

## RFQ ATTACHMENT V – RESPONSE TEMPLATE

### SECTION 1 – FIRM QUALIFICATIONS

#### 1.A - COMPANY PROFILE SUMMARY

A. REQUIRED INFO	B. RESPONSE
1. Year Company was founded	Founding Year: 1948, Robert Half Technology (RHT) formed in 1994, The Creative Group (TCG) formed in 1996, & Protiviti acquired from Arthur Andersen in 2002
2. Top 3 Areas of Expertise	<b>Expertise:</b> Specialized Staffing, Consulting Services and Managed Services
3. Number of Years delivering Drupal solutions	<b>Years (#):</b> 8
4. Number of Employees	<b>Employees (#):</b> 16,000
5. Number of Active Projects	<b>Projects (#):</b> 13 Active Drupal Projects
6. Company Structure – Public or Private	<b>Structure:</b> Public Company, traded on NYSE: RHI
7. Revenues generated last fiscal year	<b>Revenues (\$):</b> \$5.1 Billion in 2015
8. Profitable last fiscal year ( yes / no)	<b>Profitable (yes/no):</b> Yes, \$358 Million
9. Active Relevant Company Certifications	<b>Certifications:</b> Microsoft Gold/Silver, Oracle Gold <b>Alliances:</b> AIGA, AITA, General Assembly, PMI, RISD, UXPA, WITI and YearUp Sponsor

#### 1.B - COMPANY CORE EXPERTISE

Robert Half offers the City the best local talent to minimize your costs and accomplish your key creative and technology project goals. Robert Half has 5 offices here in the Bay Area and over 100 local recruiters searching for the best creative and technical talent every day for our clients. We interview over 300 consultants per week and have a database of over 1 million candidates, so that we can provide the City with the best talent when you need them at the most competitive cost. We offer creative and technology time & materials staffing, managed (in-sourced or out-sourced) services, deliverable-based consulting in partnership with our Protiviti division, and contract-to-hire/ permanent placement hiring assistance.

#### 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.

**Process** - Our process is to have our Drupal Architect, PM, UI/UX Designer and CCSF Account Manager meet first with DT to review and understand the City's style guide, patterns library, standard templates and security guide. Then we meet with each individual City department to determine their specific needs and requirements, create a scope of work and best approach in collaboration with DT's requirements and guidelines. The City department decides whether RH provides time & materials staffing or deliverable-based consulting, and if

resources are on-site or remote. Then we create a proposal that outlines our team, approach and costs in alignment with City standards. The City department reviews, approves, generates a PO, and then we schedule a start date. The project is led and managed by the Drupal Architect/PM.

**Practice** - We engage our specialized staffing recruiters and creative and/or technology consulting practices based on the City departments' preference. Our software development practice uses industry best practices to deliver projects on time and within budget. Our staffing recruiters follow RH requirements to vet candidates including two recent manager references, 7 years standard background check and Skype or in person meeting.

**Methodology** - If the City chooses our consulting practice - we use Agile methodology for our development projects. If the City chooses time & material staffing, then the City Department manager will direct the RH consultant to follow whatever methodology the City elects to use.

## 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.*

### 1. Andre Angelatoni - Sr. Drupal Architect/Developer

- 7+ years' experience in Drupal Development
- Performed role as Developer, team lead, and architect
- Experienced with Drupal 7 and 8, expert Drupal 7 theming
- Can build custom Drupal modules from scratch

Samples of Drupal Sites:

[www.docusign.com](http://www.docusign.com)

[www.lawrencehallofscience.org](http://www.lawrencehallofscience.org) (University of California)

[www.goldmanprize.org](http://www.goldmanprize.org) (Goldman Foundation)

