DATE NOV. 22, 2021
TO JOHN DEW, EXECUTIVE DIRECTOR, FLORIDA CCOC
FROM CHRIS CORUM, PRESIDENT, WPTALLAHASSEE, INC.
RE RFQ RESPONSE FOR CCOC WEBSITE HOSTING FROM WPTALLAHASSEE, INC.

Thank you for opportunity to present this response the Request for Quotation for the hosting and ongoing support of the CCOC website. I feel confident that our team is ideally suited to meet both the immediate and longterm goals for your online presence, and we'd welcome the opportunity to help you grow your business.

The WPTallahassee team has been building, hosting, and supporting WordPress-powered websites for more than a decade, and we are uniquely positioned to deliver top-quality new and redesigned sites quickly and cost effectively. More importantly, we also offer the area's best service for ongoing site security, maintenance, and content assistance via our team of experienced professionals, our cloud-based ticketing system, and our ultra-secure hosting and site backup package with 24x7 monitoring and service.

We have found our niche by focusing solely on site creation and ongoing support of client needs after the launch. Other web firms have diluted their efforts with an array of peripheral marketing and advertising services. For many in our market, the crucial business of building a quality website has become a loss leader for full-service, high-cost marketing programs. For our team of dedicated full-time web developers and designers, your site is our sole focus, both at launch and in the future.

There are several reasons we have a laser focus on WordPress as a delivery platform, and one of them is that it allows us to empower non-technical site owners to support themselves to whatever level they are comfortable. Most of our clients perform basic content updates and additions on their own, but we offer our ticketing system and access to our dedicated support team to help them along the way. Some site enhancements require more advanced skills – PHP, CSS, HTML coding or graphic or video development and delivery – and we provide 48-hour turnaround on these types of 'Level 2' support requests. Other clients choose to have us handle all site changes, so they can focus on other areas of their business, leaving all web-related tasks to our team of experts.

In all cases, we manage the security and uptime via 24x7 monitoring, ensure site software is kept up-to-date to ensure security, and deploy a rigorous off-server backup procedure with automated monitoring and rapid restoration when necessary. Our clients do the work they choose to do on their site but always know help is only a call, email, or support ticket away.

Clients run the gamut of organization types and services. We work with groups ranging from the largest in the area like Florida State University Athletics, FAMU, and Leon County Schools to sole proprietors such as independent dog trainers and photographers. We support lawyers, realtors, restaurants, and retail locations. We work with non-profit groups like the United Way of Florida, Legal Services of North Florida, and Red Hills Horse Trials.

We would welcome the opportunity to add the CCOC to this list, and work with you to help support your mission. I look forward to answering your questions following your review of this response to your Request for Quotation.

Contact info:
WPTallahassee, Inc.
Chris Corum, President
315 E. Georgia St.
Tallahassee, FL 32301
850-391-8742

RESPONSES TO QUESTIONS FROM THE RFQ

In the following section, answers to specific questions from the RFQ are provided following the presentation of the question or topic area. Answers are highlighted in yellow.

2.0 SCOPE OF SERVICES
2.1 In general, the CCOC is satisfied with the major components of the existing website but acknowledges that the design and layout has features that must be updated and/or added to the website. The CCOC website was created using WordPress and Linux.
RESPONSE: At WPTallahassee, we work almost exclusively in WordPress and Linux environments. The WP in our name stands for WordPress. Currently we support about 100 unique websites running on the WordPress platform.

Value Added Service Requirements:
• Migrate current website to new off-site hosting site. Hosting criteria:

1. Cost per month (must be specific if there are data limitations or required add-ons.)
RESPONSE: Our monthly Hosting and Security Package includes tier one hosting on a dedicated, cloud-based server. It also includes access to our ticketing system for up to basic 8 content changes per month.

2. Hardware and software capabilities and requirements (server operating system, web design software, database engine, dedicated or shared server, etc.)
We run our client sites on Ubuntu Linux operating system, WordPress, mySQL database. We are proposing two options for the CCOC to consider. The first is a dedicated server with shared CPU. The server will run Ubuntu Linux operating system on a 50 gigabyte solid state drive (Premium Intel with NVE SSD) with two gigabytes of RAM (though this can be scaled up at any point if needed). For the second option, the CCOC could upgrade to a dedicated server with a dedicated CPU. This configuration comes with 4 gigabyte data transfer, a 25 gigabyte solid state drive, and 4 gigabytes of RAM.

