

ROANOKE HIGHER EDUCATION AUTHORITY

June 18, 2026

ADDENDUM NO. 2 TO ALL BIDDERS:

Reference – Request For Proposals	121251-1
Commodity:	WEBSITE REDESIGN AND HOSTING
Dated:	May 27, 2026
For Delivery To:	Roanoke Higher Education Center
Proposal Due:	June 29, 2026; 5:00 PM (local time)
Pre-Proposal Conference:	N/A

All proposal documents must be received, and time stamped by The Roanoke Higher Education receptionist no later than 5:00 p.m. local time, June 29, 2023.

In reference to Attachment I – Solicitation Questions, the following pages list all questions asked and answered. This addendum is a total of 24 pages

Note: A signed acknowledgment of this addendum cover sheet must be received at the location indicated on the IFB either prior to the bid due date and hour or attached to your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid document must be signed.

Respectfully,



Kay Dunkley, Ed.D.
Executive Officer

Name of Firm

Signature/Title

Date

Question	Answer
Regarding the amended RFP that was posted to eVA, were there any changes from the original RFP 121251-0 to the amended 121251-1?	No. There was a technical glitch.
The RFP names WordPress as the content management system. Will RHEC consider a proposal built on an equivalent open-source CMS - specifically Drupal - provided it meets every stated objective?	No.
The evaluation criteria mention "business stability and continuity" under qualifications. Can a firm satisfy this through the track record of its proposed key personnel — including work done before the firm was founded — as long as those individuals are named in the proposal?	No, not including work done before the firm was founded.
Can past performance references include projects those staff completed at prior firms, where they'd be performing the same role on this contract?	No. Do not include projects staff completed at prior firms.
The RFP doesn't restrict where team members are physically located. Just confirming — as long as all data, hosting, and backups remain US-based per the solicitation requirements, there's no restriction on where individual team members work from?	No. There is no restriction on where individual team members work.
Does RHEC have a preferred WordPress hosting provider, or can we propose the platform we think best fits the requirements?	No preference.
On the annual security audit requirement in the hosted services terms — would a SOC 2 Type II certification from our hosting provider cover that, or does RHEC need a separate audit scoped specifically to this contract?	Yes.
For the DNS migration in Section IV.C.5 — does RHEC have a preferred DNS provider? And post-migration, does RHEC want to manage DNS directly or have the contractor continue handling it?	No preference. The contractor should continue to handle it.
Section IV.D.1 mentions payment integration. Does RHEC have an existing payment processor you'd want us to connect to, or is selecting and implementing one part of our scope?	We use several 3rd party providers, but none are "integrated" on our website. Selecting and implementing IS NOT part of the scope of this RFP.
For the emergency alerts in Section IV.D.3 — is there an existing system we'd be integrating with, or do you want vendors to propose a solution?	We use OmniAlert emergency notification system.
Is the events calendar meant to connect to an existing system (25Live, Localist, etc.), or should we build it as a standalone feature in WordPress?	We do not have an existing event calendar. A standalone feature is permissible.
Will RHEC staff be available to review and sign off on migrated content during the build?	Yes, RHEC staff will review and sign off on migrated content during the build.
Is there a planned content freeze window before launch?	Yes. We will plan a content freeze window before launch.
Is Virginia SWaM certification a formal scoring factor, or does it factor in under evaluator discretion?	No. It is not a formal scoring factor.
The RFP mentions oral presentations may be required — is RHEC planning to use them for this solicitation? If so, would those be virtual or in person?	Should we decide to incorporate presentations, they may be made either in person or virtually.
Is there a limit on how much work can be performed by subcontractors?	No.

Does RHEC have a preferred WordPress page builder solution (e.g. Gutenberg, Bricks, Divi, Elementor)?	No.
Are there any WordPress page builders or other technologies RHEC wants to avoid?	No.
What is the approximate ratio of mobile users to desktop users? Does one get more traffic than the other?	60% desktop, 40% mobile/tablet
The RFP lists "secure hosting environment" as a functional requirement. Is this just for testing and staging, or will the contractor need to provide hosting for the RHEC website?	We are requesting ongoing hosting services.
The RFP lists "document management system" in the functional requirements. Does RHEC need document management capabilities beyond what WordPress natively provides?	We do not need document management services beyond what WordPress natively provides.
The RFP lists "emergency alerts" as a functional requirement. Does this mean an integrated system for sending SMS messages through the website? Is there any additional functionality required for emergency alerts?	No. No,
What is the approximate level of technical proficiency for the individuals who will need to be trained on using the new website?	3 individuals. 2 beginner and 1 expert
What is meant by "enhanced accessibility features" under the Website Design section?	We would like to incorporate a tool(s) to support website auditing for accessibility.
The current website seems to have a very limited number of images. Will the new website be similarly focused on text? Does RHEC have an existing bank of imagery for contractors to use and/or brand standard guidelines?	One goal is to incorporate more images. We have a growing archive of images.
What kind and how many online forms do you anticipate embedding on the new website? Any new forms that need to be created?	We use Cognito forms and anticipate embedding less than 10.
For payment integration, are you expecting clear navigation to third-party sites or something more involved? We see links to a Donor Perfect giving form for the Foundation, a Toast Tab account for the cafe, and a Virtual EMS for reserving rooms.	Clear navigation to third party sites. Nothing more involved.
Has RHEC established a budget range for this project, and if so, is that information available to offerors?	We are not disclosing a specific budget figure to ensure all proposals reflect each bidder's most competitive and innovative approach to meeting the project requirements.
Sec V. Proposal Preparation..., Paragraph D -2 Offeror Data Sheet, included as Attachment B. The text says "Offeror Data Sheet, included as an attachment (Attachment B), broken out into one-time fees and ongoing fees. Provide annual maintenance and hosting fees for first three years." This sounds like the place for budget information, but Attachment B in the RFP does not appear to include space for budget information. Can you confirm whether our budget should be included under Paragraph 2 of Attachment B?	You can include your budget under Paragraph 2.

Sec V. Proposal Preparation..., Paragraph D – 6. References. Are these references different than the references called for in Attachment B? (See also next question.)	Same references
Attachment B: Offeror Data and Reference Sheet, Paragraph 4. The text says "REFERENCES: Please list at least four (4) recent references for which you have provided janitorial/custodial services." Can RHEC confirm whether this form is required for this IT services contract?	Yes. References should reflect web design and development experience.
Is an extension of the proposal deadline possible to allow time to review the answers to these questions and incorporate them into our response?	The Proposal Due date/hour has been extended until June 29, 2026; 5:00 p.m. local time.
In addition to the required hard-copy submission, will RHEC accept an electronic copy of the proposal for convenience? If so, what submission method and file format do you prefer?	No
Is there a target go-live date for the redesigned website?	Yes
Will the existing contractor continue to maintain the current site throughout the project until go-live?	Jun-27
What is the current hosting environment for the website, including the hosting provider, DNS provider, CMS version, and any integrated third-party platforms or services?	Pantheon, GoDaddy, WordPress 6.9.4
Are there any specific hosting, security, compliance, backup, disaster recovery, uptime, or service-level requirements that offerors should incorporate into their proposals beyond those stated in the RFP?	No
Does RHEC have existing brand guidelines documentation?	No
Will website analytics data (e.g., Google Analytics, Search Console, or similar tools) be made available to the selected contractor during discovery and planning?	Yes
Has RHEC conducted any recent accessibility audits, evaluations, or remediation efforts for the current website? If so, will the results be made available to the selected contractor?	No. We have not conducted any recent accessibility audits.
Is content migration limited to the existing website content, or does RHEC expect restructuring, rewriting, or new content development from the selected contractor?	Content migration will include existing website content, restructuring, rewriting and some new content development. RHEC will provide content.
Sec II – Background: Are the approximately 193 pages all web pages (e.g. html) or are some of them PDFs? For example, does your count include items such as the Leadership page's meeting minute PDFs and video recordings?	No. PDFs not included in that count.
Sec III – Project Objectives: Meet or exceed WCAG 2.1 AA accessibility standards: Does this include remediating PDFs to make them accessible?	Yes.

