify expectations

**Answer:** Only if the vendor ends up hosting the site; otherwise, this will be a college support issue.

5. For Section E. Technical Platform: (Page 17):

5.A **Question:** What is your current annual spend on CMS, hosting, and related support?

**Answer:** Currently, this all done via the college data center with internal support.

5.B **Question:** How are you defining success from a technical perspective for this project? (please use numbers where possible)

**Answer:** The focus of the RFP is how it helps students and staff, not how it performs from a technical perspective, with one exception. The college does expect availability to be high (99%+).

5.C **Question:** Are you using anything for CDN or WAF currently?

**Answer:** No.

6. For Section E. Technical Platform, Item 5 (Page 18):

6.A **Question:** How many user accounts need to be migrated?

**Answer:** No more than 50-100.
6.B **Question:** How many files (PDF/Word/Etc.) need to be migrated?

**Answer:** See Bulletin No. 2, Question 34C. This will be determined as part of this development effort.

6.C **Question:** Please describe media entities (videos, etc.) that need to be migrated.

**Answer:** See Bulletin No. 2, Question 34C. This will be determined as part of this development effort.

6.D **Question:** Are paragraphs in use on-site? If so, please advise on migration needs related to paragraphs.

**Answer:** See Bulletin 2, Question 34C. This will be determined as part of this development effort.

6.E **Question:** How many nodes exist on the current site?

**Answer:** 1800 pages / 920 blog posts /

6.F **Question:** Please estimate the percentage of the above nodes and files you expect to migrate to the new site.

**Answer:** See Bulletin 2, Question 34C. This will be determined as part of this development effort.

7. For Section E. Technical Platform, Item 3 (Page 18):

7.A **Question:** Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.

**Answer:** None

7.B **Question:** Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.

**Answer:** Desired, but not required.

8. For Section E. Technical Platform, Item 1 (Page 17):

8.A **Question:** Can you provide usage data, or estimate expected traffic to the site?

**Answer:** Yes. Average @109,000 users per month based on last nine months of data.

8.B **Question:** Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?

**Answer:** Best effort.

8.C **Question:** What is it about your current hosting setup that is making you seek a PaaS offering?

**Answer:** Improved disaster failover capability.
8.D **Question:** Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)

**Answer:** @400,000 per month.

8.E **Question:** Do you experience frequent surges of traffic that impact performance at critical times?

**Answer:** No.

8.F **Question:** Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc.? If so, what was the impact?

**Answer:** We have not been victim to any of these issues.

9. For Section 2. RFP Objective(s): (Page 2):

9.A **Question:** Who built the current websites - your internal team or a vendor? If it was a vendor, who was it?

**Answer:** Vendor designed the site and provided various template pages and CSS. Rio Hondo created and organized the content. The vendor was Uptown Studios.

9.B **Question:** If you used an outside vendor, how much did you spend on the implementation of your current sites?

**Answer:** @$5,000

10. For Section A. Scope: (Page 15)

10.A **Question:** How many websites are in-scope for this project?

**Answer:** One (www.riohondo.edu)

10.B **Question:** Is there a plan (or desire, if it's easy to do so) to create more sites in the future?

**Answer:** No.

10.C **Question:** Are there any sites (or web apps) that are not directly referenced in this RFP that the county would benefit from consolidating into this new platform? If so, approximately how many?

**Answer:** Possibly, one, but bidders should only focus on the one primary website referenced in the RFP.

11. For Section D. Deliverables, Item 1 Rebranding (Page 15):

11.A **Question:** Are there multi-lingual requirements? Is Google Translate or similar sufficient?

**Answer:** No and Yes.
12. For Section D. Deliverables, Item f (page 16):

12.A Question: Are survey/voting tools required?
   Answer: No.

12.B Question: Is there a need for a document library?
   Answer: We will follow the approach provided by the CMS chosen as part of this process.

12.C Question: Are Ecommerce or personalization features desired?
   Answer: No.

13. For Section 2) Website Redesign, Item 1 (Page 17):

13.A Question: How many levels of users are needed?
   Answer: Administrator, publisher, editor, event editor, event publisher.

13.B Question: Can you provide information on your workflow needs?
   Answer: See Bulletin 2, Question 24.

