RFQ ATTACHMENT V – RESPONSE TEMPLATE

Respondents are required to provide responses using the following template

SECTION 1 – FIRM QUALIFICATIONS

1.A - COMPANY PROFILE SUMMARY
INSTRUCTIONS: *Provide a quick company overview by filling out the required information on the Response column (B) in the table included below.*

A. REQUIRED INFO	B. RESPONSE
1. Year Company was founded	Founding Year: 2004
2. Top 3 Areas of Expertise	Expertise: Design, development, consulting
3. Number of Years delivering Drupal solutions	Years (#): 10
4. Number of Employees	Employees (#): 30
5. Number of Active Projects	Projects (#): 15
6. Company Structure – Public or Private	Structure: Private
7. Revenues generated last fiscal year	Revenues ($): $3.35M
8. Profitable last fiscal year (yes / no)	Profitable (yes/no): Yes
9. Active Relevant Company Certifications	Certifications: Certified B corporation

1.B - COMPANY CORE EXPERTISE

INSTRUCTIONS: *Provide below a brief overview of your company and areas of expertise that best demonstrates your ability to support the needs of the Service Area(s) to which you are responding.*

We have served the civic sector and for-purpose clients throughout the United States and around the world. Over the past year, we worked in dozens of geographies, helping government and commercial clients with energy, environment, infrastructure, health care, marketing, interactive technology, e-commerce, human services and air transport matters. Our diverse presence in the civic sector gives us access to many complementary projects and approaches to that of the City's Drupal projects. Such exposure allows us to expand our knowledge base, areas of functional expertise and ability to streamline the learning phase of projects resulting in cost competitiveness.

1.C - COMPANY DELIVERY METHODOLOGIES

INSTRUCTIONS: *Explain below the processes, practices and methodologies that your firm plans to leverage to deliver services to each individual City department that elects to engage with your services.*

To achieve best-in-class user experience design, we have created a process that is User Centric, Data Centric, Sprint-based, Iterative, Collaborative, and Flexible.
We define site functionality in terms of user stories – one sentence descriptions of what a user should be able to accomplish on the site and why. The primary unit of effort for Exygy's design and development process is the "sprint". Prior to each sprint we will work with the client to review and prioritize the up-to-date list of user stories, which effectively functions as the project backlog. We see product development as iterative and interactive, where each implementation is tested against reality to confirm or disconfirm our assumptions.

1.D - KEY DELIVERY PERSONNEL

INSTRUCTIONS: *Provide below a brief paragraph describing the key experience of the top 3 key Service delivery (non-executive) personnel that is responsible for delivering services to customers.*

JORDAN KOPLOWICZ: The Drupal lead at Exygy, Jordan is a senior engineer with 9+ years experience in content management systems, particularly Drupal. Jordan swims in html5, css3, php, javascript, jquery, and sass and loves LAMP. Jordan also has significant experience working with the City and County of San Francisco. For two and a half years, Jordan was a Drupal Application Engineer, team lead, and project manger at SFO.
ROSHEN SETHNA: Roshen is a MacGyver of sorts: operations guru, community leader, strategist, and entrepreneur all wrapped up in one. She comes to Exygy from the social enterprise world where she led operations and resource management for a social venture incubator, consulted on sustainable consumer packaging for a Fortune 500 company, and worked on affordable real estate and urban development. At Exygy, Roshen leads project management and client engagement, scaling our operations to support effective social impact technology projects. Roshen holds a BA from Duke University where she was a Baldwin Scholar.
WENDY FONG: Wendy believes in the power of design to change the world for good. Wendy has worked on projects internationally and domestically. In Port Au Prince, Haiti, she collaborated on a call center which connected over 2000 women to legal and medical services. A former Code for America Fellow, she built a legislation app that increased civic engagement for the 450,000 residents of Mesa, Arizona. A designer and educator Wendy has more than 10 years of experience delivering design leadership in the context of human centered and agile projects.

1.E - KEY PROJECT REFERENCES

INSTRUCTIONS: *Provide 3 key references and related points of contact from recently completed engagements where your company delivered Drupal solutions – fill out 3 tables below.*

REFERENCE # 1	REQUIRED RESPONSE
Customer Company Name	Cohere
Drupal solution delivered	Tech.london
Completed on	2015
Project Duration	12 months
Key Benefit Delivered	Drupal development, design, and support
Customer Contact Name	Dmitry Panerny
Customer's Contact phone	917-488-1855
Customer's Contact email	dmitry@coherestudio.com
Customer Company Location	New York, NY