<p>Section IV. Scope of Work, D. Functional Requirements, Item 2 – Document Management System: Can RHEC confirm that this is something separate from the WordPress content management system? If, so, please provide additional details regarding this requirement? Specifically, is the document management system intended primarily for internal staff use, for public website visitors, or both? Any information regarding the desired functionality, user groups, workflows, integrations, or existing systems would be helpful in determining the appropriate scope and approach.</p>	<p>This is not separate from the WordPress Content Management System</p>
<p>Does RHEC require the vendor to provide hosting throughout the contract period, or is RHEC open to transitioning to its own hosting environment after launch? If vendor-provided hosting is required, what are RHEC's minimum uptime expectations?</p>	<p>Vendor would be required to provide hosting throughout the contract period.</p>
<p>Does RHEC have an existing hosting provider or server infrastructure it prefers the new site to reside on, or is the vendor expected to propose and manage the entire hosting environment?</p>	<p>RHEC has an existing hosting provider. The vendor may propose and manage the hosting environment</p>
<p>Does RHEC require all data and hosting infrastructure to reside within the United States? (The Data Protection Addendum references U.S.-only data storage. Please confirm this applies to web hosting as well.)</p>	<p>Yes.</p>
<p>Does RHEC have requirements restricting the locations of developers?</p>	<p>No.</p>
<p>Is the vendor expected to manage DNS hosting on an ongoing basis, or only to assist with the initial DNS migration to the third-party DNS provider referenced in the scope?</p>	<p>Ongoing DNS hosting management is preferable.</p>
<p>What third-party DNS provider, if any, does RHEC have in mind? Or is the vendor expected to recommend one?</p>	<p>The RHEC does not have a DNS provider in mind.</p>
<p>What is the anticipated traffic volume during peak periods (e.g., enrollment season or emergency alerts), and does RHEC require the hosting environment to scale automatically to accommodate surges?</p>	<p>Peak number of visitors in a single day is approximately 500</p>
<p>Does the payment integration capability referenced in the functional requirements involve processing credit card transactions directly on the RHEC site?</p>	<p>No.</p>
<p>The Data Protection Addendum requires annual third-party security audits and penetration testing at the vendor's expense. Can RHEC confirm whether this obligation applies to a standard WordPress website hosting arrangement or only to vendors that process Protected RHEA Data?</p>	<p>This applies to the standard WordPress hosting arrangement.</p>
<p>Does RHEC require a formal Authority to Operate (ATO) or any state-specific security certification for the hosting environment, or is compliance with the Data Protection Addendum sufficient?</p>	<p>Compliance with the Data Protection Addendum is sufficient</p>
<p>Can RHEC confirm whether criminal background checks are required for vendor personnel, and if so, for which team members and under what process?</p>	<p>After consideration this particular term and condition is not required.</p>

Of the current 193 pages, how many does RHEC anticipate migrating as-is versus rewriting or consolidating? Will RHEC provide content in a structured format to support migration, or is the vendor expected to extract content from the existing site?	We anticipate migrating the majority of pages "as is". It depends on the restructuring plan.
Section IV.H is labeled "Criminal Background Check" but describes post-launch support tasks. Will RHEC provide updated photography, video, or other media assets, or is the vendor expected to source or produce visual content?	After consideration this particular term and condition is not required. RHEC will provide updated photography, video, and other media assets
Does RHEC have existing Google Analytics or Search Console accounts that should be transferred or connected to the new site, or will these need to be created from scratch?	RHEC has an existing Google analytics account.
What existing systems or third-party integrations (e.g., student information systems, payment processors, event platforms, emergency alert systems) must the new site integrate with? Can RHEC provide API documentation or technical contacts for these systems?	There are not any true integrations, we link out to multiple 3rd party platforms.
Does RHEC have a target launch date in mind within the approximately six-month contract period? Is there an event or other need for a specific launch date?	Jun-27
Is the Small Business Subcontracting Plan (Attachment C) required even for vendors that will perform all work with their own employees and do not plan to subcontract any portion of the work?	Yes, indicate you (your firm) will be performing the work.
Will RHEC consider proposals from out-of-state vendors, and if so, is eVA vendor registration required prior to proposal submission or only prior to contract award?	eVA vendor registration is required prior to proposal submission.
Can RHEC clarify the source code escrow requirement in Section X.G. Specifically, does this apply to a custom WordPress theme/plugin build, and what format and update frequency does RHEC expect?	We expect development of a custom theme, however, we do not expect regular temple updates.
Is there a current vendor managing the RHEC website or hosting environment? If so, are they eligible to bid on this RFP?	Yes. Yes.
The RFP identifies an emergency alerts capability as a requirement (Section IV.D.3). Does RHEC currently use a specific emergency alert platform (e.g., Rave, Omnilert, or similar), or will the selected vendor be expected to recommend and integrate a solution?	We currently use Omnilert and plan to continue.
Does RHEC have an existing brand guide, style guide, or design assets the vendor should work from, or is brand development within scope?	We have an existing assets that we want to use to guide the redesign.
Is the current RHEC website built on WordPress, or will this project involve a full platform migration from an existing CMS?	The current RHEC website is built on WordPress.
Will RHEC be responsible for content creation, or is the vendor expected to assist with new content writing?	RHEC is responsible for content creation.
What is RHEC's expectation for content migration from the current 193-page site? Will all content be migrated? Or will RHEC be reviewing content prior to migrating only selected content?	We will review all content prior migration.

