



Ventura County Community College District RFP 574 Ventura County Community College District Website Redesign Addendum 2

October 25, 2018

This addendum is hereby made a part of the contract documents to the same extent as though it was originally included therein and takes precedence over the original documents. Acknowledge receipt of all the addenda in your response. It is the responsibility of the Bidder to verify that their RFP Proposal including all addenda acknowledgement has been received, reviewed and delivered to the VCCCD Purchasing Department prior to the RFP deadline. Verification of receipt can be obtained through Lisa Sorensen, Purchasing Specialist at lsorensen@vcccd.edu or 805-652-5559.

Questions and Responses (Questions are written exactly as they were submitted)

1. **Question:**

Are you looking to combine the 4 sites into one, or do you want to maintain the individual sites for moorparkcollege.edu, etc.

VCCCD Answer: Maintain individual sites but with common templates

2. **Question:**

Are the 4 current sites running on 4 separate Drupal codebases, or is it a multi-site implementation?

VCCCD Answer: It's 4 separate Drupal codebases

3. **Question:**

Do you have any preference for or against staying on Drupal for the CMS?

VCCCD Answer: No preference

4. **Question:**

If you want to stay with Drupal, is there any preference for or against upgrading to D8? Both versions are being supported through 2021, so there is no support issue at play, and the D7-D8 upgrade will likely be similar in scope to an eventual D7-D9 upgrade if you stay on 7 now.

VCCCD Answer: No preference

5. **Question:**

Given that the RFP is broad in scope without specific detailed requirements, can you give us an idea of the budget? Without it you are likely to receive bids ranging from 50K to \$250K plus, because nobody is bidding on the same thing.

VCCCD Answer: The budget has not been set. We will consider value vs cost of all proposals.



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6. Question:

Is there a target launch date? Is it tied to an event or some sort of date deadline like a fiscal year or event?

VCCCD Answer: There is not, however, the project should be completed within 24 months

7. Question:

Is there any preference for local vendors?

VCCCD Answer: There is not a preference for local vendors

8. Question:

Do you want to employ a user-centered design approach, which would involve research into potential site users and their preferences, with documented user personas being developed and used to drive site design? This is a more time-consuming (and costly) approach but would yield better design results. Put another way, does the budget support an in-depth design process, or would you be happy with an approach based on design best-practices, in the interest of time and budget?

VCCCD Answer: We believe the user-centered approach is worth the cost and effort.

9. Question:

How many Drupal developers do you have on staff currently? What will their role be in the project?

VCCCD Answer: Two and possibly a third will be added the first of the year. Advisory and coding where applicable.

10. Question:

Can you confirm that core and contributed modules are all unmodified at the code level?

Please provide a list of Drupal modules in use on the site.

Please describe functionality of any custom modules in use on the site.

How many content types are currently in use on the site?

How many views?

How many nodes?

VCCCD Answer: There are multiple plugins that are customized. We're not looking to carry this forward in the new design.

11. Question:

Are there multi-lingual requirements? Is it Google Translate similar sufficient?

VCCCD Answer: This is not a requirement



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12. Question:

Does search need to index the contents pdf / Doc files?

VCCCD Answer: Yes

13. Question:

Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.

VCCCD Answer: There is not a lot of integration to other sites or data sources outside of Drupal plugins

14. Question:

Is single-sign-on in use to control administrative access to the site? If yes, please elaborate.

VCCCD Answer: Yes, we use CAS for SSO

15. Question:

Where is the site currently hosted? Do you want to stay with the current host? If not, please provide data storage and usage data if you would like us to propose hosting too?

VCCCD Answer: Currently hosted on the premises. We're open to keeping it that way or exploring other alternatives.

16. Question:

If you want a hosting solution, do you need a contracted SLA (more expensive) or a best effort SLA based on historical usage (less costly).

VCCCD Answer: Neither option is a requirement at this time. Would be determined if a hosted solution were proposed and selected based on cost of each

17. Question:

Are you expecting to purge a significant amount of content as part of the redesign?

VCCCD Answer: Move or purge depending on audience and purpose. It's hard to know how much but certainly the redundant content would be purged.

18. Question:

What is you plan for content migration? Are you expecting the vendor to do it, or will you take on that responsibility?

VCCCD Answer: Vendor responsibility in consultation with the District.



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19. Question:

What is your plan for editing / creating content during redesign?

VCCCD Answer: Will work with vendor to determine transition plan.

20. Question:

Do you expect copywriting or editing services as part of engagement?

VCCCD Answer: Yes, supporting the District with a single voice across all content.

21. Question:

The existing sites appear to be based on one Drupal theme, with sub-themes providing color / logo changes but not impacting the information architecture at all. Is that correct, and are you looking for a similar approach for the new sites?

