



REQUEST FOR PROPOSAL (RFP)

RFP Number & Title: 2122-02
Website Redesign

Place of Opening: Barlow Hall – Business Office
Clackamas Community College
19600 Molalla Avenue
Oregon City, OR 97045

Date & Time of Opening: Wednesday August 31, 2022, 2:00PM

To Be Opened By: Elizabeth Cole, Purchasing Agent
(503) 594-3086

PURCHASING DEPARTMENT
19600 Molalla Avenue
Oregon City, OR 97045-7998
Phone: 503-594-3086
Fax: 503-722-5879
Email: purchasing@clackamas.edu

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REQUEST FOR PROPOSAL

RFP2122-02 Website Redesign

SECTION 1. GENERAL INFORMATION

1.1 Legal Advertisement

Clackamas Community College
REQUEST FOR PROPOSALS RFP2122-02
Website Design

Proposals due Wednesday August 31, 2022 at 2:00 PM

CLACKAMAS COMMUNITY COLLEGE invites proposals from qualified consultants (hereinafter, Responder, Proposer, company, firm, provider, or contractor) to provide website design services on the Clackamas Community College external webpage.

Proposal documents and specifications will be available on http://www.clackamas.edu/Request_for_Proposals.aspx or by calling (503) 594-3086.

Electronic proposals will be accepted at purchasing@clackamas.edu until Wednesday August 31, 2022 at 2:00 p.m.

Proposals will be reviewed in closed session.

The College reserves the right to reject any proposal not in compliance with all prescribed public procurement requirements, and to reject for good cause any or all proposals upon finding that it is in the public interest to do so.

No proposal will be received or considered unless fully complete in the manner provided in the proposal documents and advertisement for proposals.

Elizabeth Cole
Purchasing Department

1.2 Description of the College

Clackamas Community College is an accredited public two-year institution offering comprehensive programs in college transfer, professional technical training, continuing education, and developmental learning skills. Formed in 1966, the College is a fiscally independent municipal corporation, governed by a seven-member Board of Education elected by zones. The College's budget and Comprehensive Annual Financial Report are available at http://www.clackamas.edu/Budget_Committee.aspx.

1.3 Responsibilities of Proposers

Clackamas Community College follows the Oregon Public Contracting Code, ORS 279 and related regulations, as modified by the College's local contract review board. Certain purchases go through a prescribed bid/quote/proposal process (for the purposes of this document, bid, quote, and proposal may be used interchangeably). A Request for Proposal (RFP) allows the College to evaluate vendors' proposals using criteria in addition to or instead of price.

As a bidder, you are expected to submit bids that are accurate, complete, and contain all terms and conditions which you feel are necessary. If, after submitting your bid, you find changes are necessary, you may change or withdraw your bid any time up to the time of the bid opening. However, after the opening, the bid may not be changed or altered in any way. If accepted, your bid/quote/proposal is considered a binding contract that you, as the bidder, will be expected to honor. No bidder may withdraw their bid after the time set for the opening, or before award of the contract, unless said award is delayed for a period exceeding 60 days. If for any reason you do not perform, the College can be expected to take whatever action it feels appropriate, including but not limited to removal of your name from future bid lists.

Proposers shall provide one (1) electronic copy of their proposal and all attachments submitted electronically to purchasing@clackamas.edu.

All proposals must be received at purchasing@clackamas.edu no later than the date and time of opening specified in this document. It is entirely the responsibility of the proposer to ensure that their proposal is received at the above location prior to the time of opening. Proposals which are received after the time of opening will not be considered and will be returned to the proposer, unopened.

1.4 Submittal Acceptance

Submittals will be judged on the completeness and quality of content as described in this Request for Proposals. Only those submittals that contain complete information as required by these specifications will be considered for evaluation.

1.5 Right of Award or Rejection

Submission of a response shall indicate to the College that the proposer accepts all the terms and conditions contained in this RFP and associated documents. It is understood that all submittals shall become a part of the public file on this matter without obligation to College. The College may reject any submittal that does not comply with all the prescribed submission procedures and requirements in this Request for Proposal, and

may, for good cause, reject any or all submittals, or any part of a submittal, upon a finding that it is in the public interest to do so.