3. Redundancy (server redundancy, describe backup schedule and backup storage locations.)
RESPONSE: Our tier one, secure, cloud-based hosting partner offers 14 globally distributed data centers to ensure redundancy and uptime. We offer daily external, off-server backups of all site software and content as well as a separate weekly off-server backup of the entire environment. We maintain the five most recent daily backups so if a client needs to roll back to last Wednesday, for example, we can do so within minutes.

4. Network specs (Internet bandwidth, Internet connection redundancy, and define room for growth.)
RESPONSE: The bandwidth for the proposed dedicated server includes two terabytes or four terabytes of data transfer (depending on the choice of server options above). There is unlimited room for growth should concurrent sessions expand above the threshold that the server can comfortably accommodate or should data transfer exceed the massive two terabyte threshold. Our 24/7 automated monitoring system alerts us to any server-related issues including those that could be caused by surges in concurrent sessions, and we are able to respond rapidly to increase server capacity.

5. Maintenance fees (for needed technical updates/questions.)
RESPONSE: Our Hosting and Security Package includes regular (monthly or more frequently if releases occur) software updates and patches for operating system, MySQL database, WordPress core, theme, and plugins. There is no additional cost for this service beyond the monthly Hosting and Security Package fee.

6. Any hosting services quote must acknowledge the CCOC's ownership in its information.
RESPONSE: WPTallahassee acknowledges that all site content and site software is the property of CCOC.

• Review, maintain, and update existing CCOC web pages for accuracy, currency, and functionality. Must conduct preventive maintenance. A preventive maintenance checklist with a schedule must be provided.

RESPONSE: Maintenance schedule overview – At the start of each month, check the following items:
1. Review operating system, WordPress core, database, theme software, and plugins for updates and install those deemed ready for prime time.
2. Evaluate backup procedure and backup files to ensure process is running as anticipated
3. Evaluate website forms and email whitelisting software to ensure they are working properly
4. Review security processes and solutions to ensure all is as anticipated
5. Navigate site as a user would in order to test links and look for broken or orphaned pages
6. Use Google Webmaster Tools to troubleshoot page errors, broken links, etc.
7. Throughout the month, address any of the above if new software is released or vulnerabilities uncovered

• Ensure that the WEBSITE (www.flccoc.org) is ADA compliant. If not, make recommendations for updating website.
RESPONSE: For many of our clients, we deploy an ADA-compliance plugin called UserWay to add functions such as text to speech, text enlargement, color contrast, keyboard navigation, and other compliance tools.

• Maintain website documentation.
RESPONSE: We acknowledge that the files that the CCOC publishes on their website for access by Clerk staff members in county offices will be backed up along with the website and always remain owned by the CCOC.

• Update, edit and create various graphics when required for the website.
RESPONSE: Graphic design, development, preparation and licensing services are available and will be conducted at the standard hourly rate presented in the pricing section of this document.

• Maintain the integrity of the site and social media accounts against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords and social media postings regarding inappropriate comments.
RESPONSE: In addition to server protections, we provide DNS-level security protection against fraudulent logins and denial of service attacks. By sharing data about the machines and IP addresses involved in malicious attacks across a network of millions of sites, our Domain Name Server (DNS) is able to block the majority of malicious traffic – both hacker-style fraudulent logins and bot-initiated denial of service attacks – before it ever reaches our web servers and your site. This keeps your site secure and prevents slow or unresponsive site loading when an attack occurs. Specifically, we will run security tools from Cloudflare, Digital Ocean, Wordfence, Google recaptcha, and Sendgrid. We also deploy various plugins to protect specific functions at the WordPress core level as needed.

As a web hosting provider and developer, we do not have visibility into nor control over the security of your social media presence.

• Submit monthly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, advertising overview for paid Google ad words. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
RESPONSE: We acknowledge that the monthly reports will include the items listed above, and we will work with the CCOC client representative(s) to expand this list as necessary.

• Perform other related duties and responsibilities as required.
RESPONSE: We will do our best to serve other needs related to web development and hosting as well as graphic and media creation.

3.0 SERVICES

3.1 Services shall be provided at CCOC headquarters unless directed otherwise by the Executive Director of CCOC.
RESPONSE: We acknowledge that some of the work may require presence at the CCOC headquarters, but we are not equipped to position a person on site for normal, ongoing services throughout the year.

3.2 Subcontracting of work under this RFQ/contract is not allowed.
RESPONSE: We will not subcontract the work outside of our immediate team.

