

 CENTRAL CAROLINA COMMUNITY COLLEGE	RFP # 86-2024-010
	Addendum 1
	Commodity No. and Description: 811121 Internet Services
	Date: February 23, 2024

Vendor Questions & Answers

Reference	Question	Answer
General	Can the CCCC extend the deadline by a week?	No
General	Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort, and value of the contract.	There is not an incumbent.
General	Will the incumbent be eligible to bid on this project?	There is not an incumbent.
General	Is there an established budget range for the project?	Our target budget is around \$35,000 - including an amount of retainer hours after the implementation of the website to be used for ongoing maintenance, updates, etc. (through Sept 30, 2024). Beyond the included amount of retainer hours, please include a per hour cost for support services. A separate contract for continued maintenance and support may be awarded to Vendor after Sept 30, 2024.
General	Given this has been to be a deliverables-based contract, we are assuming we can propose a fully loaded, firm fixed price for each deliverable. We then assume the hourly rates would not be required in the pricing. Is this correct?	This is correct.
Section 1.1 Contract Term, Page 5	Is this a 12-month contract? Is there any option for extension or additional phases, such as ongoing maintenance and support?	Deadline for website creation and implementation is Sept 13, 2024. Vendor proposal should include an amount of retainer hours to be used for ongoing maintenance, updates, etc. after implementation of the website (through Sept 30, 2024). Beyond the included amount of retainer hours, please include a per hour cost for support services. A separate contract for continued maintenance and support may be awarded to Vendor after Sept 30, 2024.

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Section 4.4 HUB Participation, Page 11	We have submitted all necessary documentation for HUB certification as of 2/2/24. Will a pending HUB certification status disqualify us from a winning bid/proposal?	No, pending HUB certification will not disqualify a vendor from being awarded a bid/proposal.
Section 4.8 Personnel, Page 11	Has the department identified Key Personnel to work on this project?	EARTH Center Project Manager as point contact, with Director and Assistant Director also joining in on initial discussions.
Section 5.1 General, Page 12	How many stakeholders are involved?	EARTH Center Project Manager as point contact, with Director and Assistant Director also joining in on initial discussions.
Section 5.1 General, Page 12	What are the primary and secondary target audiences for this initiative?	Primary target audience is educators teaching Environmental Technology related courses. The secondary target audience is students interested in exploring career and training opportunities within the Environmental Technology sector.
Section 5.1 General, Page 12	Do you have a set of User/Audience Personas defined? Or would you like to include Audience Persona Strategy/Creation as a part of the content strategy/redesign discovery process?	User types would include unauthenticated users, authenticated users, content editors, publishers, and administrators.
Section 5.1 General, Page 12	Can you describe the team/project stakeholders involved in the project? Role and department?	EARTH Center Project Manager as point contact, with Director and Assistant Director also joining in on initial discussions.
Section 5.2 Scope of Work, Page 12-13	Is there a date that the website must be launched by?	No later than Sept 13, 2024. Earlier launch is certainly preferred, but highest priority is to have a great base website to add onto as the EARTH Center grows.
Section 5.2 Scope of Work, Page 12-13	Can you please list the titles/roles of the EC project team members who will work with the vendor on the website?	EARTH Center Project Manager as point contact, with Director and Assistant Director also joining in on initial discussions.
Section 5.2 Scope of Work, Page 12-13	Do you have a sitemap or rough number of pages you envision needing for the website? A high-level organization of the website would help us understand the variety of pages and content needed as part of the design and development efforts. The five cited websites are showing a wide range of pages (21, 181, 203, 367, 516)	Initial construction and implementation of the site is likely to include 65-85 pages. Vendor should include pricing per page creation if that is central to Vendor's pricing model.
Section 5.2 Scope of Work, Page 12-13	How large is the current site (total number of pages and files)?	There is not a current site.