1.6 Inquiries

Questions that arise during preparation of the RFP shall be submitted in writing (writing includes Fax and E-mail) to:

Elizabeth Cole, Purchasing
Fax: 503-722-5879
Email: purchasing@clackamas.edu

All questions must be received by the Purchasing Agent no later than Thursday August 11, 2022 at 5:00 pm. All questions and answers thereto shall be provided to all responders per Addendum via email by Monday August 15, 2022 by 5:00 pm.

1.7 Response Information

Each submittal shall list a responsible person and telephone number where that person can be reached if contact is necessary during the RFP review.

The proposal response forms which are a part of these specifications must be completed and returned. If you need additional space for your response, please attach pages and number your responses to match the question numbers.

Exhibit A: Signature Sheet must be signed with a digital signature as follows:

- 1.7.1 In the case of an individual bidder, by such individual.
- 1.7.2 In the case of a partnership, the name of the partnership must appear on the proposal sheet, and it shall be signed in the name of the partnership by at least one partner.
- 1.7.3 In the case of a corporation, the corporation name must appear on such proposal, and it shall be signed by the president or other officer who is authorized to submit bids for the corporation. There shall be set forth under the signature of such officer the name of the office they hold or the capacity in which they act for the corporation.
- 1.7.4 A signed copy of Exhibit B: Certification of Non-Discrimination must be signed with a digital signature.

1.8 Schedule of Events

Advertisement(s) for RFP:	Friday August 5, 2022
Inquires/Questions Due:	Thursday August 11, 2022
Responses to Questions (via Addendum):	Monday August 15, 2022
Request for Proposals Due:	Wednesday August 31, 2022
Contract Begin:	September 2022

1.8.1 CCC is conducting this RFP with the intention of contracting with a Website design consultant to provide website re-design services.

1.9 Contract

1.9.1 The Master Price Agreement(s) resulting from this solicitation will have an initial term of one (1) year, with the option to renew in one (1) year increments, for a total maximum contract term of no more than five (5) years.

1.9.2 The successful proposal and all terms and conditions contained in this Request for Proposal will be made part of the contract.

1.9.3 The management of this contract for the College will be the direct responsibility of the Executive Director of College Relations & Marketing.

1.9.4 The contract may be cancelled by either party, upon written notice delivered by Certified Mail 90 days prior to the chosen cancellation date.

1.9.5 In the event that the vendor fails to carry out or comply with any of the terms and conditions of the contract, the College reserves the right to demand remedy of any failure or default within ten (10) days. In the event that the Architect and/or Engineer fails to remedy the failure or default within the specified period, the College shall have the right to cancel and terminate the contract without additional notice.

1.10 Interpretation of Specifications

No officer or employee of Clackamas Community College has any authority to place any interpretation, either verbal or written, upon the foregoing or annexed specifications without written approval from the Purchasing Office.

1.11 Prohibition of Alternations

Proposals which are incomplete or conditioned, or which contain any erasures, alternations, addition of items not called for in the itemized proposal, or that contain irregularities of any kind, which are not in conformity with the law, may be rejected.

1.12 Acceptance of Conditions

Each responder, by the submission of a proposal, assents to each term and condition set forth anywhere in these specifications and agrees to be bound thereby.

1.13 Resident Bidder

All responders must contain a statement as to whether the proposer is a “resident bidder” as defined in ORS 279A.120. It is understood that, in the selection of equipment and supplies listed herein, preference will be given articles manufactured or produced within the State of Oregon, price and quality being equal, and time required for delivery being satisfactory to the College.

1.14 Equal Employment Compliance Requirement

By submitting this proposal, the bidder certifies conformance to the applicable Federal Acts, Executive Orders, and Oregon Statutes concerning Affirmative Action toward equal employment opportunities. All information and reports required by the Federal or Oregon Governments having responsibilities for the enforcement of such laws, shall be supplied to the College upon request for purposes of investigation to ascertain compliance with such acts, regulations, and orders.