13.C Question: Does search need to index the contents of pdf/Doc files?
   Answer: No.

13.D Question: Does the site search need to index content from other domains?
   Answer: www.riohondo.edu and pathways.riohondo.edu

14. For Section 2) Website Redesign, Item 9 (Page 17):

   Question: Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?
   Answer: Yes. Currently, security is at the site level. Being able to control access to parts of a site is a “nice to have.”

15. For Section Exhibit B, Article 4. Licenses and Permits (page 19):

   Question: Are there any security standards required for your CMS platform? i.e. HIPAA, PCI, SOCI, Fedramp, etc?
   Answer: No.

16. For Section C. Service Requirements, item 4 (Page 15):

   16.A Question: Would you describe the existing content as structured, with consistent separation of content and code?
   Answer: Yes.
16.B **Question:** Are tables used for layout in the existing content?

**Answer:** No, using CSS.

16.C **Question:** What percentage of the current content is obsolete and won’t be migrated to the new site?

**Answer:** See Bulletin 2, Question 34C. This will be determined as part of this development effort.

16.D **Question:** What is your plan for editing/creating content during the redesign?

**Answer:** Content creation and editing will be done by managers and staff responsible for various departments or areas of the college.

16.E **Question:** Do you expect copywriting or editing services as part of engagement?

**Answer:** See Bulletin 1, Question 4.

17. For Section 2) Website Redesign, Item 4 (Page 17):

17.A **Question:** Can you provide examples of sites that are good models for what you want?

**Answer:** See Bulletin 1, Question 5.

17.B **Question:** Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.

**Answer:** One design theme will carry across the site.

18. For Section 2) Website Redesign, Item 6 (Page 17):

**Question:** Do you have high-quality photography/media assets available for the new site?

**Answer:** See Bulletin 2, Question 18.

19. Section B. Plan and Methodology, Item 8c (page 10)

19.A **Question:** Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.

**Answer:** See Bulletin 1, Question 8, and Bulletin 1, Question 9.

19.B **Question:** Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc.)

**Answer:** Web developers (2) and identified editors/publishers

19.C **Question:** Do different teams/departments manage their own sites? Or does one team own all web work?

**Answer:** Departments manage their own sites with oversight and help from college web developer.
19.D **Question:** 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?

**Answer:** See Bulletin 1, Question 8, and Bulletin 1, Question 9.

20. Section D. DELIVERABLES, Item 1g (page 16):

**Question:** How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?

**Answer:** Ongoing relationship. A maintenance contract should be added to appendix as supplemental.

21. **Question:** Is there an established budget for the scope of work outlined in the RFP?

**Answer:** See RFP Page 2, #2 – Not to exceed $500,000.

22. For Rebranding Deliverables, Item A:

22.A **Question:** Is there a volume of responses within each identified category that RHC has as a target or goal?

**Answer:** The college hopes to have a “good representation.” See also Bulletin 3-1, Question 3.B2, for information on how many potential people are in the groups the college wishes to engage.

22.B **Question:** Are Focus Groups a necessary component of the research? If so, how many Focus Groups?

**Answer:** The college will rely on the vendor’s recommendations of whether focus groups are necessary to gather needed background information. The RFP does not mention focus groups.

22.C **Question:** Are one-on-one interviews a required component of the research? If so, how many?

**Answer:** The college will rely on the vendor’s recommendations of whether interviews are necessary to gather needed background information. The RFP does not mention interviews.

22.D **Question:** If email surveys are conducted, does RHC have a pre-existing list for each category or does the vendor need to create a list for any or all of the audience categories?

**Answer:** See Bulletin 3-1, Question 3.B2

23. For Rebranding Deliverables, Item F:

23.A **Question:** How many brochures will need to be designed? How many pages (approximately are the brochures)?

**Answer:** The RFP requests the development of a brochure template that the college will use as a base to create multiple brochures (See D-1F, page 16).
23.B **Question:** How many pages is a typical annual report? How many charts and graphs (approximately) are included in an annual report?

**Answer:** Please refer to the Rio Hondo College website for a selection of annual reports (https://www.riohondo.edu/marketing/publications/).

23.C **Question:** To confirm: The vendor is only creating the digital designs? We do not need to include projected pricing for printing in this RFP submission.

