ADDENDUM NO. 1

TO: **All Vendors**

FROM: **Jason McGarry, Procurement/Contracts Administrator**

SUBJECT: **COG2022-05: Website Maintenance**

DATE: **August 04, 2022**

This Addendum No. 1 modifies the Request for Proposal (RFP) only in the manner and to the extent as stated herein.

QUESTIONS AND ANSWERS

1. Can you tell us who currently maintains the websites?
   a. BGRM

2. The question and submittal due dates are "Monday". However, looking on the calendar 8/3 and 8/10 fall on a Wednesday. Are 8/3 and 8/10 the correct due dates?
   a. Yes

3. What is the current hosting platform that these sites are using?
   a. Google Cloud Platform

4. What is the current daily estimate of hours that the sites require for maintenance and content updates?
   a. 1-2 averaged out across sites

5. Are all current websites and additional functionality currently hosted / maintained by a single agency or employee? Would there be multiple contacts needed to bring everything together?
   a. Primarily the current agency. The Lowcountry Go site is not overseen by that group, but rather internal staff

6. Do any of the current sites contain plugins or subscriptions that previous developers control Keys or Serial Numbers for that may disrupt functionality when control is given up?
   a. No

7. Estimated current graphics production need. Appx how much weekly design work is needed for all sites?
   a. Minimal. Less than 2 hours per week.

8. Under Scope of Work, Bullet point "*Maintain the calendar of events as needed. Events will be submitted and checked for accuracy by BCDCOG staff* "Elaborate on current areas of concern with this functionality from a maintenance stand point.
   a. Would prefer web partner handle input in some cases.

9. Why is the BCDCOG consolidating service, hosting, and maintenance of these website to one digital agency or provider? What agencies are currently managing each individual website? What are you looking for from your next provider that you are not currently receiving?

      a. Contract was up for renewal. BGRM currently manages all sites except for Lowcountry Go.

10. Can the BCDCOG provide more details on the goals and requirements for both Search Engine Marketing (SEM) and Search Engine Optimization (SEO)? Will all websites need these services? Any particular goals outside of additional traffic? Are there budgets currently in place for the SEM campaigns?
      a. Not a heavy lift here. Goals are related to moderate traffic increases.

11. In regards to the "Cost Proposal Requirements," it request the following, "Attach a SEPERATE sealed envelope titled Cost Worksheet itemizing each item of cost per hour with a monthly maximum." When the RFP is referring to the "monthly maximum," are you referring to a maximum amount of hours our agency can provide per month or a maximum amount our agency would charge per month?
      a. Maximum amount charged per month

12. Are we able to provide different "costs per hour" for each service or are you looking for one set hourly charge per website? (Website development, graphic design, account management, website maintenance, SEM Management, etc.)
      a. Yes

13. In the "Selection Criteria and Process" section, is the cost proposal portion going to be evaluated off of the specific agency cost per hour or are there other factors to be considered?
      a. Cost per hour and month

14. For RideCARTA.com, How is the current Live Bus GPS functionality tied into the website? Who will be responsible for supporting this?
      a. it is maintained as a third-party module. The maintenance of the module will not be the responsibility of the successful bidder, however the integration into the site will be a responsibility.

15. Does the carta iOS app need to be part of the process?
      a. There is not a dedicated CARTA app. The agency partners with the Transit app for bus tracking and trip planning

16. How is the current payment gateway and payment process for buying passes online setup?
      a. The online pass purchase web form accessible at ridecarta.com submits its entry data to the merchant account Authorize.net It does so in a secure manner, using secure socket layer (SSL) protection. The response back from Authorize.net following an attempted purchase is one of "success" or "failure". Only the minimal amount of the customer's credit card information is stored in order to provide shipping services, and to verify that a purchase was in fact successful.

17. Does the carta iOS app need to be part of the process?
      a. There is not a dedicated CARTA app. The agency partners with the Transit app for bus tracking and trip planning

18. For lowcountrygo.com, this site is not WordPress CMS, but uses Concrete CMS, does this site need to be transitioned to WordPress, since the request is for utilizing WordPress to manage the sites?
      a. TBD

19. Is https://ridelowgo.com and its App also considered part of this site?
    a. The website is, the app is not.

20. What event made you decide you needed maintenance?
    a. It was time to re-bid the service.

21. Why have you chosen to launch such a large project? have you considered any cheaper alternatives?
    a. It was time to re-bid the service.

22. Why did you decide NOW was the time to start this?
    a. It was time to re-bid the service.

23. What is the specific reason you have requested that hosting be included instead of staying with your current hosting provider?
    a. It was time to re-bid the service.