1.15 Oregon COBID

Pursuant to Oregon Revised Statute (ORS) Chapter 200, DAS encourages the participation of small businesses, certified by the Oregon Certification Office for Business Inclusion and Diversity (“COBID”) in all contracting opportunities. This includes certified small businesses in the following categories: disadvantaged business enterprise, minority-owned business, woman-owned business, a business that a service-disabled veteran owns or an emerging small business. DAS also encourages joint ventures or subcontracting with certified small business enterprises. For more information, please visit <https://oregon4biz.diversitysoftware.com/FrontEnd/VendorSearchPublic.asp?XID=6787&TN=oregon4biz>

1.16 Audit of Books and Record

The College, through its representatives, shall have access at all reasonable times to the books and records of the Contractor and subcontractors so far as they relate to the contract and the performance of the work.

1.17 Departures from Terms of Contract

No direction or approval given by the College or any representative of the College which deviates in any respect from the specifications or other contract documents shall be valid or recognized unless and until the same is reduced to writing and issued in the form of a written order over the signature of the Vice President of College Services.

1.18 Non-Assignability

Neither the Contract nor any interest of the Architect and/or Engineer therein can be transferred to any other person or persons without the written consent of the College, and any such attempted transfer shall be utterly void and may be treated by the College as a willful failure or refusal on the part of the Architect and/or Engineer to perform the Contract according to its terms and conditions.

1.19 Subcontracting

All subcontracting shall be subject to the approval of the College. The Architect and/or Engineer shall be wholly responsible for the performance of all sub-contractors (including sub-consultants) for their acts and omissions, and those of persons either directly or indirectly employed by them, to the same extent as for the acts and omissions of persons directly employed by the Architect and/or Engineer, and the fact that subcontractors are subject to the approval of the College shall not affect the Architect’s and/or Engineer’s responsibility in this regard. Nothing contained in the contract documents shall be construed to create any contract between the College and any subcontractor.

1.20 Prohibited Interests

No official of the College who is authorized in such capacity and on the behalf of the College to negotiate, make, accept, approve, or to take part in negotiating, making, accepting, or approving any architectural, engineering, inspection, construction, or material supply contract, or any subcontract in connection with the furnishing of items or service for the College, shall become directly or indirectly interested personally in this contract or any part thereof. No officer, employee, architect, attorney, engineer, or inspector of or for the College who is authorized in such capacity and on behalf of the

College to exercise any legislative, executive, supervisory, or other similar functions in connection with the construction or in any part thereof, items, contract, subcontract, insurance contract, or any other contract pertaining thereto, shall become directly or indirectly interested personally in this contract or any part thereof.

1.21 Reservations

The Board of Education of Clackamas Community College herein expressly reserves the following rights:

- 1.21.1 To negotiate separately with any source whatsoever in any manner necessary to serve the best interest of the College. The College does not intend to award a contract solely on the basis of any response made to this request for proposals or in any way to pay for information solicited or obtained. The information obtained will be used in determining what seems to best serve the interest of the College.
- 1.21.2 To reject any or all proposals as permitted by Oregon Statute, Oregon Community College Rules of Procurement, or Administrative Rule.
- 1.21.3 To consider the competency and responsibility of bidders and of their proposed subcontractors (including sub-consultants) in making the award.
- 1.21.4 In the event only one proposal is received, the Purchasing Agent may, at their election, return the proposal unopened.
- 1.21.5 To make the award based on its best judgment as to which contractor will provide services which best meets the College's needs and expectations.
- 1.21.6 To make such changes or corrections in plans, specifications, or quantities as it may deem necessary prior to the proposal opening. Architect will be notified of such changes in writing by addenda mailed to the address on file in the College's Purchasing Department.
- 1.21.7 To cancel the contract upon written notice at any time the College, in its sole judgment, determines that the contractor is not meeting the needs of the College.