**Answer:** That is correct.

24. For Rebranding Deliverables, Item G:

**Question:** Can you please provide more details on what the exact deliverable for “guidance” ideally looks like for RCH?

**Answer:** Please see Bulletin 2, Question 23.

25. For Website Redesign, Item 8:

25.A **Question:** Will the vendor only be submitting written training documents to RCH for the new website or will video / in person training sessions need to be help with identified RCH team members?

**Answer:** Preferably, all of the above. Written training documents are required, as is in-person or real-time video training, as in Zoom. Asynchronous video is not required.

25.B **Question:** If training sessions are to be conducted by the vendor, how many team members does the college anticipate needing to be trained on the site?

**Answer:** 50-100.

26. **Question:** Are you open to awarding the contract for branding and the contract for development to different firms?

**Answer:** No.

27. **Question:** Does the overall budget include production of physical brand collateral (such as brochures, signage, etc.), or is the project budget only for the intellectual property and digital assets?

**Answer:** Only for intellectual property and digital assets.

28. **Question:** On the new website, are there any special integrations that will need to be added?

**Answer:** No.

29. **Question:** On the new website, are there any special features or functionality that will need to be developed, outside of what is mentioned in the RFP?

**Answer:** No.
30. Question: Will the selected firm or your team be providing content and digital assets (such as stock photos) for the new website?

Answer: See Bulletin 2, Question 18.

31. Section 24 - RFP Objectives (page 2):

Question: The RFP states that the District budget is not to exceed $500,000. Is there any flexibility with this number should the initial research and assessment required by the RFP lead to your team's scope changing? Or would your team reduce the scope to fit within this budget?

Answer: No.

32. Section 24 - Proposal Content (page 9) / B. Plan and Methodology:

Question: The RFP mentions that our plan should include District resources that are needed to complete the services. Since many of the stakeholders at the Pre-Proposal Conference are full-time employees of the College, have you identified how much of their time can be allocated to this engagement? If you are able to share that it will be helpful to understand this and any limitations as we put our plan together.

Answer: The college is not able to share this information at this time.

33. Exhibit A - Statement of Work (page 15):

Question: The RFP states the deadline is September 30, 2023. Is there a reason for this deadline? Is there any flexibility with this deadline?

Answer: The deadline date is based on the project's funding source. There is no flexibility with this date.

34. Exhibit A - Statement of Work (page 15):

Question: Would you be open to our response submission including a separate firm budget for phases 1, 4-6, but a budget range for phases 2-3? Based on the discussions during the Pre-Conference call and the research that will be conducted during phase 1, the direction for the website may change, causing the requirements to change as well as the budget.

Answer: A budget range is acceptable, but the highest point of the budget range needs to be used in your "not to exceed" value.

35. Exhibit A - Statement of Work (page 16):

Question: Is there any existing research that you would be able to share with the selected vendor for your target audiences?

Answer: We have some survey data, but it is limited.

36. Question: What do you envision being included in the marketing plan deliverable?

Answer: We expect the vendor to provide a framework for a marketing plan that includes the best way to reach our target audiences and how the college should measure its effort.
37. **Question:** Are you looking for qualitative research (focus groups), quantitative (survey), or both?
   
   **Answer:** Both.

38. **Question:** Do you have contact lists for your audiences? Or are you looking for your partner to purchase lists?
   
   **Answer:** We have contact information. See Bulletin 3, Question 3.B.2

39. **Question:** Is Rio Hondo College anticipating/considering multiple awards for this scope or a single contract?
   
   **Answer:** There will be one contract.

40. **Question:** What’s driving the September 30 deadline? Do you have flexibility in your timeline?
   
   **Answer:** See Bulletin 3, Question 33.

41. **Question:** Are you looking for assistance with content writing + migration of the site? If so, can you quantify what is envisioned for content that will be created and how much migrated?
   
   **Answer:** See Bulletin 3, Question 2.F. See Bulletin 2, Question 34.

42. **Question:** Do you have a core team established for the project? What roles/departments are represented?
   
   **Answer:** The areas of the college to be represented have been established, but the exact members from some of the areas have not been named.

43. **Question:** Are there examples of colleges who’s sites/branding you like?
   