<p>Has a formal WCAG audit of the current site been conducted? If so, will those results be shared with proposers?</p>	<p>No. A formal WCAG audit of the current site has not been conducted.</p>
<p>For existing PDFs and documents that will be migrated to the new site, does RHEC require full document remediation to WCAG 2.1 AA, or are alternative approaches acceptable (e.g., archiving outdated documents, HTML equivalents, or accessible format request options)?</p>	<p>We require full document remediation.</p>
<p>Does RHEC have any existing hosting environment or vendor preference, or may vendors propose an alternative hosting solution? If so, what requirements can you share so that we may provide an accurate quote (SSD storage, CDN, WAF, security requirements, backup retention policies, and/or failover requirements, etc.)?</p>	<p>No preference.</p>
<p>Are there specific uptime SLA requirements beyond what is described in the IT Terms and Conditions?</p>	<p>No.</p>
<p>Section IV.H is labeled "Criminal Background Check" but its contents describe post-launch support deliverables. If background checks are required, please clarify the process and whether associated costs are the responsibility of the contractor or RHEC.</p>	<p>After consideration this particular term and condition is not required.</p>
<p>The IT Terms reference source code escrow for 'Licensed Software.' WordPress and its ecosystem are distributed under the GPL, which makes source code publicly available by definition. Can RHEC confirm whether this escrow requirement applies to a WordPress-based build, and if so, clarify what RHEC considers in scope?</p>	<p>Does not apply to a WordPress-based build.</p>
<p>Attachment B (Offeror Data and Reference Sheet) references "janitorial/custodial services" in the references section. Can RHEC confirm that references should reflect web design and development experience?</p>	<p>Yes. References should reflect web design and development experience.</p>
<p>Will oral presentations be required of all shortlisted offerors, or is this conducted at RHEC's discretion? If presentations are requested, will virtual participation be acceptable?</p>	<p>Presentations will be conducted at RHEC's discretion. IF presentations are requested, virtual presentation will be acceptable.</p>
<p>Is the selected firm expected to provide ongoing managed hosting, or will the site be hosted on RHEC's own infrastructure? On a related note, there are a few provisions in Attachment G - source code escrow and the staged software-license payment schedule - that are unusual. Could you confirm how these are intended to apply to a WordPress site where the code and content are owned by RHEC? Understanding both early helps us shape the technical approach and pricing.</p>	<p>We are seeking ongoing hosting. The site will not be hosted within our infrastructure.</p>
<p>On content, of the roughly 193 current pages, how many do you expect to migrate versus retire, and would the selected agency lead content creation or is that handled primarily by your internal team? We'd also like to confirm whether existing PDFs and documents need accessibility remediation, as that can be a meaningful part of scope.</p>	<p>We expect the majority of the current pages to migrate. RHEC will lead content creation. Existing PDFs and documents will require remediation.</p>

<p>What content management system is the current site built on? We see WordPress is required for the rebuild, but knowing the starting point helps us plan migration. And do you have existing brand guidelines and assets, or is a brand refresh part of this engagement?</p> <p>For the cost proposal, would you prefer annual hosting and maintenance itemized separately or combined across the first three years? And are the optional one-to-three-year maintenance agreements intended as renewals after an initial warranty period, or as the ongoing support beginning at launch?</p>	<p>WordPress. We have existing assets.</p> <p>Annual hosting and maintenance should be itemized separately.</p>
<p>Finally, a few administrative items are unclear, and we want to be sure we're reading them as intended: Scope of Work Section H is titled "Criminal Background Check" but lists deployment and DNS tasks; the Special Terms include a job-site inspection certification; and the cyber-liability clause names "Virginia Military Institute" as the additional insured. Could you confirm the intended reading and the correct entity to name? The RFP also mentions a possible oral presentation - we're glad to travel to Roanoke if invited, and just wanted to confirm you're open to proposals from firms based outside Virginia.</p>	<p>After consideration the background check, and job-site inspection certification are not required. Section 6 (3) should read: RHEA must be named as an Additional Insured on the Cyber Liability Insurance, and the proper name is "The Commonwealth of Virginia, and Roanoke Higher Education Authority, its officers, employees and agents." Upon RHEA's request, Selected Firm will provide a Certificate of Insurance (COI).</p>
<p>Section IV.D.1, p. 4) What payment system does RHEC currently use, and how is it integrated with the website today? Are there any anticipated changes to the payment processor or integration approach for the new site?</p>	<p>Payment systems are not "integrated" into the website. Links to 3rd party providers are used.</p>
<p>Section IV.D.2, p. 4) The RFP lists a document management system as a functional requirement. This can be a complex system of its own, such as SharePoint or Google Drive. What sort of document management do you envision</p>	<p>WordPress document management.</p>
<p>Regarding the amended RFP that was posted to eVA: were there any changes from the original RFP 121251-0 to the amended 121251-1?</p> <p>Website Hosting, DNS & Support SLA (Scope of Work IV.C.5, IV.D.6, IV.G): Where is the RHEC website (www.education.edu) currently hosted, and who currently manages DNS? Will the Authority accept the awarded vendor providing managed WordPress hosting as part of the contract, or must hosting reside with a specific provider or the Authority's own infrastructure? For the optional 1-3 year maintenance term, what uptime and support response-time expectations (service-level standards) should offerors price against?</p>	<p>There is no difference between -0 and -1. There was technical glitch.</p> <p>Pantheon. The Authority will entertain the awarded vendor providing managed WordPress hosting.</p>

<p>Current Platform, Content Migration & Content Creation (Background II; Scope of Work IV.C.1 and IV.C.4): Is the current website already built on WordPress, or will this engagement involve migrating from a different content management system? Of the approximately 193 pages, roughly how many are expected to migrate via automated import versus manual rebuild? Additionally, regarding the requirement to “assist with content creation,” approximately how much net-new content creation does the Authority anticipate versus migration of existing content?</p>	<p>The current RHEC website is built on WordPress. The number of pages expected to be migrated and the amount of new content is yet to be determined and somewhat dependent on redesign plans.</p>
<p>Insurance Requirements (Submission Instructions V.D.7): What are the required insurance types and minimum coverage limits the awarded vendor must carry (e.g., professional liability / errors & omissions, commercial general liability, cyber liability)?</p>	<ol style="list-style-type: none"> 1. Commercial Liability Insurance, US\$1,000,000.00 per occurrence; 2. Professional Liability (Errors and Omissions), US\$2,000,000.00 per claim; 3. Internet/Cyber Liability/Network Security, US\$3,000,000.00 per claim.
<p>Proposal Format (Submission Instructions V.A and V.D): Is there a page limit for the proposal or any individual section, and are there required formatting specifications (e.g., font, margins, file format for any electronic copy)? Please also confirm the required number of hard copies is one (1) original and three (3) copies, plus one (1) redacted copy if proprietary information is included.</p>	<p>There are no page limits or formatting requirements for the proposals. Please follow RFP instructions.</p>
<p>What is driving this project — routine modernization, accessibility complaints or findings, a contract expiration, or something else?</p>	<p>Routine modernization</p>
<p>Is there a target launch date beyond the 6-month contract period, or is that the expected build timeline from contract award?</p>	<p>Jun-27</p>
<p>Is there a budget or budget range we should be aware of? The RFP does not disclose one.</p>	<p>We are not disclosing a specific budget figure to ensure all proposals reflect each bidder's most competitive and innovative approach to meeting the project requirements.</p>
<p>Where is the site currently hosted, and who currently manages that relationship? The text says “Offeror Data Sheet, included as an attachment (Attachment B), broken out into one-time fees and ongoing fees. Provide annual maintenance and hosting fees for first three years.” This sounds like the place for budget information, but Attachment B in the RFP does not appear to include space for budget information. Can you confirm whether our budget should be included under Paragraph 2 of Attachment B?</p>	<p>Pantheon/NewCity You can include your budget under Paragraph 2</p>
<p>The subparagraph numbering jumps from 2 to 5, omitting 3 and 4. Should we follow this numbering in our response, or number our sections sequentially?</p>	<p>Follow this numbering in your response.</p>
<p>In addition to the required hard-copy submission, will RHEC accept an electronic copy of the proposal for convenience? If so, what submission method and file format do you prefer?</p>	<p>No.</p>

