



## **REQUEST FOR QUOTES**

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Website hosting and maintenance

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### **Addendum #2**

**Addendum #1 Issue Date: March 13, 2024**

**RFP Issue Date: February 22, 2024**

**RFP Closing Date: March 15, 2024**

This Solicitation Addendum is issued to the above referenced RFQ and forms a part of the contract documents and modifies the original scope of work, specifications and drawings, requirements and deadlines. Except as changed by this Addendum, all terms, conditions, scope of work, plans, specification, requirements and deadlines in the original RFP and previous addenda remain unchanged.

**PLEASE NOTE THE FOLLOWING CLARIFICATIONS, ADDITIONS, CORRECTIONS OR REVISIONS TO THE ABOVE REFERENCED RFP:**

Below are questions that have been submitted to Southwestern Oregon Community College since the publication of the RFQ. Questions posed are in red and answers are in blue.

1	Clarification	<p><b>Q: Are there any specific features or functionalities that the College wishes to see implemented or improved on the current website?</b></p> <p><b>A: Not anything major beyond routine maintenance &amp; updates. Security is a TOP priority. The ideal scenario would be for the firm we work with to consult us on this.</b></p>
2	Clarification	<p><b>Q: What are the expected traffic volumes and peak usage times for the website?</b></p> <p><b>A: To help give you an idea of usage, here is some info:</b></p> <ul style="list-style-type: none"> <li>▪ Approximately 12,000 – 15,000 users each month (21,000 this year from Jan 1 – 2/22/24)</li> <li>▪ During peak hours = approximately 30+ users “in the past 30 mins”</li> </ul>
3	Clarification	<p><b>Q: What are the current hosting specifications, and are there any anticipated changes in terms of traffic or data storage?</b></p> <p><b>A: No anticipated major changes; Currently using WP Engine; Please use usage above to make a recommendation for this.</b></p>
4	Clarification	<p><b>Q: Is there a preference for a specific type of hosting solution (e.g., shared, dedicated, cloud)?</b></p> <p><b>A: Open to recommendations with security being TOP priority</b></p>
5	Clarification	<p><b>Q: How frequently does the College anticipate the need for routine maintenance and updates?</b></p> <p><b>A: At least a weekly check to confirm everything is running as it should be; ideally this would be daily.</b></p>

6	Clarification	<p><b>Q: Are there any particular compliance standards (apart from ADA accessibility) that the website must adhere to?</b></p> <p><b>A: As a public educational institution, there is specific content we must include on the website (which is already listed).</b></p>
7	Clarification	<p><b>Q: Has the website experienced any significant security breaches or challenges in the past?</b></p> <p><b>A: No, not in the recent past.</b></p>
8	Clarification	<p><b>Q: What level of security monitoring and response is expected?</b></p> <p><b>A: Whatever it takes to keep the site running appropriately; The ideal scenario would be for the firm we work with to consult us on this.</b></p>
9	Clarification	<p><b>Q: What are the specific ADA accessibility standards that the College is aiming to meet?</b></p> <p><b>A: Simply the ability to show continued improvement in this area</b></p>
10	Clarification	<p><b>Q: Are there any existing accessibility audits or assessments available for review?</b></p> <p><b>A: No.</b></p>
11	Clarification	<p><b>Q: What are the College's current SEO goals and challenges?</b></p> <p><b>A: Ongoing cultivation and maintenance; Keep Southwestern relevant in organic searches; would work with you to establish best practices for the site.</b></p>
12	Clarification	<p><b>Q: Is there an existing SEO strategy that needs to be integrated or improved upon?</b></p> <p><b>A: Obviously, SEO is a constant work in progress; there was a significant undertaking to optimize all pages over the past 6-8 months with our current vendor</b></p>
13	Clarification	<p><b>Q: Is there a specific budget range for the project?</b></p> <p><b>A: The college budgets a maximum \$35K annually for website hosting, maintenance, security, design tweaks and updates.</b></p>

14	Clarification	<p><b>Q: Are there preferences for billing models (e.g., flat fee, hourly rate, retainer)?</b></p> <p><b>A: Billing monthly with flat fee for maintenance/hosting and basic SEO updates; negotiated with cap on web development.</b></p>
15	Clarification	<p><b>Q: What is the expected timeline for the completion of the project?</b></p> <p><b>A: If selected, we would need the vendor to takeover hosting &amp; maintenance effective nearly immediately starting the new fiscal year (July 1)</b></p>
16	Clarification	<p><b>Q: What are the preferred modes and frequency of communication during the project?</b></p> <p><b>A: Communication occurs via email, chat platforms and online face-to-face conversation.</b></p> <p><b>Prefer to engage on an as-needed basis with at least a scheduled weekly check-in.</b></p>
17	Clarification	<p><b>Q: What type of reporting or documentation is required throughout the project?</b></p> <p><b>A: On an as-needed basis, may request information on:</b></p> <ul style="list-style-type: none"> <li>▪ Accessibility improvements</li> <li>▪ Security enhancements</li> <li>▪ SEO work/improvements</li> <li>▪ And other general analytics information</li> </ul> <p><b>We would typically review the above as part of the scheduled weekly check-in calls</b></p>
18	Clarification	<p><b>Q: What are the key factors that the College will consider in evaluating and selecting a vendor</b></p> <p><b>A: We will take into consideration all aspects of the vendor requirements as outlined in the RFQ, including:</b></p> <ul style="list-style-type: none"> <li>▪ Company description – overview, size and expertise</li> <li>▪ Experience – in website hosting and management; and similar projects</li> <li>▪ References and samples – at least four references and previous work</li> <li>▪ Project team – introductions and roles</li> <li>▪ Maintenance and security management – response times and systems approach to maintenance; approach to security; and measures implemented against malicious attacks.</li> <li>▪ Costs - Detail for each area.</li> </ul>

		<ul style="list-style-type: none"><li>▪ <b>Alternatives - Provide recommended alternatives, if any.</b></li></ul>
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***End of Addendum #2***