   **Answer:** See Bulletin 1, Question 5.

44. **Question:** Are any third party integrations required for this project?
   
   **Answer:** No.

45. **Question:** Are they looking for their athletics site to be included in this project?
   
   **Answer:** No.

46. **Question:** Does the new site need to be multilingual?
   
   **Answer:** No.

47. **Question:** Do you have IT or developers on staff?
   
   **Answer:** Yes.

48. **Question:** Are you currently using a service like SiteImprove or SilkTide to monitor accessibility issues?
   
   **Answer:** Yes, we are using Monsido.
49. **Question:** Are there any 3rd party services they currently use that they would like to be within a new CMS instead?

   **Answer:** We would prefer accessibility analysis to be within the CMS, if possible.

50. **Question:** Does your budget need to include licensing costs, or can those be under a separate budget?

   **Answer:** Other costs can be indicated as part of an appendix.

51. Referring to (Page #10, section 24: D. Staffing & Organization- Pointer 2):

   **Question:** We understand a hybrid resource model (mix of US based and offshore resources) to deliver the project where the primary project management and communication will be led by US based resources and offshore team would provide required development support on as-needed basis is acceptable by the district. Please confirm?

   **Answer:** Yes.

52. Referring to (Page #11, section 24 (Pointer D.4):

   **Question:** We assume there is no onsite requirement for the key staff to be available for this project. Please confirm.

   **Answer:** See Bulletin 1, Question 8.

53. Referring to (Page #15 (Section 29- Pointer D.1):

   **Question:** While redefining the branding strategy & redesigning, does District want vendor to examine any specific list of competitors as a benchmark?

   **Answer:** USC and UCLA.

54. Referring to (Page #2 (Section 2):

   **Question:** As mentioned in the RFP, apart from design inconsistency, navigation, and search challenges, what are other challenges with the current website that you would like the vendor to address as through this RFP. Please suggest.

   **Answer:** Accessibility compliance.

55. Referring to (Page #17, (Section 29 EXHIBIT A: Statement of Work: 2) Section website redesign-Pointer 8):

   **Question:** We assume that the required training in train-the-trainer model is acceptable by the district. Please Confirm?

   **Answer:** See Bulletin 3, Question 25. We expect more than train-the-trainer.

56. Referring to (Page #15 (Section 29 EXHIBIT A: Statement of Work- Pt B.6):

   **Question:** For how many users we should consider the trainings to be provided?

   **Answer:** 50-100.
57. Referring to (Page #4 (section 6 of RFP (Qualification Requirements):

**Question**: It is stated that “Demonstrated prior experience working with the various web platforms and systems associated with the California Community Colleges.” We would like to request District to remove this very specific California Community College experience as this kills the competition and a vendor having extensive experience working for public sector and with other colleges/education sector who can bring right experience and skill set will be disqualified by not able to meet this requirement. Kindly consider our request.

**Answer**: The Qualification Requirements you described was "preferred" and not "required". As such, a bidder with that does not meet this Qualification Requirement is not disqualified.

58. Referring to (Page #18 (Section 29- Exhibit A: Section E. Technical platform- Pointer 5):

**Question**: It is assumed that the vendor is responsible for migrating the existing content to a new website and providing required capability to create and publish content on the website. The vendor is not responsible to generate or develop content as part of this RFP scope. Please confirm.

**Answer**: The vendor is not required to create content.

59. Referring to (Page #2-section 2 & Page #13- section 27), we would like to understand the following:

59.A **Question**: The intent of this RFP is just to get the competitive proposal from the eligible/qualified vendor, or the district is planning to award the contract as a result of this RFP. Please confirm.

**Answer**: Rio Hondo intends to award the contract based on this RFP.

59.B **Question**: Please suggest on the expected start date of this contract.

**Answer**: Mid-January, 2023.

60. Referring to (Page #2- section 2 and #Pg3- section 3) please suggest on the following:

60.A **Question**: The proposed budget is inclusive of providing Post implementation support or vendor need to provide additional cost for the same. Please suggest.

**Answer**: The proposed budget does not include post-implementation support.

60.B **Question**: What is the budget for ongoing maintenance after launch of the re-designed site?

**Answer**: This will be determined as part of the process.

60.C **Question**: For how long the Post implementation support is required after Go Live. Please confirm.