3.3 There will be no guarantee of a minimum level of services to be acquired by CCOC.
RESPONSE: Acknowledged.

3.4 This is a one-year contract. CCOC maintains the option to renew this contract for each of the two subsequent years (on a year-to-year basis) at the discretion of the CCOC.
RESPONSE: Acknowledged.

4.0 MINIMUM QUALIFICATIONS

4.1 At least five (5) years' experience managing and supporting information technology services. Previous work experience with the CCOC is helpful but not necessary for this RFQ.
RESPONSE: Our team has been building WordPress powered sites for more than a decade – since the platform was in its infancy. Prior to that we built websites on other content management systems, precursors to the WordPress platform. Since 2001, our core team has worked together on web projects, first for national clients through our company Avisian Inc., and starting in 2018, for local clients via WPTallahassee. We have no prior work experience with the CCOC.

4.2 This is a one-year contract. CCOC maintains the option to renew this contract for each of the two subsequent years (on a year-to-year basis) at the discretion of the CCOC.
RESPONSE: Acknowledged.

5.0 REQUIREMENTS TO BE PROVIDED

5.1 The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFQ. Quotes will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID. (See Attachment 1)
RESPONSE: Submitted Nov. 12, 2021

5.2 FORMAT AND NUMBER OF COPIES TO BE SUBMITTED: In order to be considered for selection, Respondent must submit a complete response to this RFQ. One (1) electronic copy of each quote must be submitted via, USB thumb drive, Dropbox, or e-mail (only if under 10 MB).
RESPONSE: Submitted via email, Nov. 23, 2021

5.3 Quotes shall be signed by the person authorized as the primary representative or officer.
RESPONSE: Acknowledged.

5.4 Respondents shall include as part of their quote responses the following information at a minimum:
5.4.1 Name, address, telephone number, etc. of the firm or person submitting the quote.

WPTallahassee, Inc.
Chris Corum, President
315 E. Georgia St.
Tallahassee, FL 32301
850-391-8742

5.4.2 Qualifications, certifications, and educational professional resume of all persons that would provide services under any resulting contract.
RESPONSE: See Attachment 4. Resumes

5.4.3 A straightforward, concise description of capabilities to satisfy the requirements of the RFQ.
RESPONSE: Please see Attachment 3. Hosting and Security Package

5.4.4 References; All Respondents shall include a list of a minimum of three (3) references, for similar services only, who could attest to the Respondent's knowledge, quality of work, timeliness, diligence, and flexibility. Include names, contact persons, and phone numbers of all references.

Red Hills Horse Trials
https://www.rhht.org
Lori Elliott, Marketing Director
lorielliott@comcast.net
850-528-2245

The Jones Center at Ichauway
https://www.jonesctr.org
Kevin McIntyre, Education Coordinator
kevin.mcintyre@jonesctr.org
229-734-4706

Legal Services of North Florida
https://www.lsnf.org
Leslie Powell-Boudreaux, Executive Director
Leslie@lsnf.org
850-701-3307

5.4.5 Cost to CCOC for services offered should be estimated on a MONTHLY/HOURLY basis (see attachment 2); and
RESPONSE: Acknowledged.

5.4.6 A written description of any (i) litigation during the past five (5) years involving the Respondent or any person listed in the response relating to professional services, including a summary of the disposition of such matter or matters; and (ii) a list of any grievances filed within the past five (5) years against Respondent, or any person listed in the response with any regulatory or judicial body, including a summary of the disposition of such matter or matters.
RESPONSE: None.

ATTACHMENT 2. FEE SCHEDULE AND RATE

Service: Hosting CCOC's website
We are proposing two options for the CCOC to consider. Option 1 is a dedicated server with shared CPU. The server will run Ubuntu Linux operating system on a 50 gigabyte solid state drive (Premium Intel with NVE SSD) with two gigabytes of RAM (though this can be scaled up at any point if needed). For Option 2, the CCOC could upgrade to a dedicated server with a dedicated CPU. This configuration comes with 4 gigabyte data transfer, a 25 gigabyte solid state drive, and 4 gigabytes of RAM.

Rate (Monthly): Option 1: $99 per month │ Option 2: $149 per month

For details on the services provided with our Hosting and Security Package, see APPENDIX 3. HOSTING AND SECURITY PACKAGE.

Service: Updating CCOC's website
As stated in the Memo to Vendors Answering Questions document, "updating CCOC's website" refers to updates regarding performance SEO/analytics reviews, minor edits to design, content, support, and code updates.