1.22 Incurred Costs

Neither the College nor its Board of Directors is liable for any costs incurred by a contractor in the preparation of the RFP or attending an oral interview.

1.23 Protest Procedures

1.23.1 Solicitation Protest

Prospective contractors may submit a written protest, or request for change, of particular solicitation provisions, specifications, or contract terms and conditions to the College no later than seven calendar days prior to the close of the solicitation. Such protest or request for change shall include the reasons for the protest or request, and any proposed changes to the solicitation provisions, specifications, or contract terms and conditions. No protest against selection of a contractor or award of a contractor contract, because of the content of solicitation provisions, specifications, or contract terms and conditions shall be considered after the deadline established for submitting such protest.

1.23.2 Selection Protest

Every contractor who submits a bid in response to an RFP shall be informed of the proposer to whom the contractor has been awarded. A contractor who has submitted a bid and claims to have been adversely affected or aggrieved by the selection of a competing contractor shall have seven calendar days after receiving the notice of selection to submit a written protest of the selection to the College Purchasing Agent. To be adversely affected or aggrieved, a protester must claim that the protester was the highest ranked contractor eligible for selection (i.e., the protester must claim that all other contractors were ineligible for selection because their bids were non-responsive or the contractors non-responsible). The College shall not consider a selection protest submitted after seven calendar days from the notice of selection.

1.23.3 Protest Review

The Purchasing Agent shall have the authority to settle or resolve a written protest submitted in accordance with sections 1.23.1 and 1.23.2. The Purchasing Agent shall promptly issue a written decision.

1.23.4 Protest Submission

All protest submissions shall be clearly identified and submitted to:

Elizabeth Cole, Purchasing
Barlow Hall – Business Office
Clackamas Community College
19600 Molalla Avenue
Oregon City OR 97045
Phone (503) 594-3086

1.24 Insurance Requirements

1.24.1 Contractor shall secure, at Contractor's expense and keep in effect during the term of any Contract, Worker's Compensation Insurance in compliance with ORS 656.017, which requires subject employers to provide Oregon worker's compensation coverage for all their subject workers.

1.24.2 Contractor shall secure, at Contractor's expense, and keep in effect during the term of any Contract, occurrence form commercial general liability and automobile liability insurance for the protection of Contractor, College, its Board of Directors, officers, agents, and employees. Coverage shall include personal injury, bodily injury (including death), and broad form property damage, including loss of use of property, occurring in the course of or in any way related to Contractor's operations, in an amount not less than One Million dollars (\$2,000,000.00) combined single limit per occurrence and in an amount, not less than Two Million dollars (\$3,000,000.00) aggregate for general liability.

1.24.3 Contractor may be required to provide College with evidence of professional liability insurance including errors and omissions for the protection of Contractor and its employees, insuring against bodily injury and property damage and arising out of or resulting from Contractor's negligent acts, omissions, activities, or services, in an amount not less than One Million dollars (\$1,000,000.00)

combined single limit per occurrence and in an amount not less than One Million dollars (\$2,000,000.00) aggregate for professional liability. Such insurance shall be endorsed to include contractual liability.

1. If any of the required liability insurance is arranged on a claims made basis, tail coverage will be required at the completion of this Agreement for a duration of 24 months. Contractor will be responsible for furnishing certification of tail coverage as described or continuous claims made liability coverage for 24 months following Agreement expiration. Continuous claims made coverage will be acceptable in lieu of tail coverage, provided its retroactive date is on or before the effective date of this Agreement. Evidence of suitable coverage will be a condition of official acceptance and payment under the Agreement.

1.24.4 Notice of cancellation or change. There shall be no cancellation, material change, reduction of limits, or intent not to renew the insurance coverage(s) without 30-day written notice from the Contractor or its insurer(s) to Clackamas Community College.

1.24.5 Certificates of Insurance. As evidence of the insurance coverage required by this Contract, the Contractor may be required to furnish acceptable insurance certificates to Clackamas Community College prior to issuance of a Notice to Proceed. The certificate will specify all of the parties who are Additional Insured.