VCCCD Answer: That is correct, the District is open to it being the same or different depending on vendors recommendation.

22. Question:

What was the budget for the initial Drupal launch in 2014/15?

VCCCD Answer: Information not available.

23. Question:

Please confirm that awarded vendor will primarily work remotely, after the initial round of onsite discovery workshops and meetings.

VCCCD Answer: The district is open to remote work with onsite visits to be determined.

24. Question:

We are a US company will some remote employees working from outside of the US. Is there any restriction on their ability to contribute to the project?

VCCCD Answer: No

25. Question:

How do you envision the post site launch relationship with the developer? Do you need a support contract for ongoing maintenance and development?

VCCCD Answer: The expectation is to fully manage this ourselves post site launch.



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26. Question:

Is the organization looking to stay with Drupal or move away from the current CMS? The following language was unclear what the school wanted - "We are looking for a vendor to design and build the website with the selected content management system. We are a current customer of Site-improve and seek to collaborate together to maximize resources."

VCCCD Answer: Answered in question 3.

27. Question:

We are concerned with the short period of time between receiving answers to our questions and the physically mailed proposal due date. Is there any way your team would accept digital copies of the proposal? This would allow us to review the Q&A document, make adjustments, and more easily meet the deadline of November 2nd at 4:00 p.m. PST. Our concern is the little time between the 29th and getting your team a physical copy by the 2nd.

VCCCD Answer: The District does not anticipate extending the deadline.

28. Question:

Page 5, Project Scope, Content. To confirm, VCCCD desires the agency partner to update (edit/rewrite and/or create new where needed) the content and media assets for the four websites?

- a. Of the 6200 pages, what percentage of the pages will require editing/rewriting?
- b. Does this task also apply to the 18,000 assets?
- c. Does VCCCD have a library of current photo and video assets or will the agency need to supply additional assets?
- d. Are there policies in place that determine how content is shared across the 4 websites? Is this managed programmatically through the CMS? What percentage of content is shared?
- e. Are you programmatically sharing content to other sources and channels, ie, social media, other related sites, etc.?
- f. Are there any multi-language requirements?

VCCCD Answer:

- a. To be determined
- b. Not necessarily, some may be archived, deleted and others maybe left as is.
- c. Yes, there is a library of photo and video content and more can be developed
- d. None. Sites all have their own content independently managed.
- e. The District uses Hootsuite to manage multiple social media sites
- f. No



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29. Question:

2. Page 5, Project Scope, Navigation and Design update.
 - a. Does VCCCD desire to mirror or mimic the three college websites, ie, share the design templates, navigation, content, etc.? Or will the three college sites take on unique, distinctive designs?
 - b. If the sites are to be mirrored, how are branding, messaging and design standards managed across the three websites?

VCCCD Answer:

- a. The District would like to share templates and navigation across all 3 sites but open to other suggestions
- b. Via templates

30. Question:

3. Page 5, Project Scope, Content Management System. Does VCCCD have a preference for CMS platforms?
 - a. Open source versus licensed platforms?
 - b. Cloud-based versus on-premise?
 - c. Technology platform or stack? For example, LAMP versus [ASP.NET](#) MVC?
 - d. Should the costs for licensing, implementation, training and support be included in the pricing proposal?
 - e. What version of Drupal is implemented and in use? Why have you chosen to consider an alternative CMS to Drupal?
 - f. How many people within VCCCD currently use the CMS?

VCCCD Answer:

- a. No preference
- b. No preference
- c. No preference
- d. Yes
- e. 7.60 - It was the preferred CMS of the last web redesign
- f. Active users over the past 12 months. District Office 35, Moorpark College 91, Oxnard College 55 Ventura College 75

31. Question:

4. Page 5, Project Scope. General questions.
 - a. Will the agency be responsible for integrating the websites to any legacy systems, databases, services or 3rd party products? Typical integrations would be a means to pull information from a disparate system to feed the website such as for programs and courses, faculty bios, faculty and staff directories, events calendars, emergency alerts, etc. If so, please elaborate on the requirements of each point of integration?
 - b. Will the agency be responsible for modifying any existing web forms or for creating any new web forms? If so, please provide the requirements of all forms that are in scope.
 - c. Will the agency be responsible for modifying or creating any web applications? If so, please provide the requirements for each web application.



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- d. What is out of scope? Are there any subdomains or related sites - bookstore, intranet, library, athletics, library, etc. that will have a unique look and feel (will not be integrated with the main site)?
- e. Will there be a central team or single point of contact who will be empowered to make decisions for all 4 websites? If not, what is the makeup of the VCCCD project team(s)?
- f. When does VCCCD anticipate the project will commence? When does VCCCD wish to launch the new websites?
- g. Can you share the budget or budget range for the project?