Rate (Monthly): As indicated in the same memo, in the past 8 hours per month was budgeted for this effort. WP-Tallahassee will provide up to 8 hours per month for a monthly fee of $560 (unused hours do not rollover to future months). Package price includes access to our ticketing system and to facilitate requests for updates and content changes.

 Note: In addition to SEO/analytics review, we will deploy an SEO Keyword Tracking Tool to track Google Search ranking over time for identified site keywords. We will also deploy an industry-leading Search Engine Optimization plugin that enables multiple search terms for each page to increase the likelihood that search engines rank your pages.

Service (Hourly): Design and Development
The memo describes "Design and Development" as UX planning, design, support, and development of new website functionality and/or additional monthly time.

Rate: This effort will be billed hourly, as need with prior client approval, at a rate of $80 per hour (billed in increments of 15 minutes).

Other Services: Graphics and media
In addition to website development and support, the WPTallahassee team can assist with graphic and image creation and manipulation, video and audio editing, and stock image identification and licensing.

Rate (Hourly): Other services will be billed hourly, as need with prior client approval, at a rate of $80 per hour (billed in increments of 15 minutes).

Additional Other Services
Stock photography licensing - $15/image
Stock video licensing - $75/clip
E-commerce addition to add payment acceptance - $80 per hour

APPENDIX 3. HOSTING AND SECURITY PACKAGE

We believe that the monthly expense of hosting and security is a necessary investment with a very real return on investment for your business. Customers expect your site to be available at all times, and they expect it to load rapidly and reliably. Modern websites rely on many layers of software and each provides a point of vulnerability for hackers and bot attacks. Keeping site software up-to-date is essential to ensure security. Maintaining frequent and complete backups of your site and data is also crucial. So too is round-the-clock monitoring and support. If the MySQL database 'hangs up' and your site becomes unloadable, for example, we are alerted within minutes and can intervene to get your site back online, mitigating small problems before they become larger issues.

Most of our fixes happen behind the scenes, before you even realizes the problem exists. This saves hours or days of downtime and eliminates the frustration of you struggling to figure out how to resolve the issue, locating someone qualified to assist, and spending countless hours on hold with a discount hosting provider's 800 helpline.

Hosting and Security Package includes:

⋯⟩ Secure, cloud-based hosting at our preferred Tier One hosting provider.
We partner with a highly secure, industry leading hosting company to ensure your site is protected and always available. The only reliable, efficient way to host sites today is using cloud-based servers. In this modern architecture, the site is not "stored" on a single computer in someone's office or server rack, but rather served from various locations around the globe depending on Internet traffic and at-the-moment demand. In this way, there is no single point of failure, because if the instance in location X has an issue, the site will automatically fail-over to location Y. Even though we no longer house the actual computer hosting your site in our office (like was common in prior decades), we have full access and management privileges to control all aspects of the server and environment.

⋯⟩ Automated 24/7 uptime monitoring ensures rapid restoration in event of outage.
An automated uptime monitoring tool constantly checks your site to ensure it is loading properly. If a problem arises, our support team receives an email notification within minutes of the outage. We work quickly to identify and fix the problem. In most cases this process is so seamless that the site owner does not even know the site was down. Without this service, your site could be down for hours or days before you even realize a problem exists … and that could mean lost clients.

⋯⟩ Frequent external, off-server backups of all site software and content.
The point of a backup is to give you the files and data you need to fully restore your site in the case of a catastrophic event. If your site goes down and the normal hardware and software fixes don't work, backups enable a brand new site to be launched on a new server. Because sometimes the problem is with the server itself, the all-too-common practice of storing backups on the same server that runs your website is asking for trouble. For all clients, we run daily off-server backups of all site data and a separate weekly off-server backup of the entire environment. We maintain the five most recent daily backups so if you need to roll back to last Wednesday, for example, it can be done. Unfortunately, most site owners are not sure if they have backups and if they do, few have tested their viability or know how to utilize them to restore the site if necessary.

⋯⟩ Regular software updates and patches for operating system, MySQL database, WordPress core, theme, and plugins.
Modern websites rely on layers of software –operating systems, databases, content management systems, themes, and plugins – and each layer provides a point of vulnerability for hackers and bot attacks. Keeping all this software up-to-date with the latest versions and regular security patches is essential. It is also time consuming and can be challenging if you are not familiar with the process. For a typical site, these updates will begin within just weeks of launch and some components will require updating nearly every month. We ensure your software is always up-to-date and security patches are in place.