REFERENCE # 2	REQUIRED RESPONSE
Customer Company Name	Jouppi Studio
Drupal solution delivered	Digital.NYC
Completed on	Ongoing
Project Duration	Ongoing
Key Benefit Delivered	Support, maintenance, new features
Customer Contact Name	Jeff Jouppi
Customer's Contact phone	415-290-6450
Customer's Contact email	jeff@jouppi.com
Customer Company Location	Oakland, CA

REFERENCE # 3	REQUIRED RESPONSE
Customer Company Name	San Francisco International Airport
Drupal solution delivered	Airfield Incident Reporting System (AIRS)
Completed on	2015
Project Duration	4 years
Key Benefit Delivered	Drupal-based web application to manage airfield operations
Customer Contact Name	Dan Cohen
Customer's Contact phone	805-423-5843
Customer's Contact email	Dcohen1248@gmail.com
Customer Company Location	San Francisco, CA

SECTION 2 – MINIMUM QUALIFICATIONS

2.A - MINIMUM QUALIFICATIONS FOR ALL SERVICE AREAS

INSTRUCTIONS: *Fill out table below by inserting a "Yes" or "No" in every cell adjacent to each Minimum Requirement. In order to be considered for inclusion in the list of qualified firms, a Respondent must respond with a "**Yes**" to all of the Minimum Requirements.*

MINIMUM QUALIFICATIONS FOR ALL SERVICE AREAS WORKSHEET

No.	Requirement	Yes / No
1	Respondent has minimum of 3 years of experience providing Drupal related services.	YES
2	Respondent agrees that the City's Department of Technology in its position to safeguard the City's shared Drupal web content management environment will have to review and approve any agreement between a pre-qualified contractor and a City agency prior to execution.	YES
3	Respondent will leverage the City's standard electronic payment services as selected by the City's Treasurer and Tax Collector Office rather than promote or offer alternatives for the purpose of building any online payment functionality.	YES
4	Respondent agrees to comply with the City's security guidelines and agrees solutions will not be deemed acceptable until an audit is completed and any related critical security recommendations are fixed prior to final delivery.	YES
5	Respondent agrees disclose and include in any agreement entered with a City agency the ongoing support efforts, costs and requirements to properly maintain any custom solutions.	YES
6	Respondent will execute a best practices service level agreement for highly customized solutions developed to meet the unique needs of specific City agencies.	YES
7	Respondent will deliver all related user and technical documentation to City agency staff.	YES
8	Respondent will ensure any solution will comply with the City's accessibility standards (as outlined by Federal Section 508) whenever applicable.	YES
9	Respondent will test all solutions jointly with the City department staff before they are made available to the public.	YES

STOP: **If you answered "YES" to all of the Minimum Requirements above, please proceed to the next sections and provide responses to the below questions relevant to your proposal in order to complete your submission. If you answered "NO" to any of the Minimum Requirements, please stop; your firm will not be considered for qualification in any of the Service Areas.**

2.B - DECLARE INTENT TO BE QUALIFIED FOR ANY SERVICE AREAS

INSTRUCTIONS: *For the Service Area or Areas for which your firm is submitting a proposal, each Respondent should indicate in the table below its intent to be a qualified vendor by placing a "Yes" in the "Qualified" column below associated with the related Service Area.*

IMPORTANT: Please note that in addition to satisfying the minimum qualifications common to all service areas (see previous section 2.A); Respondents must demonstrate expertise in at least one of the following Service Areas.

Number	Service Area	Qualified (Yes/No)	If Qualified Fill out Section
1	Drupal theme design services	YES	2.C
2	Drupal custom development services	YES	2.D
3	Drupal custom hosting and support services (for highly customized solutions)	NO	2.E

Respondents seeking to be become a qualified vendor in a specific Service Area must also fill out and meet all the minimum qualifications in the following specific section(s) related to the service areas for which they indicated, in the above table, to be a "Qualified" vendor.

2.C - MINIMUM QUALIFICATIONS FOR SERVICE AREA 1

*INSTRUCTIONS: Insert a "Yes" or "No" in every cell adjacent to each Minimum Requirement. In order to be considered for inclusion in the list of qualified firms for this Service Area, a Respondent must respond with a "**Yes**" to <u>all</u> of the Minimum Requirements.*

IMPORTANT: Only respondents seeking to become a qualified vendor in **Service Area 1 (Drupal Theme Design services)** must fill and meet all the following minimum qualifications.