**Answer**: Indefinitely.

60.D **Question**: We assume that after Sep 30, 2023, Vendor will handover the complete deliverables associated with rebranding, website design and CMS to the District. District team will be responsible to manage the complete website and the hosted environment. Is this understanding, correct? Or District wants vendor to provide ongoing Maintenance, Support and Enhancement services as well. Please clarify.
Answer: This will be determined as part of the process, but if the vendor anticipates ongoing costs, please provide this information in an appendix to the RFP.

61. Referring to (Page #4 Section 6):

Question: We understand subcontracting part of work for this RFP is allowed and the Prime bidder + subcontractor’s qualification jointly will be considered to be considered qualified for this RFP. Please confirm.

Answer: Yes, but the response to the RFP has to appear as if it’s from one vendor. The District will only sign one contract.

62. Referring to (Page #12, Financial Proposal):

Question: We understand the Base Bid includes both rebranding, website redesigning, content migration to new CMS (if proposed). Correct?

Answer: Refer to pages 15-18 of the RFP (Deliverables section).

63. Referring to (Page #12, financial proposal):

Question: Please suggest if this is Fixed bid or a Time and Material based engagement?

Answer: Bidder’s proposal shall be firm fixed price for the described statement of work. If awarded Bidder’s proposed additional services will be considered in the future by the District it will be done via an Amendment to the Agreement.

64. Referring to (Page #3, section 4):

Question: We would like to request the district to provide two (2) weeks of extension to the proposal submission so that we have enough time to strategize presenting our solution and approach to handle both rebranding and website revamp with CMS through our proposal. Additionally, lot of information has been requested as listed in sector 24, which would require time after the Q&A responses are received. Please consider.

Answer: There is no intent to extend the deadline for submission of proposals at this time.

65. Referring to (Page #5, Section 13- Pointer A):

Question: Also, we would request the district to consider email submission instead of sealed submission as a Primary submission to meet the deadline and follow-up by a sealed submission as per the required format. Please consider.

Answer: The District will not accept submission of proposals via email.

66. Referring to (Page #2 section 2):

Question: We assume the district’s main website to be considered is https://www.riohondo.edu/ Please confirm.

Answer: Yes.
67. Referring to (Page #9 section 24 B. Plan & Methodology- Pointer 2):

**Question:** We found other sub domains inside the "https://www.riohondo.edu/" like as listed below:

https://pathways.riohondo.edu/  
https://riohondo.emsicc.com/

Do we have to consider all of them as well for rebranding and rebuilding in this RFP?

**Answer:** No.

68. **Question:** Please provide the URL of other sub domain internal sub sites to be considered for redesigning that are or will be managed by existing WordPress or New CMS.

**Answer:** There are none.

69. Referring to (Page #9 Section 24 B. Plan & Methodology- Pointer 3.d):

**Question:** Who are all potential users of the website kindly provide list of user categorization?

**Answer:** Refer to the target audiences on page 16 of the RFP.

70. Referring to (Page #18 Section- E. Technical Platform: Pointer 3):

**Question:** How many levels of Content approval steps exist in the current website before it is published?

**Answer:** One for publisher / Two for editor.

71. Referring to (Page #18 Section- E. Technical Platform: Pointer 3):

**Question:** Is District happy with the current content approval and publish workflow? If not, what changes the district would like to propose as per the expected content publishing process flow. Please suggest.

**Answer:** See Bulletin 2, Question 12.

72. **Question:** Please confirm if the new website needs to be English only or should support multilingual using On demand Google translator. We assume that we are going with same on language front. Please confirm?

**Answer:** See Bulletin 3, Question 11.

73. Referring to (Page #17 Section- 2):

**Question:** Entire Digital Assets (part of Data Migration) will be part of Vendor responsibility only for the main website. Please confirm?

**Answer:** See Bulletin 2, Question 34.
74. Referring to (Page #16 Section D):

**Question:** Please provide the count for listed digital assets other than already listed.

**Answer:** See Bulletin 3, Question 3.B.2.

75. Referring to (Page #10 Section B. Plan and Methodology- 3.e):

**Question:** Are there any specific security compliances need to be followed on the new website? Other than the ones listed. kindly list them out.