Insuring Companies or entities are subject to Clackamas Community College acceptance. If requested, complete copies of insurance policies, trust agreements, etc. shall be provided to Clackamas Community College. The Contractor shall be financially responsible for all pertinent deductibles, self-insured retentions, and/or self-insurance.

1.25 Other Government Agency Participation

Section not used.

SECTION 2. SCOPE OF WORK

2.1 Background

Clackamas Community College launched its current website design (www.clackamas.edu) in 2017. The website is built in Sitefinity and hosted on-premise. The college conducted a formal assessment of the website from December 2021 to March 2022. The assessment was done by Stamats, a marketing agency specializing in education. This RFP addresses key recommendations made in the Stamats assessment (see Appendix C). Overall, the high-level findings highlighted the need for a mobile navigation overhaul, new and flexible templates, and a refresh of key pages with new content and features.

The college has recently implemented a guided pathways model and strategic priority of diversity, equity, and inclusion. CCC has adapted the original website to support these initiatives but has not made significant changes to the site's navigation, user experience, or functionality.

Broadly categorized, the CCC website serves students of many ages and backgrounds, veterans, business partners, community partners, and community members in general. More specifically, the current website serves many audiences, providing information on programs and services such as:

- Transfer degrees
- Career and Technical Education (90+ programs)
- Professional development
- English as a Second Language
- High School Diploma/GED
- Community Education
- Athletics
- Art, music, theater
- Advanced College Credit

The expected budget for this project is not to exceed \$100,000.

2.2 Scope of Work/Services

Through this website redesign we are hoping to accomplish the following goals:

Homepage and global navigation redesign and improvements

- Improve and optimize header image/video templates
- Integrate academic program search tool into homepage design with clear program entry points
- Redesign homepage content to reflect the strategic priorities of the college, including guided pathways, and diversity, equity, and inclusion
- Mobile optimization of homepage and layout page design, including navigation
- Integrate translation dropdown (we will be using [Gtranslate](#) for translation)

- Redesign the “I Am A…” section of the website, which is under-utilized, so that homepage is better designed to reach key audiences identified in website assessment
- Evaluate design and function of current homepage widgets for potential improvements (news and events calendar)
- Must integrate with third-party applications, such as Rave Mobile Safety, Live Chat, Moodle, and Ellucian Colleague
- Redesign sitewide navigation, including the “I Want To…” dropdown, to make it streamlined, intuitive and facilitate key audience journeys

Program pages redesign and improvements

- Mobile optimization across website, including navigation and page templates
- Redesign templates and content for program pages (currently 90+ pages): integrate with new [online catalog](#), provide dynamic salary and career information ([sourced here](#)), add cost info, add full-time and part-time road maps, review and improve content for SEO, streamline pages, introduce new widgets for highlights/callouts, and update existing testimonial widget
 - Potentially restructure/consolidate/combine pages to correspond with program areas instead of degrees
- Improve search and online tools to explore classes and programs (examples of current tools [here](#) and [here](#))
- Provide recommendations on managing permission-based content blocks where key stakeholders can modify content

Backend/CMS improvements

- Configure CMS for ease of management of newly designed pages
- Evaluate and optimize existing widgets used sitewide for effectiveness, impact on page performance, and ease of modification and maintenance
- Evaluate and suggest additional CMS tools or improvements that can help meet the desired outcomes
- Consult on website maintenance schedule and process for sustainability of website improvements

2.3 Deliverables

Redesigned pages

Vendor will provide 3 page variations for each of the following categories:

1. Home Page
2. Academic Division/Program Page

These pages should show varied design directions, color palettes, etc. Vendor should design with variations for medium in mind (web, mobile, etc.). Vendor will demo functionality within Sitefinity and provide explanation of technical/implementation specifications.