VCCCD Answer:

- a. All will be reviewed percentage is unknown
- b. No
- c. No
- d. The scope are the 4 domains (vcccd.edu, venturacollege.edu, oxnardcollege.edu and moorparkcollege.edu)
- e. Yes, both a team and single point of contact.
- f. Project will commence Spring 2019 and launch no later than Spring 2021
- g. See question 5

32. Question:

Do you expect to host your new sites locally, or are you open to a cloud-based solution?

VCCCD Answer: See question 16

33. Question:

The current district and college sites share the same basic design theme/template. Do you expect the new sites to maintain the same degree of uniformity (with options to customize colors, logos, and other brand elements)?

VCCCD Answer: See question 1

34. Question:

Top-level navigation for the college sites also is fairly uniform (the district site is slightly different). Do you expect the new sites to also share common menu structures?

VCCCD Answer: Yes, but open to suggestions

35. Question:

Can you provide additional information about your content development needs? For example, can you estimate the number of new or revised pages you'd like a vendor to provide? Do you plan to have in-house teams assist with content development, revision, and/or migration?

VCCCD Answer: All will be reviewed percentage is unknown. There will be limited in house resources to assist with these efforts.



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36. Question:

Would you consider a proprietary CMS that carries annual license fees? Or are you committed to staying on an open-source platform?

VCCCD Answer: Open to suggestions

37. Question:

If you opt to stay in Drupal, would you like your vendor to handle all coding and CMS integration, or do you anticipate in-house assistance with technical implementation? If the vendor provides coding and integration, what version of Drupal is expected?

VCCCD Answer: Our expectation is vendor will do coding there is not a version requirement.

38. Question:

In our review of your RFP, this engagement could potentially cost \$150,000+. Do you have the budget to support this type of engagement or could you share what budget range you do have? Up to \$50,000? \$50,000 to \$100,000? \$100,000 to \$150,000? Over \$150,000?

VCCCD Answer: We are aware this could be a costly endeavor and will consider all proposals.

39. Question:

General Instructions Pg 1 “All items on the Pricing Form should be filled out. Numbers should be stated...” Is there a pricing form we should be completing?

Proposal Process Pg 12 Q: We did not see any forms in the RFP packet, are there forms the vendor must submit alongside the proposal (i.e. equal opportunity employer certificate, declaration of ownership, proof of insurance)?

Q: Your purchasing website has a vendor registration form. Are we required to complete that to be eligible to bid on this RFP?

VCCCD Answer: The General Instruction included in the RFP Packet is considered a “Boiler Plate” document. There are no prepared pricing forms for this RFP. Please submit your proposal per the RFP Packet. The RFP can be found on our website at <https://purchasing.vcccd.edu/>, under Current. It is not necessary to register as a vendor.

40. Question:

We downloaded the RFP bid packet and it looks like there was only the intro letter and RFP. Are there any additional forms we need to fill out for this response?

VCCCD Answer: The entire RFP packet is on our website along with addenda. Should you have further difficulties downloading RFP documents, please contact Lisa Sorensen, Purchasing Specialist, directly at 805-652-5559 or lsorensen@vcccd.edu.

41. Is the district interested in a content governance plan as a part of this work?

VCCCD Answer: Yes



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42. Question: Will there be any content creation needed from the vendor or will content creation be handled in-house?

VCCCD Answer: Content in need of creation will be done in collaboration with selected vendor.

43. Question:

Will each site have a new a different look/feel, or can each site have the same structure with a few distinct brand elements to distinguish different campuses?

VCCCD Answer: Answered in question 1

44. Question:

What is the size of the decision-making unit and what are their roles in the district?

VCCCD Answer: Eight to Nine Staff, including Information Technology, Marketing and College Vice Presidents.

45. Question:

How large is the office that is responsible for technical updates and maintenance for the website?

VCCCD Answer: 2 to 3 people

46. Question:

What photo/video assets are available for a new design?

VCCCD Answer: Large store of internal assets are available. Additional assets can be created as needed.

47. Question:

Do you have a projected budget or budget window for this project?

VCCCD Answer: We are aware this could be a costly endeavor and will consider all proposals.

48. Question:

Is there a preference to remain on Drupal?

VCCCD Answer: See response to question 3.

49. Question:

Is there a defined budget for this project that you can disclose?

VCCCD Answer: See response to Question 47.



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50. Question:

When is the anticipated launch date of the new web property?

VCCCD Answer: TBD we understand this could take 18 – 24 months

51. Question:

How many pieces of content (web pages, images, files, etc.) do you anticipate needing migration and what source(s) will these be migrated from?