Section IV.G.1. Staff Training in Content Management: Can RHEC clarify the intended scope of this training? Specifically, should offerors assume training focused on administration of the new WordPress website and its features, training for additional staff users, or broader content management best practices and governance?	Training will be focused on administration of the new WordPress website and it's features.
What does automated and manual accessibility training refer to?	Refers to accessibility, testing and auditing tools
Is there a current vendor managing the RHEC website or hosting environment? If so, are they eligible to bid on this RFP?	Yes. Yes.
Has a formal WCAG audit of the current site been conducted? If so, will those results be shared with proposers?	No. A formal WCAG audit of the current site has not been conducted.
For existing PDFs and documents that will be migrated to the new site, does RHEC require full document remediation to WCAG 2.1 AA, or are alternative approaches acceptable (e.g., archiving outdated documents, HTML equivalents, or accessible format request options)?	We require full document remediation.
Does RHEC have any existing hosting environment or vendor preference, or may vendors propose an alternative hosting solution? If so, what requirements can you share so that we may provide an accurate quote (SSD storage, CDN, WAF, security requirements, backup retention policies, and/or failover requirements, etc.)?	Vendors may propose an alternative hosting solution.
The IT Terms reference source code escrow for 'Licensed Software.' WordPress and its ecosystem are distributed under the GPL, which makes source code publicly available by definition. Can RHEC confirm whether this escrow requirement applies to a WordPress-based build, and if so, clarify what RHEC considers in scope?	Does not apply to a WordPress-based build.
How does RHEC manage staff directory information, is it maintained in a database, or another system? Understanding the source will help us plan the right approach for keeping the website's staff directory current.	The staff directory is managed manually.
The numbered list in the Specific Proposal Instructions appears to skip items 3 and 4, going from item 2 directly to item 5. Could you confirm whether any proposal requirements were inadvertently omitted?	Please use the numbering system as published.
Has RHEC conducted any surveys, focus groups, or other research with your target audiences in the last five years that could inform the redesign? If so, would that research be available to the selected firm during discovery?	No. We have not conducted any surveys, focus groups or other research with our target audiences in the last five years.
Does RHEC have an interest in conducting user research or usability testing as part of this project?	Yes.
Would it be acceptable if our cost proposal has a range of costs at this stage of the process?	Yes.

Is the selected firm expected to provide ongoing managed hosting, or will the site be hosted on RHEC's own infrastructure? On a related note, there are a few provisions in Attachment G - source code escrow and the staged software-license payment schedule - that are unusual. Could you confirm how these are intended to apply to a WordPress site where the code and content are owned by RHEC? Understanding both early helps us shape the technical approach and pricing.	Does not apply to a WordPress-based build.
Are the optional one-to-three-year maintenance agreements intended as renewals after an initial warranty period, or as the ongoing support beginning at launch?	The optional one-to-three-year maintenance agreements are intended as renewals after an initial warranty period.
Beyond WCAG 2.1 AA compliance, does RHEC require any specific accessibility auditing tools, third-party accessibility certification, or periodic compliance reporting after launch?	We do not require any SPECIFIC accessibility auditing tools, third-party accessibility certification or periodic compliance reporting.
The RFP indicates an approximately six-month implementation period. Does RHEC have a preferred project start date or target website launch date that offerors should consider in their proposed schedules?	Project start date is negotiable. Target launch date June 2027.
Is there a specific third-party newsletter platform (such as Mailchimp or Constant Contact) that requires integration with the new WordPress site?	We use Constant Contact. It is not currently integrated into the website.
Does RHEC have a requirement for multi-language support or specific automated translation tools?	No.
Are specific "printer-friendly" styles or "Print to PDF" features required for certain sections of the site, such as program pages?	Yes. We desire this functionality especially and specifically for program pages.
Is a multi-step editorial approval workflow (e.g., Author -> Editor -> Publisher) required within the WordPress CMS?	No.
Is RHEC looking for a specific site search solution (e.g., Google Programmable Search) or should the proposal focus on a native WordPress search enhancement?	Focus on a native WordPress search enhancement
How many distinct user roles and permission levels are required for backend access?	3 distinct users with full permission levels.
Is an interactive campus or location map integration required beyond a standard static embed?	No.
Are there any desired AI features, such as chatbots or content personalization, that should be included in the proposal?	Please propose any AI features you feel may enhance the redesign.
Does the "assist with content creation" requirement include professional copywriting and editing, or only basic formatting and migration of provided text?	Includes professional copywriting, editing, formatting and migration of provided text.
Should the cost of new professional photography and videography be included in the proposal, or will RHEC provide all visual assets?	No.
Is the contractor responsible for sourcing and licensing any necessary stock imagery?	No.
Are there specific premium WordPress plugins currently in use on the site that RHEC requires to be maintained or replaced?	No premium plugins.
Is the marketing and promotion of the new website launch included in the scope of work?	No.

Does the scope include ongoing Search Engine Marketing (SEM) or active Social Media Marketing (SMM) services beyond initial technical integration?	No.
What is the total storage size (in GB) of the current website's assets to assist in accurately scoping hosting requirements?	18.22 GB
Who is the current incumbent vendor for the website's hosting and maintenance services?	Pantheon/NewCity
What was the cost incurred for the design and development of the current website?	\$138K
What is your current annual spend on website hosting?	\$2,000
Is there an incumbent provider for the current website's design, development, or hosting services? If so, what factors have prompted RHEC to seek a new vendor?	NewCity/Procurement regulations
Who designed and developed the current website?	NewCity
Do you have a preference for local vendors?	No
Could you clarify how the RFP was developed? Specifically, were any external consultants or vendors involved in drafting or providing guidance on its content?	The RFP was developed by the Senior director of Academic & Student Services. A consultant was involved with providing guidance on its content.
What is your current annual spend on support?	\$11, 025.00
Do you require API level integrations for any of the listed third-party applications or is it just hyperlinking?	No. Just hyperlinking.
What specific metrics and KPIs are being used to measure website success?	No specific metrics are being currently utilized.
Do you have an internal technical team responsible for website development?	Yes.
Do you have any specific design preferences (websites you like), or are we free to create a modern UI?	You are free to create a modern UI.
Do you need localization? Which specific languages do you need for localization?	No
How many users are required to be trained?	Weekly
How frequently does site content change?	3
What is the total number of pages currently? More specifically, how many templates do you have currently?	199
Do you prefer a tailored solution or off-the-shelf products for this project?	No preference.
What key elements of branding or visual identity are crucial to retain?	Logos, color schemes
Are there any hard deadlines or significant events driving the schedule?	There are no hard deadlines or significant events driving the timeline.
Do you expect audience research and user testing to be a part of this project?	Yes.
What is the current technology stack of your existing website, beyond just the CMS?	Yoast SEO, GetSiteControl, Google Tag Manager, Google Analytics, Google Custom Search, JQuery and LiveHelpNow
Are there any specific examples of websites (either internal or external) whose design or user interface you particularly like or dislike?	No.