It is expected the vendor prepare reports of focus group review meetings, which include minutes of discussion, decisions made, and follow-up action items for each focus group meeting. Demonstrate,

review, and revise the designs with the focus groups (including students, faculty, staff, administrators, and content managers) in follow-up meetings for acceptance/revision of the design (at a minimum, updated electronic files of three revised, highly interactive design alternatives, spreadsheets, etc.).

Website Redesign Committee will make suggestions based on templates options and vendor will return with modified designs until a consensus has been reached.

Inclusive process and usability testing

Vendor to gather user experience data to drive recommendations for web structure and content changes.

- We would like a pre and post survey conducted to inform the design of the pages and assess the satisfaction and ease of use of the redesigned pages.
- We would like to see focus groups utilized for the following audiences: High School juniors and seniors, prospective nontraditional students, current students, and staff/faculty.
- The results should highlight site strengths, weaknesses, and opportunities for improvement that align with industry best practices.
- The vendor should allow for and outline a process for testing among a varied and large-enough population for effective results. Usability testing should include aspects such as: attractiveness, navigation, message, readability, etc. Vendor will make refinements based on results.
- The vendor is responsible for testing the site on all applicable platforms to ensure that the website works as promised.

ADA Accessibility

Vendor will meet or exceed current federally mandated ADA access requirements WCAG 2.1 AA.

Source Files

All files used to create webpages, templates, images, or other elements associated with this project shall be delivered, and all copyrights transferred to CCC prior to project completion. This includes but is not limited to the following types of files, HTML, PHP, JavaScript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPG, and Flash. Additionally, CCC may make subsequent changes to the site at its discretion. All rights of ownership will reside with CCC.

Documentation

- Documentation file(s) explaining all delivered elements
- Code must be well commented with references to separate documentation

Testing

The successful proposer is required to complete testing of the redesigned website pages before presenting a “ready to go live” version. This includes site performance, accessibility, usability, forms, links, images, etc. The college will perform final testing with its own group of users before giving a final “go-live” deployment authorization.

Training

The successful proposer will provide formal training for the college’s website management team, including instruction on managing imagery, content, page creation, form creation, and any other

items that may be needed to properly manage the website and codebase.

SECTION 3. PROPOSAL SPECIFICATIONS

3.1 Submission Requirements:

Please provide the information specified below. Additional information is welcome but not required. The total length of the proposal, including attachments, should not exceed 20-double sided pages (total of 40 written pages) including pictures, charts, graphs, tables, and text the proposer deems appropriate to be part of the proposer's response. Resumes of the key team individuals proposed to be involved in this project, along with a transmittal letter, table of contents, front and back covers, and blank section/numerical dividers, etc., will not be counted in the 20-page limit.

3.1.1 Information Required

1. Cover Letter (Pass/Fail)
 - a. Responders name, address, telephone number, fax number, email, and website for the prime firm.
 - b. Provide single point of contact with phone number and email address.
 - c. Number of years the firm has been in business.
2. Proposed Responder's Team Key Personnel (20 Points)
 - a. Resumes of proposed team members who may be involved in providing services for a prospective project. Include the following:
 - 1) Team member's name, title
 - 2) Relevant credentials (education, degree, professional registrations, etc.)

Note: Clearly note if team members experience/project occurred at another firm.

The Responder's proposed team members shall remain the same for the project duration unless a change is approved through written request to Clackamas Community College.

The College may elect to request changes in consultants if it thinks it will benefit the project.

3. Responder's Related Project Experience (30 Points)
 - a. Provide experience in the successful implementation or launch of an educational or higher education external website.
4. Responder's Approach/Communication Work Plan (50 Points)

Describe the Responder's proposed Approach/Work Plan for providing professional services. Include the following:

 - a. Provide a written description of your methods and approach to a typical project. Include alternatives and expansion of services as necessary to meet the outlined goals.
 - b. Describe your firm's experience working with a committee and receiving input from stakeholders and constituency groups including: Students, Faculty, Staff, and the Community.

- c. Describe your firm’s approach to internal and external research including using focus groups and a comprehensive review of existing Google Analytics.
- d. Provide a sample project schedule detailing the time required for each major step or phase of the project.