VCCCD Answer: What gets migrated will depend on the new design and content inventory review.

52. Question:

How many content editors do you anticipate using this system?

VCCCD Answer: 10 to 300 depending based on model recommendation.

53. Question:

Related to the Vendor Proposal Format, Section 6 on page 11&12; Do you want us to drop the Proposal and Presentation Process table into our proposal? All the other sections cover what you'd like from us in each section of the proposal very clearly.

VCCCD Answer: It would be acceptable

54. Question:

Can you please provide a budget range for this project?

VCCCD Answer: See response to question 47.

55. Question:

Given that Q&As will be posted on 10/29 and the proposal needs to be mailed, will you extend the due date? Please see page 1 of 4, Section 3b. "No addenda will be issued later than Five (5) Days prior to the date set for the opening of RFPs."

VCCCD Answer: We are releasing Addendum 2 on October 26th with final questions in Addenda released October 29th. A decision to extend will be made Monday, October 29,th.

56. Question:

Please confirm that proposals cannot be emailed.

VCCCD Answer: We will not accept proposals sent via e-mail.

57. Question:

Please list and describe any and all third-party integrations the new sites have or will need.

VCCCD Answer: Previously answered in question #13.



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58. Question:

Is single sign-on (SSO) needed? If so, what application will provide the authentication?

VCCCD Answer: Yes, we use AD and support all the current SSO standards, CAS, SAML, SHIB etc.

59. Question:

Does VCCCD have any preference for the new CMS to be an open-source or licensed product?

VCCCD Answer: No preference, we're looking for a long-term solution

60. Question:

Will all of the existing content be migrated to the new sites? Does VCCCD have a content inventory?

VCCCD Answer: See responses to previous questions.

61. Question:

Will VCCCD need help with the re-writing or development of new content?

VCCCD Answer: Yes

62. Question:

Will VCCCD need help with the re-writing or development of new content?

VCCCD Answer: See responses to previous questions.

63. Question:

What is the expected launch date? Already answered in question #50.

64. VCCCD Answer: See responses to previous questions.

65. Question:

Depending on launch date, would VCCCD be open to a phased approach for launching each new site separately?

VCCCD Answer: Yes

66. Question:

Should the three new college sites have the same navigation and basic layout as the new VCCCD site but with their own individual branding and colors? Or should they appear independent and unrelated?

VCCCD Answer: See response for question 1.



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67. Question:

Is there an incumbent contractor currently supporting this requirement?

VCCCD Answer: No

68. Question:

Is there a company that maintains the current website?

VCCCD Answer: No

69. Question:

Is there a budget range or ceiling that has been established for this project?

VCCCD Answer: See response on question 47.

70. Question:

Just to confirm, the scope of the project will include redesign and rebuilding 4 websites: vccd.edu, moorparkcollege.edu, oxnardcollege.edu, and venturacollege.edu

What is the criteria for proposers to be invited to present?

VCCCD Answer: This is outlined in the evaluation criteria in the proposal

71. Question:

What is the estimated timeline for completion of the project?

VCCCD Answer: See response on question 50.

72. Question:

Can you provide more detail on how points will be assigned for the different evaluation criteria? For example, will the lowest cost bid get maximum 300 points? Will the shortest timeline proposed get the maximum 200 points?

VCCCD Answer: The categories of evaluation listed in the RFP are weighted based on importance to the committee reviewing the proposals.

73. Question:

Who designed and built the current website? Is this the same vendor that maintains the website?

VCCCD Answer: Aeronet Communications Corporation was the design and builder of our current website. The vendor who created the website design does not maintain the site.



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74. Question:

Will you need the selected vendor to create content (textual, video, imagery, etc.)? Will copywriting services be required? Are you looking for a vendor to host the website as well?

VCCCD Answer: The District has most of the content and could produce more. Copy editing would be helpful. The District currently hosts our sites, but not opposed to hosting in the future.

75. Question: How many authors, managers, and contributors do you anticipate the new website having?

VCCCD Answer: Under the current model there are just about 250 authors the District is open to and exploring another model.

76. Question:

Can you discuss pre-existing constraints on the current technology used? Is there a particular preference on the implementing technology used, and if so, what is the reason for the preference?

VCCCD Answer: There is not a preference.

77. Question:

Are you looking for a CMS recommendation as part of proposals or are you looking to the selected vendor to work collaboratively with VCCCD to evaluate and select a CMS after contract award? If yes, are you looking for multiple CMS option recommendations? Does VCCCD IT team have a preference for a technology stack?

VCCCD Answer: Either would work. There is not a preference.

End of Addendum 2