Will training be conducted remotely, onsite, or both, and approximately how many staff members will require CMS and accessibility training?	There is no stipulation on how training is delivered. Three people require training.
What is the approximate number of unique page templates currently in use on the website?	Less than 10.
Can you provide an estimate of how frequently the site content, particularly static pages and core information, is updated or changed?	Quarterly
Are there any specific mobile device types (e.g., iOS, Android) or operating system versions that are a higher priority for testing and optimization?	No.
Do you have existing user personas for your primary target audiences that you can share?	No.
Is there a preference for the geographic location of the vendor's resources (e.g., US-based, offshore)?	US-based
Could you please elaborate on the "Center branding" elements (e.g., logo guidelines, color palette, typography, tone of voice) that are crucial to retain in the new design?	Logos, color palette and typography are essential to Center branding
If the contract value exceeds \$100,000, can the Offeror perform all work internally without using subcontractors and still comply with Attachment C?	Yes, indicate that you (your firm) will be performing the work.
Will the selected vendor receive full administrative access to the current website and hosting environment?	Yes, if needed.
Approximately how many PDF documents require ADA remediation?	Estimated 300
Are any custom WordPress plugins currently in use that must be retained?	Yeast SEO, YouTube, and Jet Pack
Will RHEC provide content owners for content review and approval?	Yes.
Does RHEC have a preferred DNS provider for the DNS migration?	No
Is event registration functionality required within the Event Calendar?	No.
Is one original, three copies, and one redacted copy required even if no proprietary information is included?	A redacted copy is not required if there is no sensitive text.
Can proposal signatures be electronic, or are wet signatures required?	Proposal signatures can be electronic.
Is there a preferred proposal format or page limit for responses?	No.
Should the Cost Proposal (Attachment H) be submitted in a separate sealed envelope?	No.
Is a digital copy (USB or PDF) required in addition to the hard copies?	No.
What types of online payments are expected to be supported on the new website?	Online payments will be facilitated via direct links to 3rd providers.
Are there specific search, filtering, or sorting requirements that are not available on the current website?	Current search function is satisfactory.
Should the emergency alert feature integrate with an existing notification system?	We currently use Omnilert.
Should social media integrations display feeds automatically or simply link to social media platforms?	We would like to integrate live display feeds from Facebook and LinkedIn

How many pages are on your current website, and do you plan to keep them all?	199 pages. Most will be kept, depending on any structural changes made to the site's organization as part of the redesign process.
What are the third-party APIs and integrations available in your existing website?	Not applicable
Do you want any custom functionality on the website?	Custom functionality may be required depending on the Offeror's suggestion for changes to the website's structure or navigation.
Would you like to have a custom payment gateway integrated into your website?	No, the RHEC currently uses third-party tools for online payment acceptance.
Are there any paid plugins you are considering for your website?	No.
What is the average user visit count on your website?	We average 4,600 website visitors per month
Do you have any branding guidelines or existing brand assets (e.g., logos, color schemes, fonts)?	Yes. We have existing logo and color scheme branding.
Do you have any specific design preferences?	Design should align with and/or be inspired by the RHEC's current branding, including the RHEC's logo and colors.
Do you need any additional features like an advanced search function?	A standard search function is sufficient.
What is the main reason for your website redesign?	The last major redesign of the website was completed ten years ago.
Do you have any feedback or specific pain points with the existing design?	Site navigation has been identified as a pain point for website visitors.
Would you like any additional integrations on the redesigned site?	Only what has already been stated in the RFP.
Would you like to improve SEO and site speed during the redesign?	Yes.
Do you have any analytics or reports about how users interact with your current site?	Yes. We use Google Analytics
What tool do you use to manage the accessibility of the website?	We do not currently use any tools to manage the accessibility of the website.
Are there any specific compliance standards we need to follow? (e.g., WCAG, ADA, GDPR)	Yes, it needs to comply with WCAG 2.1 AA, as specified in the RFP.
Do you need regular backups, security patches, or content updates?	Backups are expected to be maintained daily, as stated in the RFP.
Will ongoing website maintenance and support be required post-launch?	RHEC will consider 1-3 year optional maintenance agreements.
Does RHEC have a preference for the hosting provider or data center location (e.g., AWS GovCloud, Azure Government, a Virginia-based data center), or is this at the Offeror's discretion as long as servers are located within the United States?	At the Offeror's discretion as long as servers are located within the United States
What is the required guaranteed uptime percentage for the hosted environment? Section X.I.1.5 references a "guaranteed up time (percentage)" but does not specify a minimum threshold (e.g., 99.9%, 99.99%). Please clarify the expected SLA.	99.50%
Is RHEC open to a fully managed WordPress hosting platform (e.g., WP Engine, Pantheon, Kinsta) or does RHEC require a traditional server-based hosting arrangement (e.g., dedicated or virtual private server)?	We are open to a fully managed WordPress hosting platform. Our site currently uses Pantheon.

What is the anticipated growth in website traffic and pages over the next three years beyond the current ~4,600 monthly visitors and ~193 pages? This will help size the hosting infrastructure appropriately for scalability.	No expected growth.
Section X.G (Data Protection Addendum, Section 4.b) references compliance with NIST SP 800-171 or ISO/IEC 27002 and FIPS 140-2 encryption. Does RHEC require the hosting provider to hold a specific certification (e.g., SOC 2 Type II, FedRAMP) or is self-attestation of compliance with these standards acceptable?	Self-attestation of compliance with these standards is acceptable.
Is a Web Application Firewall (WAF) required as part of the hosting security controls, or is the reference to "industry standard intrusion detection, firewalls, and encryption techniques" (Section X.L.3) sufficient at the network/infrastructure level?	A Web Application Firewall is not required.
Does RHEC require DDoS protection as part of the secure hosting environment, and if so, are there specific mitigation standards or response time expectations?	DDoS protection is not needed.
Are there specific SSL/TLS certificate requirements (e.g., Extended Validation, Organization Validated) for the hosted website, or is a standard domain-validated certificate acceptable?	A standard domain-validated certificate is acceptable.
Section X references a 2-hour recovery point for content backup and a 24-hour maximum unavailability under the disaster recovery plan. Does RHEC require a formal Recovery Time Objective (RTO) and Recovery Point Objective (RPO) beyond these thresholds, and should these be documented in a separate DR plan deliverable?	No.
Is the daily off-site backup required to be at a geographically separate data center within the United States (e.g., a different region/availability zone), or is a separate facility within the same metro area acceptable?	A separate facility within the same metro area is acceptable.
Does RHEC require automated, scheduled backups (e.g., hourly, every 6 hours) in addition to the minimum daily off-site backup, and should the Offeror provide RHEC with direct access to backup snapshots?	Daily backups are sufficient. The offeror should provide RHEC with direct access to backup snapshots.
The RFP states a contract period of approximately six (6) months with 1-3 year optional maintenance agreements (Section IX.K). Should the hosting fees for the initial 6-month period be quoted separately from the three (3) successive one-year renewal periods, and does hosting begin at go-live or at contract execution?	Yes. Quote the initial 6-month hosting fee separately. Hosting fees should begin at go-live.
For the annual maintenance and hosting fees for the first three years (per Evaluation Criteria #4), should Offerors present hosting as a fixed annual fee, or is a monthly billing model acceptable?	We prefer a quarterly billing model.
Are there any budgetary constraints or a not-to-exceed threshold for the annual hosting component that Offerors should be aware of?	No.
Section IV.C.5 requires migration of DNS records to a third-party DNS provider. Does RHEC have a preferred DNS provider already selected, or should the Offeror recommend and include DNS hosting in their proposal?	The Offeror should recommend and include DNS hosting in their proposal. RHEC does not have a preference.