Section 5.3 Tasks/Deliverables #1 Design, Page 13	Outside of the standard templates (homepage, landing page, interior page), what additional templates/layouts do you anticipate needing? i.e. News, calendar, employee directory, etc.	We have not determined a set number of templates or layouts for the website. Vendor should provide pricing tiers/options if this is a defining factor for their proposal.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #1 Design, Page 13	Number of templates expected?	We have not determined a set number of templates or layouts for the website. Vendor should provide pricing tiers/options if this is a defining factor for their proposal.
Section 5.3 Tasks/Deliverables #2 Accessibility, Page 13	508 Compliance is covered by WCAG AA. Does AA suffice for this site?	Yes
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	Will the chosen vendor be responsible for writing new content or copyediting existing website content? If yes, how many pages of content should we include in the quote?	Vendor should provide pricing for levels of copywriting services. There is not an existing website. Some of the copywriting will be provided by the EARTH Center.
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	Do you have a brand kit/guideline? Is brand design also included in the scope?	A logo, color scheme, and other supporting marketing documents exist for the EARTH Center to base website design off of. Some branding elements and the design of the website will need to be included in the scope of the project.
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	Has EC identified the primary sources of content for the website (e.g., statistics, materials, resources)? Has the content been created or otherwise compiled?	There are some initial materials and resources created, but much more of the content will be created in the coming years as the EARTH Center grows.
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	We understand that content strategy/development is in the scope of work but will the bulk of the site's primary content be provided by EC at the start of the project or will it be delivered later?	Most of the site content will be delivered later as it is created.
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	In terms of development, please answer "Yes, required" or "No, not required" for the following: staff/faculty (is the directory of staff/faculty - which opens into a bio and contact details of the staff) language translation payment processing - integration CRM - integration printer friendly pages approval workflow (Approval workflows allow users to create and submit applications / forms / feedback for approval) sitemap forms Google search - integration	Staff/Faculty: Required Language Translation: Not required Payment Process: Not required CRM Integration: Required Printer Friendly Pages: Required Approval Workflow: Not required Sitemap: Required Forms: Required Google Search Integration: Required

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	Is this a content strategy for maintaining updated/fresh content for the website alone, or is this inclusive of email marketing, social media etc.?	The content strategy/development is only for content on the website.
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	Can you provide more detail about the email automation system? Is it a bespoke solution or a third-party service?	We will be using Constant Contact for email marketing.
Section 5.3 Tasks/Deliverables #3 Content Development, Page 13	Can you confirm what email marketing tool you use? Building an automated integration to auto-enroll users in the newsletter shouldn't be a problem.	We will be using Constant Contact for email marketing.
Section 5.3 Tasks/Deliverables #4 Content Management System, Page 13	Do you prefer open-source or proprietary CMS solutions?	Open-source
Section 5.3 Tasks/Deliverables #4 Content Management System, Page 13	What CMS products have you demoed as a part of the CMS evaluation process?	We have not pre-determined the most suitable CMS platform for this project. In your proposal, please include your CMS recommendation(s) and experience/familiarity with specific CMS platforms.
Section 5.3 Tasks/Deliverables #4 Content Management System, Page 13	How integrated are you with www.cccc.edu ? From a cost standpoint/support standpoint, does it make sense to use the same CMS system as www.cccc.edu ? If so, what CMS system powers www.cccc.edu ?	The EARTH Center website will not be integrated with the www.cccc.edu platform.
Section 5.3 Tasks/Deliverables #4 Content Management System, Page 13	Preferred Platform you desire to use or have used in the past for website design?	We do not have a preferred platform. Vendor should include what they have worked with and are proficient in and why that application is best for the EARTH Center website.