3.1.2 Submission Format

Cover Sheet

Index

Cover Letter

Tab/Divider 1: Responder’s Team Key Personnel

- a. “Key personnel” Resumes

Tab/Divider 2: Responder’s Related Project Experience

- a. Project Profiles

Tab/Divider 3: Responder’s Approach/Communication Work Plan

- a. Methods & Approach to the Project
- b. Experience with committees and large constituency groups
- c. Stakeholder Communication
- d. Sample project schedule

Tab/Divider 4: Attachments

- a. Exhibit A: Signature Sheet
- b. Exhibit B: Certification of Non-Discrimination
- c. Exhibit C: Stamats Website Review Report
- d. References: provide up to 3 references within the last 3 years.

Responder’s information must be presented in format order noted above and all matrixes and/or forms must be used as graphically issued and filled out completely.

Incomplete proposals will not be reviewed and will be rejected.

3.2 Financial Information

3.2.1 Provide a list of the billing rates w/ multipliers of the positions to be assigned to the project.

Note: Submit Billing Rates as a separate electronic file. These documents are not opened, scored, and/or evaluated until firm has been notified as the Apparent Successful Proposer awarded the project.

3.3 Additional Services

If the Responder believes there are additional services not identified in the RFP that are necessary for the successful completion of the Project, the Responder's proposal must include a description of the additional services recommended by the Responder. Describe how the additional services would benefit the College, the Responder's ability to provide the additional services, and propose a cost for providing the additional services.

3.4 Confidential Information

The proposal must identify any confidential information that the Responder contends is exempt from disclosure under ORS 192.501 or 192.502. The College will endeavor in good faith to honor appropriate requests for exemption from disclosure, but the College reserves exclusive discretion to determine whether information qualifies for a statutory exemption. The College's obligation under this Section shall survive the selection of the Contractor.

SECTION 4. EVALUATION/SELECTION PROCESS

4.1 Evaluation Process

The written proposals will be reviewed and evaluated by the Clackamas Community College selection committee.

4.2 Evaluation Criteria

Considerations for determining whose RFP is the most qualified and advantageous to CCC are based on the evaluation of experience and the project team meeting criteria for each section outlined in the Website Design Consultant RFP. The evaluators will consider which proposers meet the following criteria in comparison to other Responders.

4.2.1 Experience in each category outlined in Section 2: Scope of Work

4.2.2 Project experience of key personnel proposed to be assigned to this project.

4.2.3 The merits of the Responder's approach/plan for providing services to the College.

4.3 Clackamas Community College's Rights

The College retains exclusive discretion and reserves the right to determine the following:

4.3.1 whether the response is complete and complies with the provisions of the RFP;

4.3.2 whether to seek clarifications of each proposal or request additional information necessary to permit the College to evaluate, rank, and select the most qualified Responder;

4.3.3 whether a short list of qualified Responders should be created; and

4.3.4 whether the evaluation committee should reconvene and collectively review the scoring, making changes as the evaluation committee deems appropriate.

4.4 Scoring Process

Each of the evaluation criteria has been assigned a weighted number. Members of the evaluation committee will separately score each proposal in each of the evaluation criteria.

The evaluation committee will meet and discuss the individual evaluation committee members' scores. The committee will discuss firm strengths and weaknesses and the individual evaluation committee member scorings. The evaluation committee's discussion may result in a consolidated short list from which the finalists for interviews may be selected for step two of the selection process.

4.4.1 Summary of Scored Evaluation Criteria

Scored Evaluation Criteria

- | | |
|--|-----------|
| a. Responder's Proposed Team Key Personnel | 20 Points |
| b. Responder's Experience | 30 Points |
| c. Approach/Communication Work Plan | 50 Points |

Total Points	100 Points
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Non-Scored Evaluation Criteria

- | | |
|---------------------------|-----------|
| a. Cover Letter | Pass/Fail |
| b. Responder's References | Pass/Fail |