<p>Who currently manages the domain registration for www.education.edu, and will RHEC transfer registrar control to the Offeror, or will the Offeror only manage DNS zone records?</p>	<p>GoDaddy currently manages the domain registration. The offeror will only manage DNS zone records.</p>
<p>Is there a preferred cutover strategy (e.g., parallel hosting during transition, phased migration, immediate switchover) for moving from the current hosting environment to the new one?</p>	<p>No preferred cutover strategy – will take recommendation from the Offeror on best method</p>
<p>What level of hosting monitoring and reporting does RHEC expect? For example, should the Offeror provide monthly uptime reports, performance dashboards, bandwidth/storage utilization reports, or security incident logs?</p>	<p>Performance Dashboard</p>
<p>What are the expected response and resolution times for hosting-related incidents (e.g., site outage, performance degradation)? Should these be tiered by severity (e.g., P1 = 15 min response, P2 = 1 hour)?</p>	<p>Reasonable response and resolution times are expected.</p>
<p>Does RHEC require 24/7/365 hosting support, or is business-hours support (e.g., M-F, 8 AM–5 PM ET) acceptable for non-critical issues, with after-hours support limited to critical outages only?</p>	<p>Business hours support is acceptable for non-critical issues.</p>
<p>Section X.V requires all content to be returned within 30 days of contract termination. In what format should the data be returned (e.g., full WordPress export, database dump, flat files), and should the Offeror include data portability/export capabilities as part of the hosting solution?</p>	<p>Full WordPress export, the offeror can include data portability as a part of the hosting solution</p>
<p>Upon contract termination, does RHEC expect the Offeror to assist with migration to a successor hosting provider, and if so, should this transition assistance be included in the hosting proposal or quoted separately?</p>	<p>Yes. Transition assistance should be quoted separately.</p>
<p>The RFP references both a website redesign and optional 1–3 year maintenance agreements. Could RHEC clarify whether the primary contract scope is limited to a one-time redesign and launch, with ongoing content management falling under a separate optional maintenance agreement or, whether the selected vendor is expected to actively manage and update content on the live site during and after the redesign period?</p>	<p>The primary contract scope is limited to a one-time redesign and launch, with ongoing content management falling under a separate optional maintenance agreement</p>
<p>The RFP references a document management system as a functional requirement (Section IV.D.2). Could RHEC provide an estimate of the current volume of documents hosted or accessible through the website, including approximate number of files, file types (e.g., PDF, Word, Excel), and whether these documents are stored on-site, in a third-party repository, or embedded directly within page content?</p>	<p>Approximately 300 documents, mostly PDFs. The documents are stored on-site.</p>
<p>The RFP requires staff training in content management (Section IV.G.1) and states that RHEC will be responsible for ongoing content input and accuracy (Section X.K.1). Could RHEC describe the anticipated internal workflow for updating public-facing content after launch, specifically, how many staff members are expected to manage content, whether a formal editorial approval process is required before content goes live, and whether role-based access controls (e.g., editor vs. publisher) are needed in the CMS configuration?</p>	<p>Currently, one person is responsible for managing content. We will consider developing a formal editorial procedure.</p>

<p>Will RHEC provide offerors with access to the current site's www.education.edu Google Analytics or equivalent traffic/analytics data as part of the Discovery & Planning phase, or is this expected to be included in the proposal as an offeror-led discovery effort? Additionally, does RHEC currently have an active maintenance or hosting contract with a vendor for the existing site, and will there be any incumbent transition coordination required?</p>	<p>Yes. We will provide access to Google Analytics reports. We have an existing active maintenance contract with NewCity.</p>
<p>The RFP requires online forms and payment integration capability (Section IV.D.1), and the Data Protection Addendum (Attachment G, Section 10.c) includes detailed PCI-DSS compliance obligations. Could RHEC confirm which payment processor is currently in use or preferred, and whether RHEC intends for payment processing to occur within the WordPress environment or via redirect to a third-party PCI compliant payment gateway?</p>	<p>Via redirect to 3rd party providers.</p>
<p>The RFP lists emergency alerts capability as a functional requirement (Section IV.D.3) but provides no further specification. Could RHEC clarify whether this refers to integration with an existing third-party emergency notification system, a custom on-site alert banner managed through WordPress, or both? If an existing system is in place, please provide the name of the platform so we can propose a compatible integration approach.</p>	<p>Integration with a 3rd party emergency notification system-Omnileit</p>
<p>Section IV.D.7 of the RFP requires integration of Facebook and LinkedIn social media feeds. Could RHEC clarify whether this refers to live embedded feed displays, share/follow buttons, or automated content mirroring between social platforms and the website? Additionally, does RHEC currently hold authenticated developer credentials for the relevant platforms (Facebook Graph API, LinkedIn API) that would be made available to the selected vendor, or will credential setup need to be factored into the implementation scope?</p>	<p>We want to develop live embedded feed displays and credential setup should be factored into the implementation scope.</p>
<p>The RFP section IV.C.5 requires the contractor to migrate DNS records to a third-party DNS provider but does not identify the provider. Has RHEC already selected a DNS provider, or is the offeror expected to recommend and implement a provider as part of their solution? We request this information to accurately define implementation steps and include any associated costs in the Cost Proposal (Attachment H).</p>	<p>Offeror is expected to recommend and implement a provider as a part of their solution</p>
<p>Section X.J.1.5 of the RFP requires the contractor to provide a guaranteed uptime percentage, with credits owed to RHEC if non-excusable downtime exceeds that guarantee. However, the RFP does not specify the minimum acceptable uptime threshold. What is RHEC's minimum required uptime percentage for the hosted website environment, and how does RHEC define "non-excusable downtime" for purposes of calculating SLA credits?</p>	<p>99.5%. Any Period where a system, equipment, or service fails to operate due to reasons within the responsible party's control.</p>
<p>Can a firm submit a proposal as a Prime Contractor and also participate as a subcontractor on another offeror's proposal for this solicitation?</p>	<p>Yes.</p>
<p>Is there an incumbent vendor currently providing website design, hosting, or maintenance services?</p>	<p>Yes.</p>

Does RHEC have a preferred hosting environment (e.g., AWS, Azure, managed WordPress hosting, etc.)?	No preference
Are there any specific security, compliance, or data residency requirements for the hosting environment?	U.S. based
Must all four references be website redesign and hosting projects, or will similar web development, CMS implementation, accessibility compliance, or digital transformation projects be considered?	Please provide references at your discretion based on the scope of this project.
Can references from private-sector, nonprofit, or higher-education clients be submitted, or is public-sector experience preferred?	Yes. References from private-sector, nonprofit, or higher-education clients can be submitted.
Can multiple references be provided from the same client if they represent different projects?	Yes.
Will the evaluation consider the combined experience and qualifications of the prime contractor and proposed subcontractors/team members?	Evaluation will consider all aspects of experience and qualifications.
If the prime contractor does not independently possess four directly comparable website redesign references, may references from proposed subcontractors or key personnel be included to demonstrate the team's collective qualifications and experience?	References should be reflective of the prime contractor's experience and qualifications.
Is there any local preference for the vendors? Or are there any diversity goals defined?	No. No.
Will you be providing the photo content for the website? Are you open to our team scheduling and executing on-site photography to get high-quality imagery for the website?	We will provide visual assets.
For ADA Compliance: Are you open to ADA compliance provided by a software solution, or do you require WCAG 2.1 AA at the code level with Manual Audits? This would have a significant impact on cost.	We are open to ADA compliance provided by a software solution.
Do you have a payment vendor chosen already?	Payment vendor is not required.
Will RHEC require direct access to the hosting account/server, or would vendor-managed hosting and maintenance be preferred?	Vendor managed hosting is preferred.
Are there any preferred or prohibited hosting providers, platforms, or infrastructure requirements we should be aware of?	No.
The cover sheet and Section V.A call for one original plus three copies, sealed and mailed or hand-delivered to your office by 2:00 p.m. on June 22. Is hard copy the only accepted method, or will RHEC also accept (or prefer) an electronic copy by email or on a USB drive? We're out of state, so we want to plan delivery against that 2:00 deadline carefully.	Please follow RFP submission instructions.
1. Will the hosted website store or process any "Protected RHEA Data" as defined in the Data Protection Addendum (Attachment G), such as FERPA student records or PCI payment-card data, or is it a public informational site? The answer decides whether the Addendum's heavier obligations apply: the annual third-party security audit, vulnerability scan, and penetration test (Section 9), NIST 800-171 storage, and \$1M cyber-liability coverage. That's the single biggest driver of our cost, so we'd rather scope it precisely than pad the number.	education.edu is a public informational site.