Section 5.3 Tasks/Deliverables #4 Content Management System, Page 13	Is there any CMS preference for the new website? Is CCCC open for CMS options such as Drupal or WordPress?	We have not pre-determined the most suitable CMS platform for this project. In your proposal, please include your CMS recommendation(s) and experience/familiarity with specific CMS platforms.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #5 Interactive Map Integration, Page 13	Please share additional technical details about the interactive map such as programming language or frameworks in use. If a link is available, please share.	The map would look and function similar to this map from the NCAT Center and it would include points on a map that represented community colleges with programs that support Environmental Technologies. The actual map has not been created yet. The map will be an independent Weebly website linked via embedded HTML code.
Section 5.3 Tasks/Deliverables #5 Interactive Map Integration, Page 13	Has the interactive map already been developed by the independent contractor?	No, it is in process
Section 5.3 Tasks/Deliverables #5 Interactive Map Integration, Page 13	Will html code be provided from the independent contractor for the interactive map integration?	Yes
Section 5.3 Tasks/Deliverables #5 Interactive Map Integration, Page 13	What is the purpose of the map? What functionality needs to be included? Can you please provide an example of the type of map you wish to integrate?	The map would look and function similar to this map from the NCAT Center and it would include points on a map that represented community colleges with programs that support Environmental Technologies. It is being created by an independent contractor.
Section 5.3 Tasks/Deliverables #5 Interactive Map Integration, Page 13	Is it possible to provide more data on the map functionality? Will it need to pull data from the CMS or is the data pulling from external resources? What map technology is being implemented?	The map will be developed on an external Weebly website by the independent contractor and will have specific HTML code to be used for the integration into the EC website. The map will be managed outside of the EC website. There are not any specific system requirements. The map would look and function similar to this map from the NCAT Center and it would include points on a map that represented community colleges with programs that support Environmental Technologies. It is being created by an independent contractor.
Section 5.3 Tasks/Deliverables #5 Interactive Map Integration, Page 13	Can you provide details on how the interactive map is developed and what integration options are available? Will the map be managed elsewhere and integrated/displayed on the website, or will the map be managed on the website? Are there any specific system requirements for integrating the map?	The map will be developed on an external Weebly website by the independent contractor and will have specific HTML code to be used for the integration into the EC website. The map will be managed outside of the EC website. There are not any specific system requirements.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #7 User Analytics, Page 13	Do you have any defined KPI or custom events that you would like implemented as part of this project?	There are not defined KPIs at this time, but the goal and mission of EARTH Center is to provide useful and impactful resources for the education and training of workforces within Environmental Technology-related industries and secondary education institutions.
Section 5.3 Tasks/Deliverables #8 User Profiles and Gated Access, Page 13	What functionality is desired for logged in users? Example, saving resources or commenting? Does the gated content show up in search?	Logged in users would be able to access a gated area of the website. The goal of the gated access page is another way to capture an email address as well as follow user metrics for reporting purposes. There is no approval process. Users will be sent a password to access the gated content after they input their email address. Downloads, lessons, curriculums, etc. will be behind the gated page. Gated content would show up in a search, but if user is not signed in, they would then need to sign in to access the content.
Section 5.3 Tasks/Deliverables #8 User Profiles and Gated Access, Page 13	What kinds of resources will be accessible behind the login area (PDFs)? What kind of logins can be used for logging in, email-password, Google, Facebook?	The goal of the gated access page is another way to capture an email address as well as follow user metrics for reporting purposes. There is no approval process. Users will be sent a password to access the gated content after they input their email address. Downloads, lessons, curriculums, etc. will be behind the gated page.