No.	Requirement	Yes / No
1	Respondent has minimum of 3 years of experience creating design proposals meant to be specifically deployed on Drupal based solutions.	YES
2	Respondent has minimum of 3 years of experience delivering theme-based design services and building related theme for Drupal solutions.	YES
3	Respondent will adhere to the City's design standards and will use the City's style guide and patterns library to ensure all City websites use common design elements while leaving City agencies room to promote their unique brands.	YES
4	Respondent agrees to build themes in compliance with the City's security guidelines and agrees solutions will not be deemed acceptable until any security recommendations are fixed prior to final delivery.	YES
5	Respondent has minimum of 3 years of experience creating Drupal theme design solutions leveraging usability best practices.	YES
6	Respondent has minimum of 3 years of experience creating Drupal theme that comply with the Federal accessibility standards (Section 508).	YES
7	Respondent has minimum of 3 years of experience creating Drupal theme that are fully responsive to mobile and tablet devices.	YES

2.D - MINIMUM QUALIFICATIONS FOR SERVICE AREA 2

*INSTRUCTIONS: Insert a "Yes" or "No" in every cell adjacent to each Minimum Requirement. In order to be considered for inclusion in the list of qualified firms for this Service Area, a Respondent must respond with a "**Yes**" to <u>all</u> of the Minimum Requirements.*

IMPORTANT: Only respondents seeking to become a qualified vendor in **Service Area 2 (Drupal Custom Development services)** must fill and meet all the following minimum qualifications.

No.	Requirement	Yes / No
1	Respondent has minimum of 3 years of experience delivering custom development services for Drupal based solutions based on clearly documented software development and testing methodologies.	YES
2	Respondent has minimum of 3 years of experience configuring Drupal software in-built functionality to deliver customized Drupal solutions.	YES
3	Respondent agrees to use the City's standard Drupal profile when enhancing City departments' websites leveraging the City's standard environment and understands that the City's Dept. of Technology, to safeguard the City platform, has to review and approve any new solution prior to implementation.	YES
4	Respondent agrees to build custom code in compliance with the City's security guidelines and agrees solutions will not be deemed acceptable until any security recommendations are fixed prior to final delivery.	YES
5	Respondent has minimum of 3 years of experience developing custom Drupal solutions leveraging security and engineering best practices.	YES
6	Respondent has minimum of 3 years of experience developing any custom Drupal component in compliance with the Federal accessibility standards (Section 508).	YES
7	Respondent has minimum of 3 years of experience creating Drupal solutions and functionality that is fully responsive to mobile and tablet devices.	YES
8	Respondent agrees include in any agreement entered with a City department the ongoing support efforts, costs and requirements to properly maintain any custom developed Drupal solutions.	YES
9	Respondent will deliver all related user and technical documentation to ensure City agency staff can fully use and enhance Drupal custom solution.	YES

2.E - MINIMUM QUALIFICATIONS FOR SERVICE AREA 3

INSTRUCTIONS: *Insert a "Yes" or "No" in every cell adjacent to each Minimum Requirement. In order to be considered for inclusion in the list of qualified firms for this Service Area, a Respondent must respond with a "**Yes**" to <u>all</u> of the Minimum Requirements.*

IMPORTANT: Only respondents seeking to become a qualified vendor **in Service Area 3 (Drupal Custom Hosting and Support services)** must fill and meet all the following minimum qualifications.

No.	Requirement	Yes / No
1	Respondent has minimum of 3 years of experience delivering custom hosting and support services for highly customized Drupal based solutions on a flexible cloud platform able to satisfy the unique requirements of key City agencies.	
2	Respondent has minimum of 3 years of experience delivering custom hosting and support services for Drupal based solutions in a high availability and fully redundant cloud environment.	
3	Respondent has the ability and experience to deliver and support highly scalable solutions that can accommodate the growing needs of highly customized Drupal solutions for key City agencies.	
4	Respondent agrees to provide support services in compliance with the City's security guidelines and in accordance with industry security best practices.	
5	Respondent has minimum of 3 years of experience providing support on a 24x7x365 basis for custom Drupal cloud solutions according to a pre-defined service level agreement designed to meet specific requirements of a City agency.	
6	Respondent agrees to include in any agreement entered with a City department the ongoing support efforts, costs and requirements to properly support any custom cloud hosted Drupal solutions to meet specific performance and uptime metrics.	
7	Respondent will be able to deliver custom disaster recovery, business continuity, and security (including response to denial of service attacks) services designed to meet a variety of operational and regulatory requirements specific to key City agencies.	

SECTION 3 – SERVICE AREA CAPABILITIES

3.A - DESCRIBE CAPABILITIES FOR SERVICE AREA 1
INSTRUCTIONS: *Provide below answers to the following questions demonstrating your firm's technical expertise and capabilities relevant to this Service Area.*

IMPORTANT: Only respondents seeking to become a qualified vendor in **Service Area 1 (Drupal Theme Design services)** must complete the following questions describing their relevant core capabilities.

QUESTION 1 - Briefly describe 1 project showing how your firm consistently leverages best UI/UX practices to deliver high quality Drupal themes and design solutions.