<p>Section V.B.6 and IX.N say all materials prepared for RHEC belong exclusively to RHEC. The IT Terms in Section X read differently. They treat the deliverable as proprietary "Licensed Software" owned by the contractor (X.U), with source-code escrow (X.G) and SaaS-style change control. For an open-source WordPress build, those don't quite fit. Can you confirm the ownership provisions govern, so RHEC owns the site and its custom code, and that the licensed-software and escrow terms apply only to any third-party components we'd license in?</p>	<p>RHEC owns the site and its custom code, and that the licensed-software and escrow terms apply only to any licensed third-party components.</p>
<p>Section IV.C.4 asks us to "migrate existing content and assist with content creation." The current site runs about 193 pages. How much of that is straight migration of existing copy, versus net-new content you'd want us to write? And are there specific integrations we should price for now: online payment processing (and if so, which gateway), the document management system, social feeds, and the third-party DNS provider named in IV.C.5?</p>	<p>The RHEC will be responsible for creation of content. We anticipate the majority of the pages to migrate, however, to a degree this is dependent on the redesign plan. No 3rd party integrations are required..</p>
<p>Will the selected vendor be responsible for any custom integrations beyond basic payment forms and social media embeds (e.g., single sign-on, CRM, SIS, or scheduling tools)?</p>	<p>No. The selected vendor will be responsible embedding live social media feeds.</p>
<p>For disaster-recovery compliance ("availability restored within 24 hours"), is an active-active architecture required or will RHEC accept daily backup restoration in a secondary region?</p>	<p>RHEC will accept daily back-up restoration.</p>
<p>What will payment integrations be used for? I.e. you have space, equipment, and rental services?</p>	<p>No payment integrations are required.</p>
<p>What is desired for the document management system (i.e. media library organization plugin)?</p>	<p>We can utilize WordPress document management.</p>
<p>Is the emergency alerts capability an alert bar on the home page that can be edited or is deeper?</p>	<p>An alert bar on the homepage</p>
<p>Is an interactive calendar desired for the event calendar?</p>	<p>Yes.</p>
<p>Is other functionality needed (such as archiving, etc.)?</p>	<p>No.</p>
<p>For automated & manual accessibility training, is ongoing monitoring and assistance needed in addition to accessibility training?</p>	<p>Accessibility training is required.</p>
<p>Is there a minimum length of time required for warranty or should that and post-launch follow</p>	<p>No.</p>
<p>Do you plan to migrate all content from the old site, or only specific content?</p>	<p>We plan to migrate the majority of content.</p>
<p>For the content, you say: "assist with content creation," can RHEC clarify the expected level of support? Should vendors include copywriting/editing for a defined number of pages? How much content/copywriting do you expect to need?</p>	<p>RHEC will be responsible for the majority of content creation. Vendors may include copywriting/editing as a part of your proposal/budget.</p>
<p>The RFP mentions branding consistency. Is there an established brand guide the designer should work from?</p>	<p>Logos and color schemes</p>
<p>Will the Center be providing photography to use on the website, or should we budget for custom photography?</p>	<p>RHEC will provide photography.</p>
<p>"Maintain all current features while enhancing searching, sorting, and filtering functionality." Does this refer to the Programs page, or other sections of the site?</p>	<p>This refers to the program pages.</p>

We see Space Rental, RHEC library, and Class Schedules are third party apps. Will those be kept third party on the new site?	Yes.
Online forms: it appears the current site uses embedded Cognito forms. Should those be kept on the new site?	Yes.
Payment integration capability: What online payments do you want to collect on the site? We see the current site has a Give Now button but that links out to Donor Perfect-hosted page. Do you intend to keep using Donor Perfect or do they want to bring donations onsite?	We intend to keep Donor Perfect.
Event Calendar: What types of events functionality will you need (i.e. RSVP, ticket sales, search/filter, past events archive, etc...)?	Announcements.
News integration: how should this work? Is news an onsite blog, or do you need to integrate an offsite news feed?	News is an onsite "blog".
Is there a desired completion date for this project?	Our desired go live timeframe is June 2027
How many maintenance hours per month, on average, does RHEC use currently? What types of maintenance is typically requested?	We pay for maintenance quarterly, We do not have access to the number of maintenance hours used.
What security standards will be evaluated?	The selected vendor will be expected to demonstrate adherence to industry-standard security practices. Proposals will be evaluated based on the vendor's security controls, policies, certifications, and ability to protect the confidentiality, integrity, and availability of website data and systems.
How many people will be administering content?	two-three
What was last year's annual budget for website maintenance and hosting?	Maintenance =11, 025/Hosting=2000
What is the average bandwidth usage per month?	120 GB
Can you provide current storage requirements for both database and files?	18.22 GB
Payment integration is listed under functional requirements (§IV.D.1). What transactions need payment support (for example: event or room rental fees, program registration, or Foundation donations), and what is the approximate annual transaction volume?	Payment "integration" will be achieved through links to 3rd party providers. Annual transaction volume data is not available.
Is a hosted or redirect-based checkout acceptable for payments, so that cardholder data does not pass through the RHEC website? This keeps the site outside PCI-DSS scope.	Not applicable
For the event calendar (§IV.D.4), do events require registration, RSVP, ticketing, recurring schedules, or a downloadable calendar feed, or is a display-only calendar sufficient?	A display-only calendar is sufficient
For the staff directory (§IV.D.5), approximately how many staff are listed, what fields are shown, and should it connect to any existing HR or directory system?	Approximately 150 staff are listed. Fields include: Name, title email, location and picture (rhec staff)

