

**ADDENDUM #2
TO THE REQUEST FOR PROPOSAL DOCUMENTS FOR THE #2016-03
CLACKAMAS COUNTY TOURISM AND CULTURAL AFFAIRS WEBSITE REDESIGN**

TO: ALL BID DOCUMENT HOLDERS
DATE: August 11, 2016

This Addendum #2 issued prior to receipt of proposals will become part of the Contract documents, superseding the originals to the applicable extent indicated. Proposers shall be responsible for issuing information to those furnishing bids and quotes to them.

Questions and Clarifications:

Q. Can you tell me more about the current category infrastructure that needs to be maintained?

A. Currently the categories infrastructure will be maintain as this project is only a "look and feel" change. The current back end data structure will need to be maintained at this time, with the consideration of minor consolidations of sub-categories.

Q. Do you have a strong preference on navigation structure?

A. We do wish to maintain the navigational structure at this time due to the impact of other elements (remote kiosks and websites using our technology) that use the data.

Q. Will the redesign process include a full navigation and Information Architecture review?

A. No. We are willing to review suggestions, but the structure is not changing.

Q. Does www.mthoodterritory.com have Google Analytics data to provide us with? We would like to determine the amount of mobile users versus desktop users and view bounce rates.

A. Mt Hood Territory is on Google Analytics and access to that data will be available after the selection process is done. In the meantime, we will share that our website is made up of 64% mobile and tablet users with an average bounce rate of 58%.

Q. Are there any usability issues on the current website?

A. Mobile usability is a critical shift that we are addressing in this site redesign.

Q. If you could change three things on the site what would they be? (Excluding it being non-responsive currently)

A. Look. Feel. Look. This site has been operational as is for the last 5 years with few modifications. We are going to refresh the look and feel for both mobile and desktop and move to a content driven website.

Q. Any other inspiration sites that you already have in mind for the direction you want to take the UX/UI?

A. This is way too complex of a request. There are 100s of website that have elements we like and dislike which we would like to incorporate into one website, what we are looking for is a design that a firm can create after the Discovery phase and meetings. For now, we are just looking for the professionals who can bring their unique vision and future-growth creative power to our site and give the user a new and engaging experience without changing our current backend structure.

All Proposers shall acknowledge receipt and acceptance of this Addendum #2 by signing in the space provided and submitting the signed Addendum with the response. Submittals without this Addendum may be considered informal.

George Marlton - Procurement Division Director

Received, acknowledged, and conditions agreed to this _____ day of _____, 2016.

BIDDER: _____

BY: _____