⋯⟩ **DNS-level security protection against fraudulent logins and denial of service attacks.**

By sharing data about the machines and IP addresses involved in malicious attacks across a network of millions of sites, our Domain Name Server (DNS) is able to block the majority of malicious traffic – both hacker-style fraudulent logins and bot-initiated denial of service attacks – before it ever reaches our web servers and your site. This keeps your site secure and prevents slow or unresponsive site loading when an attack occurs.

⋯⟩ **Content Delivery Network (CDN) for faster page loads.**

In addition to the uptime and security benefits of our hosting solutions, you also benefit from increased page load speed via a Content Delivery Network (CDN). The CDN uses network intelligence to serve requested site resources from locations close to the requester. Caching commonly requested resources 'at the edge' also expedites page load times. Of course, site visitors appreciate fast loading sites, but so too does Google. Sites that load rapidly rank higher in the search engine's listings than slower loading sites.

⋯⟩ **Access to ticketing system to submit requests for site service.**

Our online, cloud-based ticketing system enables you to securely submit service requests from a computer, tablet, or mobile phone. Each ticket is managed by a member of our support team, and when the work is completed, you receive email notification. You can also login to the system to check status of submitted tickets.

APPENDIX 4: RESUMES

CHRIS CORUM

WPTallahassee Inc. (Tallahassee Web Design)
President
315 E. Georgia St. | Tallahassee, FL 32301 | 850-391-8742
chris@wptallahassee.com | www.wptallahassee.com

WPTallahassee, Inc. specializes in ongoing support for SMB websites in North Florida and South Georgia. Corum and the team have been building WordPress-powered websites for more than a decade, and even before Word-Press, creating sites using other precursor content management systems. He oversees the business development and administrative aspects of the company. With 100 sites under management, the company supports large or-ganizations like Florida State University Athletics, FAMU, and Leon County Schools as well as small independent businesses, associations, and professional services. Local government agencies, associations and non-profits are also represented in the company's client base.

AVISIAN Inc.
Founding Partner
850-591-5130
chris@avisian.com • www.avisian.com

Avisian Inc. is a marketing consultancy that focuses on national and international organizations working with iden-tity and security technology. For more than 20 years, Corum has been dedicated to the promotion and marketing of security, identification, authentication, and payment technologies – providing strategic marketing planning and implementation for website, print, and other collateral materials.

In addition to his work for clients, Avisian publishes the identity industry's leading online publications. Titles includ-ing CR80News.com (student ID and security applications) and SecureIDNews.com (government and enterprise ID and security applications) have guided industry thought leadership for more than two decades. He managed the software development for custom content management systems and ad servers prior to the availability of third-par-ty options. He also leads the website design and drove the publications' migration to WordPress in 2013.

External website work for security industry clients includes projects for the Secure Technology Alliance, US Pay-ments Forum, National Association of Campus Card Users, Security Industry Association, Blackboard, Global Pay-ment Systems, and others.

EDUCATION
- Ph.D., Mass Communication, Florida State University, 1998 (course work completed, pending dissertation)
- Master of Science, Information Technology Marketing, Florida State University, 1991.
- Bachelor of Science, Advertising, Florida State University, 1989.

RYAN P. KLINE

WPTallahassee
Co-Founder, Lead Designer & Developer
2018-Present

Brought original 15 clients to the company from my personal contracting business and continued to grow the company to 100+ clients. Sites under management range from some of the largest organizations in Tallahassee to some of the smallest.

I am involved in all aspects of the business, including meeting with clients to discuss their projects, design mock-ups, build and deploy live websites, and manage our client support team (site maintenance, security, backups, content changes). For more than a decade, I have supported the WordPress environment and have developed a strong expertise, supporting websites created in this environment. By focusing only on WordPress it allows me to support our clients more efficiently and effectively.

Serving as project manager and the lead designer on all projects I am able to meet with clients and provide realistic timelines and outcomes – avoiding an overpromise in a meeting and then having to find a solution or make a change once the design team comes in.

AVISIAN
Web Developer and Graphic Design
2006-Present

At AVISIAN, I support and manage WordPress websites for industry leading publication sites and also security and payments clients. I also provide or oversee design and multimedia services for client websites. Graphic design work includes layout of magazines, event show guides, online banner advertisements, as well as video and audio editing to make resources available online at clients' websites.

EDUCATION
• Bachelor of Arts, Advertising, Florida State University, Cum Laude, 2008.