For emergency alerts (§IV.D.3), should alerts appear as a site-wide banner, who will publish them, and should they also push to email or text subscribers?	Yes. Alerts should appear as a site-wide banner. RHEC staff will publish them, Omnileert will push the alerts to email and text.
The current site search is provided by Google Programmable Search. Is replacing or improving site search in scope, and are there specific filtering needs (for example, filtering programs by subject or format, or rooms by type and setup)? (§III)	Improving site search is in scope. Filtering programs by member, program area, program level, and delivery method is desirable.
The current site includes a live chat widget. Should live chat continue on the new site, and if so, under whose account?	We plan to continue live chat under our currently established account with livehelpnow.
The current site lists member institutions, programs, and rentable event spaces as distinct content types. Should all three continue, and does the room rental process need online booking, availability calendars, or payment?	All three will continue to be utilized. Room Rental processes are handled through EMS.
Social media integration names Facebook and LinkedIn (§IV.D.7). Should these display a live feed, or simply link to the Center's profiles?	Live feed
Are there any single sign-on or user authentication requirements for staff, members, or the public?	Password credential is needed to access member resources.
The RFP notes approximately 193 pages (§II). Our review of the current site identified additional content once posts, programs, announcements, and job postings are counted. Is there content you plan to retire or consolidate during the redesign?	We will likely retire and/or consolidate some content in the redesign.
Section §IV.C.4 covers migrating existing content and assisting with content creation. How would you like to divide responsibility between migrating existing content and writing new content, and roughly how much new content do you anticipate?	RHEC will be responsible for the majority of content creation. Vendor would be responsible for migrating existing content.
How many staff members will need content-editing access, and are there distinct roles or permission levels?	2-3. All staff members will require the same level of access.
Are current brand guidelines, logos, color palettes, or a style guide available for the redesign?	Yes
Are there websites you consider strong examples, either for visual style or for functionality?	No
Are there existing pages or sections that must carry over unchanged?	No
The RFP requires WCAG 2.1 AA or higher (§I, §III). Is WCAG 2.1 AA the target, or would you prefer WCAG 2.2 AA?	We want our website to be fully compliant.
Has the current site had a recent accessibility audit, or have there been accessibility complaints we should be aware of?	No
Many existing PDFs and documents may not meet accessibility standards. Is remediation of existing documents in scope, or will RHEC provide accessible source files?	Remediation of existing documents is in scope.
The RFP requires a secure hosting environment (§IV.D.6). Does RHEC have a preferred WordPress hosting provider, or should offerors recommend a hosting platform?	No preference.

Who currently manages DNS, domain registration, SSL certificates, and related technical accounts, and will the selected vendor be granted administrative access to support the DNS migration described in §IV.C.5?	NewCity manages DNS and SSL certificates/RHEC manages domain registration. The selected vendor will be granted any required access.
Are there any current security tools, policies, vulnerability scanning requirements, or IT review processes the selected vendor must comply with before launch?	No.
Does RHEC require any specific plugin approval process, restrictions, or security standards for the WordPress build?	No.
What analytics tools are currently in use, and should the selected vendor migrate, reconfigure, or replace existing analytics tracking?	Google Analytics. No.
Are there priority conversion goals the new website should track, such as program inquiries, event registrations, room rental inquiries, donations, or form submissions?	We want to consider tracking program inquiries, room rental inquiries and form submissions.
Is the standard WordPress media library sufficient or are there additional capabilities you need that it doesn't provide?	The standard WordPress media library is sufficient.
Do you have a specific payment processor (square, PayPal, stripe, authorize.net) you need integrated?	We simply link out to the third party payment processors that we utilize.
Will sensitive data (e.g. cc info) be stored on the site requiring a PCI compliant host?	Not applicable
Do you need a full checkout process implemented or just the ability to embed payment buttons at the specific locations?	No. We do not need a full checkout process. We simply link to the third party payment processors that we utilize.
Does this need to integrate with a third party system such as Everbridge or a local only system for these alerts?	We use Omnilert.
Do the alerts need to expire after a specified amount of time or manually as determined by staff?	Manually, as determined by staff.
Can the proposed be hand delivered to the Roanoke Higher Education Center the day before or on the due date, instead of being mailed? If so, what would be the process for that?	If hand delivered, it must be received and recorded at the Reception Desk on the second floor.
What is your budget for this project?	At this stage, we are not disclosing a specific budget figure to ensure all proposals reflect each bidder's most competitive and innovative approach to meeting the project requirements.
What are the key areas the current site is lacking?	Event calendar and announcements
Are there any new functionalities you're looking to add?	Event calendar
Are there existing sites that you feel best exemplify how your site should look/feel/run?	No. We have not identified any example websites
Is there a budget or budget range this project needs to fall within?	At this stage, we are not disclosing a specific budget figure to ensure all proposals reflect each bidder's most competitive and innovative approach to meeting the project requirements.
In terms of hosting, are you looking for the vendor to recommend alternative hosts?	Yes. We are looking for recommendations.

How many internal team members will be responsible for maintaining and updating the website on an ongoing basis?	Two-three
What type of post-launch support are you anticipating?	Full support to ensure the stable performance of the website without any issues after it goes live.
Specifically, I need to know if our California Small Business meets the requirements for this RFP, referencing Attachment C. Or, does a Virginia Small Business need to meet the 42% minimum requirement?	Being certified by California as a SWAM business, does not meet the requirements of Virginia SWAM requirements. You would have indicate you are not SWAM certified and have no plans to subcontract any portion of the contract.
Are there priority conversion goals the new website should track, such as program inquiries, event registrations, room rental inquiries, donations, or form submissions?	Program inquiries
Is SEO migration expected to include redirect mapping, metadata migration, XML sitemap generation, search console setup, and preservation of existing search rankings?	The intent is to preserve and, where possible, improve the site's organic search performance. Vendors should describe the SEO migration activities they recommend, including redirect management and metadata preservation.
Are there specific performance targets for the new site, such as Core Web Vitals, page-load speed, or mobile performance benchmarks?	No specific performance targets.
Who will serve as the primary decision-maker for design, content, technical, and accessibility approvals?	Webmaster and the Senior Director of Academic & Student Services
How many stakeholder groups should be involved in discovery, design review, and user acceptance testing?	To be determined
Does RHEC anticipate providing consolidated feedback at each review milestone, or should the vendor plan for multiple rounds of stakeholder input?	We anticipate providing consolidated feedback at each review milestone
What are RHEC's expectations for usability testing: internal stakeholder review, student/user testing, formal moderated testing, or another approach?	Internal stakeholder review
What criteria will RHEC use to determine final acceptance of the completed website?	We will develop criteria based on the functional, aesthetic, and technical requirements.
Are there any known blackout dates, board approvals, academic calendar milestones, or internal deadlines that could affect the six-month project timeline?	No.
Who will be responsible for ongoing WordPress core, theme, and plugin updates after launch?	Maintenance provider and RHEC.
What staffing does RHEC have to support the future website?	Currently we have 1 staff member supporting the website.
Will RHEC accept electronic submission of any proposal materials, or are hard-copy sealed proposals strictly required?	Please follow RFP submission instructions.
Should the cost proposal include third-party software, plugin, hosting, and payment processing costs, or should those be listed separately as pass-through expenses?	Please include all expenses in the cost proposal.

<p>Does RHEC provide any evaluation preference or additional consideration for offerors utilizing Virginia DSBSD-certified small business subcontractors?</p>	<p>No.</p>
<p>Can RHEC provide an estimate of the pages, documents, PDFs, forms, and media assets expected to be migrated?</p>	<p>481 images and 366 documents.</p>
<p>Beyond WCAG 2.1 AA compliance, does RHEC require deliverables such as a VPAT, third-party accessibility validation, formal accessibility audit reports, or ongoing accessibility monitoring?</p>	<p>While third-party validation and formal accessibility reporting are preferred, they are not currently mandatory requirements unless otherwise proposed by the vendor. Vendors should clearly describe their accessibility methodology, testing tools, manual testing procedures, and quality assurance processes used to verify WCAG 2.1 AA compliance.</p>
<p>Please confirm whether the source code escrow requirements apply to a WordPress-based solution utilizing open-source software and commercially available plugins.</p>	<p>Does not apply to a WordPress-based solution.</p>
<p>Please provide all URL(s) are in scope for this project?</p>	<p>education.edu</p>
<p>The RFP names WordPress as the content management system. Will RHEC consider a proposal built on an equivalent open-source CMS - specifically Drupal - provided it meets every stated objective?</p>	<p>No.</p>