**Answer:** The only compliance requirements are defined in the RFP.

76. Referring to (Page #17 Section E. Technical Platform: Pointer 1):

**Question:** Will the District be responsible for procuring the hosting environments i.e. production, staging and testing etc. and awarded vendor will help in deploying the new website within your hosting? Please clarify the expectations on the Hosting environment associated annual cost and management responsibilities.

**Answer:** The District will establish the web hosting environment if the vendor is not able to provide said service.

77. **Question:** Please share the details around current login system being used by the district, is it custom build or LDAP or Azure AD or SAML based authentication, etc.?

**Answer:** Rio Hondo used AD and SAML-based systems.

78. **Question:** Apart from "event calendar" plugin, what existing plugins (free, paid and customized) do you use on the site currently?

**Answer:** The following are the most important: Gravity forms, Popup-Maker, TablePress, WordSense Security, Updraft. There are also several dozen less critical plugins be used.

79. **Question:** Does the current website have any dashboard report or analytic developed/integrated? If yes, how many reports do you have? What are they?

**Answer:** Google Analytics.

80. **Question:** Will the website content and page count be roughly the same as currently available website? Please share content statistics, i.e. frequency of content update, how many content writers and content publishers are involved, which section or page of the website is most frequently accessed and what is the page visit count, etc. You should be able to get this information from Google Analytics installed on your existing website.

**Answer:** Page count in the new web site will be determined as part of this process. There are currently 50-100 content editors and publishers. See Bulletin 3, Question 8.

81. **Question:** We found many 3rd Party integration websites/Applications, will they remain same (opening 3rd party URL in a new tab) in the new website?

**Answer:** Some of them will remain, but they will all be evaluated in the light of the new website's structure.
82. **Question:** Is any redesign work needed for the website of any areas behind the login which we cannot currently see? If yes, please provide the type of pages and page count for such login-based website pages.

   **Answer:** There are none.

83. **Question:** What is the prioritized Video upload / enablement feature? The Current website have YouTube links embedded, will that be the continued plan on Video front assuming the videos won’t be uploaded on the website server, it’s just the video URL consumption on the website. Please confirm.

   **Answer:** Yes.

84. **Question:** Please provide the list of WordPress Plugins used on the existing website.

   **Answer:** See Bulletin 3, Question 78.

85. **Question:** Is content versioning supported on the existing website?

   **Answer:** No.

86. **Question:** Please provide the details around required content version control system.

   **Answer:** Three prior versions of a page is sufficient.

87. **Question:** What is ideal functionality/features that District may want in the future redesigned website apart from integrated Chatbot functionality.

   **Answer:** Web accessibility evaluation prior to publishing.

88. **Question:** Please share if there’s any challenges using and managing the current chatbot.

   **Answer:** We currently do not have a chatbot, we have live chat. We have explored using Ocelot but have not moved to it at this time.

89. **Question:** If a vendor proposes new CMS, is there any content or questions database that we should consider migrating from existing chatbot to new solution. Please suggest.

   **Answer:** This is not relevant since we do not have a chatbot currently.

90. **Question:** In Scope, Website maintenance expectations are not mentioned. Please share what all activities, you are looking for in website maintenance.

   **Answer:** See Bulletin 3, Question 60D.

91. **Question:** We found many 3rd Party integrated websites/Applications, we assume, vendor is responsible to provide template for the new brand guidelines and is not responsible for changes in the branding on existing assets of 3rd party sites apart from the current main website. Please confirm.

   **Answer:** Vendor is not responsible for changes to third-party sites.
92. Do you have web analytics like Google Analytics or similar that you can use to provide user behaviour on your current website, e.g.:

91.A Question: Number of total and unique visitors by day, week and month?

Answer: See Bulletin 3, Question 8.

92.B Question: Traffic percentage breakdown by device type (desktop, tablet, mobile)?

Answer: Previous three months: 25% mobile / 75% desktop/laptop.

92.C Question: What is the bounce rate of your current website by device type (desktop, tablet, mobile)?

Answer: Overall bounce rate is 70%. This number is artificially high because we send many students to Canvas, AccessRio, and CCCApply.

Sincerely,

Felix G. Sarao
Director - Contract Management and Vending Services