Exygy created a unified pattern library for a series of multiple tech hubs across the world, built in Drupal. These hubs include http://digital.nyc and http://starthub.org. Similarly, Exygy created a pattern library for the SF DAHLIA affordable housing portal. The DAHLIA pattern library could be easily adapted for use in Drupal themes. With Exygy's help, CCSF could begin adopting a unified pattern library across different City departments, even across different platforms.

QUESTION 2 - Briefly describe your process and deliverables involved in building themes for Drupal solutions. Focus on how your firm would reconcile the specific design needs of a City agency with a broader set of City enterprise requirements.

A pattern library is a collection of user interface design patterns - recurring solutions that solve common design problems. For example, 18F and USDS have published the US Web Design Standards. There is a San Francisco pattern library that Exygy has launched a as part of the affordable housing project (please see above). This locally used pattern library is a free and open design system which would enable additional City agencies to start from a strong San Francisco-blessed brand.

QUESTION 3 - Briefly describe your process for designing and building Drupal themes that are responsive, mobile friendly and still able to satisfy web accessibility requirements (Federal section 508).

Using the pattern library apporach outlined above, Exygy designs and builds responsive, mobile friendly website design systems. Exygy also excels in website accessibility. In 2013 Exygy built Benetech.org to rigorous accessibility standards, in partnership with Knowbility, a 501(c)3 that supports the independence and empowerment of people with disabilities by promoting the use and improving the availability of accessible information technology. The site was built using a Straightforward design with ARIA landmarks, Layout and font resizing, Effective color contrast, Alt-text tags, Multimedia Descriptions and Captions and Descriptive hypertext links. For more information on Benetech.org's site accessibility, see here: http://www.benetech.org/news-research/site-accessibility/

3.B - DESCRIBE CAPABILITIES FOR SERVICE AREA 2

INSTRUCTIONS: Provide below answers to the following questions demonstrating your firm's technical expertise and capabilities relevant to this Service Area.

IMPORTANT: Only respondents seeking to become a qualified vendor in **Service Area 2 (Drupal Custom Development services)** must fill and meet all the following minimum qualifications.

QUESTION 1 - Briefly describe 1 project showing how your firm consistently leverages software development and testing methodologies and best practices to deliver high quality custom Drupal solutions.

Our software development & testing methodology mirrors industry-wide best practices, including git version control and multiple server environments for development, testing, and production. We often work with managed hosting providers such as those being solicited for response in this RFP, who make it easy to run multiple environments. We follow an Agile development methodology. We have trained client staff by inviting them to pair with our designers and/or engineers on Agile sprints, including engineers at the SF Department of Technology.

QUESTION 2 - Briefly describe your process and deliverables involved in building custom Drupal solutions. Focus on how your firm would develop a custom solution that would be reconcile the specific needs of a City agency with a broader set of City enterprise requirements.

Drupal includes robust user account types and access control systems. This allows us to create and implement a custom services workflow for the updating of content. This workflow and editorial process should be generalized to meet the needs of a typical agency, while customized to meet the specific needs of each City agency. This process will be developed throughout the content strategy work and implemented during engineering sprints.

QUESTION 3 - Briefly describe your process for developing custom Drupal solutions that are responsive, mobile friendly and able to leverage security best practices.

Using a pattern-library based approach (described above), we craft drupal solutions that are responsive and mobile friendly. We engage in responsive testing throughout the theme development process. Our security practices include relying heavily on best practices and approaches in partnership with managed cloud hosts. We and our hosting partners ensure that Drupal itself stays updated on all production machines. We leverage Drupal's built in authentication, integrate securely with third party authentication systems, and employ cloud-based security and defense measures, such as IP screening using Fastly, a cloud-based caching service.

3.C - DESCRIBE CAPABILITIES FOR SERVICE AREA 3
INSTRUCTIONS: *Provide below answers to the following questions demonstrating your firm's technical expertise and capabilities relevant to this Service Area.*

IMPORTANT: Only respondents seeking to become a qualified vendor **in Service Area 3 (Drupal Custom Hosting and Support services)** must fill and meet all the following minimum qualifications.

QUESTION 1 - Briefly describe 1 project showing how your firm consistently delivers custom Drupal hosting solutions leveraging best practices in a high availability and fully redundant cloud environment.

[Insert your response here]

QUESTION 2 - Describe your processes and ability to deliver support on a 24x7x365 basis for custom Drupal cloud solutions according to a pre-defined service level agreement designed to meet specific requirements of selected highly visible City agencies.

[Insert your response here]

QUESTION 3 - Briefly describe your capabilities to deliver custom disaster recovery, business continuity, and security (including response to denial of service attacks) services designed to meet a variety of operational and regulatory requirements specific to key City agencies.

[Insert your response here]