Section 5.3 Tasks/Deliverables #8 User Profiles and Gated Access, Page 13	Is there any specific authentication provider you need to use for services like single-sign-on that allows users to log in with a user account/profile from another website/application? Are there any specific requirements for users who can access gated content? Does it just require the user to sign up for an account and be signed in, or is there an approval process required? What other user types do you envision having? i.e.: unauthenticated users, authenticated users, content editors, administrators, etc.	There is not an established authentication provider. Vendor should provide this information and pricing in their proposal. The goal of the gated access page is another way to capture an email address as well as follow user metrics for reporting purposes. There is no approval process. Users will be sent a password to access the gated content after they input their email address. Downloads, lessons, curriculums, etc. will be behind the gated page. User types would include unauthenticated users, authenticated users, content editors, publishers, and administrators.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #9 Search Engine Optimization (SEO), Page 13	What site search tool are you planning to use for the new website? Can you expand on what you consider "advanced"?	Utilizing a standard search feature within the website to find resources, news article, information, etc. The advanced search function would involve having category tags attached to certain pages on the website which can then be searched as a category within the search function. This part of the search function is not required. The search function itself IS required. Gated access would be available to view through a site search, but users would need to then sign-in to fully access the gated content.
Section 5.3 Tasks/Deliverables #9 Search Engine Optimization (SEO), Page 13	What are the expectations surrounding content optimizations for SEO? Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g., admissions pages, program pages, etc.) or "tier" of pages (e.g. tier 1)? Or are you just looking for the chosen vendor to provide guidance for SEO best practices?	The "big goal" expectation of implemented SEO is to become one of the first websites to populate on Google/search engines when people are searching for environmental technology resources. We have not established a set number of pages that would need to be optimized. Vendor should include pricing for tiered levels of SEO implementation if this is not an included service in Vendor's service model.
Section 5.3 Tasks/Deliverables #11 Integration with Social Media, Page 13	Is there any functionality outside of displaying recent posts that is expected with this integration?	No
Section 5.3 Tasks/Deliverables #11 Integration with Social Media, Page 13	Can you confirm which social media profiles are in use today? Are there any specific integration requirements, like links to the social media platforms in the header/footer, a social feed, auto-posting "news" content to social media channels, etc.?	LinkedIn is the only social media platform in use at the moment. We would link the social media accounts in the site footer and Contact Us page.
Section 5.3 Tasks/Deliverables #12 User Testing, Page 13	If a third-party tool is used to incorporate A/B testing or Real User Monitory (RUM) should the estimated recurring costs be included in the proposal?	Yes
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Will the state provide website hosting services? Or should it be included in the vendor's proposal?	We will be initially using BlueHost and WordPress plugin to get a landing page created while we work with selected Vendor for project completion, but if Vendor has suggestions on better hosting, we are open to options and pricing for other hosting services that will better suit our long-terms needs.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Should our estimate include hosting? Will you need assistance setting up a web application firewall (WAF) or any other security services like Cloudflare?	Estimate should include hosting if Vendor is suggesting a different host than BlueHost. We do not anticipate having to set up an additional security feature other than the included security features with the hosting service.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Is hosting included? If yes, please answer the following questions: website size (GB) monthly visits pages served per month SLA uptime guarantee (%)	We will be initially using BlueHost and WordPress to get a landing page created while we work with selected Vendor for project completion, but if Vendor has suggestions on better hosting, we are open to options and pricing for other hosting services that will better suit our long-terms needs.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Please describe any available IT support staff that EC or the state can provide. For example, technical staff that can help with coordination tasks such as domain names, DNS and hosting.	Central Carolina Community IT staff and EC Project Manager will assist with IT support for the project.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Is there a hard deadline date for the new website to be live and functional?	No later than Sept 13, 2024. Earlier launch is certainly preferred, but highest priority is to have a great base website to add onto as the EARTH Center grows.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Is there a need for ongoing retainer for website maintenance? If so, is there a projected timeframe for the retainer?	We do expect the need for ongoing support and maintenance past the website's implementation. Vendor proposal should include an amount of retainer hours to be used for ongoing maintenance, updates, etc. after implementation of the website (through Sept 30, 2024). Beyond the included amount of retainer hours, please include a per hour cost for support services. A separate contract for continued maintenance and support may be awarded to Vendor after Sept 30, 2024.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	After the website launch, do you have an estimate on the number of ongoing support hours needed at a weekly, monthly, or annual level?	We do not have an estimated number of hours for ongoing support - Vendor proposal should include an amount of retainer hours to be used for ongoing maintenance, updates, etc. after implementation of the website (through Sept 30, 2024). Beyond the included amount of retainer hours, please include a per hour cost for support services. A separate contract for continued maintenance and support may be awarded to Vendor after Sept 30, 2024.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Are there any training services requirements?	Training for EARTH Center personnel is to include (but is not limited to) the following: understanding the CMS used for the site, knowledge of editing, adding, deleting, etc. content from the website (page information as well as pages themselves), gathering user analytics as needed, daily/monthly managing tasks that can be done by EARTH Center personnel.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Can you provide hosting parameters for the site? Will it be self-hosted by the state? If so, can you provide details around the proposed hosting infrastructure.	We will be initially using BlueHost and WordPress to get a landing page created while we work with selected Vendor for project completion, but if Vendor has suggestions on better hosting, we are open to options and pricing for other hosting services that will better suit our long-terms needs.