24. What value will this project bring to the BCDCOG?
    a. Improved web presence

25. Who initially built the sites and why are you not using them now?
    a. It was time to re-bid the service.

26. Can you share the estimated budget range?
    a. No

27. How many hours of "ongoing maintenance" have you averaged over the last year or two?
    a. < 40/month across sites for all web work

28. Hosting - How do you keep the website secure? Do you have a security policy in place?
    a. The web server hosting ridecarta.com has 3 primary security policies in place:
        1. Ingress access to server ports is fully restricted; there are no open ports allowing traffic into the web server, only allowing traffic out of the web server
        2. Access to the web server must first pass through Google OS Login and Two-Factor Authentication based on authenticated Google Enterprise user accounts
        3. The ability to modify files on ridecarta.com is only possible if the previous methods were successful; then, the user must have a private and public key pair (files containing encrypted passwords) in order to connect to the web server

29. What is your current website hosting configuration regarding Process Cores and Memory?
    a. The web server running ridecarta.com allocates as few as 1 virtual CPU core and as much as 4 virtual CPU cores, as needed.
    b. The web server running ridecarta.com allocates as little as 1 gigabyte of RAM and as much as 8 gigabytes of RAM, as needed.

30. How are site backups currently taken?
    a. There are currently 3 types of backups taken for ridecarta.com:
        1. Every 24 hours, every 7 days, every 30 days, and every 90 days, the database for ridecarta.com is backed up to local disk
        2. Every 24 hours, all backup files for ridecarta.com are synchronized in their own isolated, private Google Cloud Storage container
        3. Every 24 hours, the solid state drive hosting ridecarta.com is backed up by

Google Compute Engine backup services

31. Do you currently have a disaster recovery process in place?
    a. ridecarta.com can be restored to a previous state (within the previous 24 hours) using database and file system backups; this process takes less than 1 hour on average.

32. Will the chosen vendor be responsible for writing new content or copyediting existing website content? If so, approximately how many articles need to be written per month?
    a. No

33. is the digital copy intended to be both the response document and the Cost Worksheet placed on a thumb drive?
    a. Yes

34. Also, the RFP states that the Cost Proposal should be in a separate sealed envelope. Shall we place that cost worksheet in a separate envelope and place that separate envelope INSIDE the primary envelope with the RFP response documents or is it intended to be mailed separately?
    a. Inside primary

35. Regarding the cost proposal, could we provide hourly rates for multiple labor classifications along with an estimated monthly cost? We could also include a "not to exceed" amount for each month if that would be acceptable. We anticipate that some months will have more requests than others and each website being maintained will likely require different levels of updates.
    a. Yes

36. Regarding DBE participation, does the DBE need to be listed in the SCDOT directory (http://dbw.scdot.org/dbesearch/DirectoryQuery.aspx) or could the selected consultant use an out of state DBE and still receive all five points in the selection criteria?
    a. Must be on the South Carolina directory.

37. Have you had any major outages or events that have needed support outside the 9-5 pm EST time window? If so, can you elaborate on what they have been like?
    a. Sites have been hacked.

38. How many content managers do you have for the website?
    a. 2-3

39. Which is the current WordPress CMS hosting provider being used Eg. - WPEngine, Kinsta, Pantheon ?
    a. Google Cloud Platform is the current hosting provider being used to host ridecarta.com

40. Would 40 hours per month of maintenance and support be adequate? Do you have any preferences?
    a. Across all sites combined, yes.

41. What is the current traffic of each site and would SEO and SEM be required for each site separately?
    a. Minimal for the most part and nearly non-existent in some cases.

42. Would the consultant be required to moderate content on the website(s) or will their be a moderator / community manager team from BCDCOG?
    a. TBD

43. Does the BCDCOG have a creative team to provide creative assets or would the consultant be required to create, design and develop it?
    a. Creative team in house. Design related more toward website features.

44. Is being a DBE mandatory?
    a. No

45. Would this be a hybrid submission of digital and hard copy, or pure digital to expedite the process?
    a. Digital and hard copy are required.

46. Hosting: Would the selected vendor be taking over and maintaining the current hosting environment from an administrative and server standpoint, or are you looking for the selected vendor to move you to a new hosting environment to manage from an administrative and server standpoint?
    a. Move and manage.

47. "As needed items including Gmail account, LiveHelpNow subscription and other tech-related tools." Can you provide more details on the expectations around Gmail?
    a. Potentially for collecting submissions, feedback, etc., as is currently the case. May be avoided, depending on approach.

48. Maintain link equity with our partners and stakeholders. Can you define what you mean by "link equity"?
    a. A search engine ranking factor based on the idea that certain links pass value and authority from one page to another.

49. Do you have a current SEO program in place that a vendor can build from, or will the vendor be starting one from scratch?
    a. Scratch

50. Do you have a current SEM program in place that a vendor can build from, or will the vendor be starting one from scratch?
    a. Scratch

51. Does each website have a dedicated "owner" that would be the point of contact for the requests, reports, marketing activities, etc., or are all websites managed through one "master owner"?
    a. 2-3 staff members coordinate across sites.

52. Is https://ridelowgo.com/ part of the http://lowcountrygo.com site?
    a. Yes

Offeror shall acknowledge receipt of Addendum No. 1 in the space provided below and return with their proposal. Failure to do so will subject the proposal to rejection.

_____   _____
Authorized Signature   Company Name

_____
Date