Section 5.3 Tasks/Deliverables #13 Implementation, Page 14	Is there a requirement for website support? CMS support?	We do expect the need for ongoing support and maintenance past the website's implementation. Vendor proposal should include an amount of retainer hours to be used for ongoing maintenance, updates, etc. after implementation of the website (through Sept 30, 2024). Beyond the included amount of retainer hours, please include a per hour cost for support services. A separate contract for continued maintenance and support may be awarded to Vendor after Sept 30, 2024.
Section 5.3 Tasks/Deliverables #15 Integrated User Feedback Mechanism, Page 14	Is there an example implementation you can provide on a site? Should the feedback be anywhere on the site in particular?	We are envisioning a pop-up sort of device that captures responses to questions that have clickable answers. They may capture information when a resource is downloaded, a user has accessed the site a few times, a user has stayed on the site for some time, etc. It is another method of capture data to report about user interaction and response to the resources on the website.
Section 5.3 Tasks/Deliverables #15 Integrated User Feedback Mechanism, Page 14	How is user feedback incorporated into the design and development process?	This deliverable would not be incorporated into the design and development process. Rather, we are envisioning a pop-up sort of device that captures responses to questions that have clickable answers. They may capture information when a resource is downloaded, a user has accessed the site a few times, a user has stayed on the site for some time, etc. It is another method of capture data to report about user interaction and response to the resources on the website.

Reference	Question	Answer
Section 5.3 Tasks/Deliverables #16 Multilingual Support, Page 14	Can you provide a list of Native American languages that would be included ideally?	After further discussion with the EARTH Center leadership team, we have decided that this deliverable aspect is not needed to be a part of this project.
Section 5.3 Tasks/Deliverables #16 Multilingual Support, Page 14	Will translations for content be provided by a translation service or are automated translations desired?	Vendor should include cost of translation services in their proposal if they decide to offer translation options. Vendor should disclose any experience with the success of automatic translations for clients or otherwise.
Section 6.6, Page 16	What kind of support can be expected during the transition phase, should the contract be discontinued or not renewed?	Vendor should be prepared to assist the college with the transfer of digital assets and information as needed to ensure a successful migration to a new third-party vendor platform or to the College's in-house platform. Digital assets and information include, but is not limited to, images, writing, content and structure of relevant databases, and analytics data gathered regarding site traffic. If open source code is used, the College may request that the code be turned over; if proprietary code is used, the College may request that the Vendor assist the College and/or a third-party vendor to ensure substantially similar results on a new site without endangering the intellectual property rights of the Vendor. Vendor should also be prepared to maintain the website at similar service levels for the one-month duration of the transition assistance period as were provided during the original term of the agreement.
Section 7.0 Attachments – Attachment A, Page 19	Is there any pricing format specification? Can the pricing details be submitted in Excel format?	Pricing can be submitted in whichever format works best for the vendor. We request that the pricing be broken down in some way, i.e. task, deliverable.