### 2. Julian Barber - Technical Project Manager/Drupal Architect

- Excels in designing, implementing, and maintaining small to medium sized business websites using Drupal 7 & 8
- Managing a small design team on daily activities and interaction with client base using Agile development
- Building small community websites using PHP, HTML, and MySQL in a LAMP environment to aid in networking groups and individuals together
- Drupal Trainer at DT in 2016 and former Creative Trainer at Apple for 2 years

### 3. Jimmy Dias - Interactive & Web Producer

- A versatile Interactive & Web Producer with over 10 years of experience.
- Strong, hands-on responsive web design and development skills
- Programming languages: HTML, CSS, XML and Java
- Focused on content management systems, frameworks and web publishing tools such as Drupal, WordPress, and SharePoint.
- As Web Production Manager, his main focus was coordinating a large content migration project to Drupal. Later he was charged with generating web stat reports, developing standards operating procedures for project documentation and coordinating paid search, natural search, and SEO optimization campaigns in partnership with the creative and marketing teams.
- Experienced with JIRA, MS Office, Salesforce, Photoshop, and Dreamweaver.

## 1.E - KEY PROJECT REFERENCES

<b>REFERENCE # 1</b>	<b>REQUIRED RESPONSE</b>
<i>Customer Company Name</i>	<i>J. David Gladstone Institute</i>
<i>Drupal solution delivered</i>	<i>Redesigned Website &amp; Intranet in Drupal 7</i>
<i>Completed on</i>	<i>12/24/15</i>
<i>Project Duration</i>	<i>10 months</i>
<i>Key Benefit Delivered</i>	Redesigned public website launch that allows better collaboration with other scientific orgs.
<i>Customer Contact Name</i>	Megan McDevitt, VP of Communications
<i>Customer's Contact phone</i>	415-734-2000 - Exec. Assistant is Andrea Binger
<i>Customer's Contact email</i>	Preferred mode of communication is email: megan.mcdevitt@gladstone.ucsf.edu
<i>Customer Company Location</i>	San Francisco/Mission Bay

<b>REFERENCE # 2</b>	<b>REQUIRED RESPONSE</b>
<i>Customer Company Name</i>	<i>Robert Half Corporate Marketing</i>
<i>Drupal solution delivered</i>	<i>Drupal 7 New Website Applications and Themes</i>
<i>Completed on</i>	<i>5/16</i>
<i>Project Duration</i>	<i>9 months</i>
<i>Key Benefit Delivered</i>	Reusability, ease and distribution of site maintenance
<i>Customer Contact Name</i>	Richard Tyrrell, Senior Manager of Global Web Sites
<i>Customer's Contact phone</i>	925-913-1000
<i>Customer's Contact email</i>	richard.tyrrell@rhi.com
<i>Customer Company Location</i>	San Ramon, CA

<b>REFERENCE # 3</b>	<b>REQUIRED RESPONSE</b>
<i>Customer Company Name</i>	<i>Docusign</i>
<i>Drupal solution delivered</i>	<i>Architecture &amp; Performance issues needed remediation</i>
<i>Completed on</i>	<i>4/15</i>
<i>Project Duration</i>	<i>18 months</i>
<i>Key Benefit Delivered</i>	Improved design, information architecture and performance of site.
<i>Customer Contact Name</i>	Greg Robbins, Ecommerce Technical Director
<i>Customer's Contact phone</i>	t: 415-489-6960   m: 415-481-1775
<i>Customer's Contact email</i>	Greg.robbsins@docusign.com
<i>Customer Company Location</i>	San Francisco

## SECTION 2 – MINIMUM QUALIFICATIONS

### 2.A - MINIMUM QUALIFICATIONS FOR ALL SERVICE AREAS

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

### 2.B - DECLARE INTENT TO BE QUALIFIED FOR ANY 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

## 2.C - MINIMUM QUALIFICATIONS FOR SERVICE AREA 1

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

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

### 3.A - DESCRIBE CAPABILITIES FOR SERVICE AREA 1

**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.

RH's Corporate Marketing Department needed to upgrade the quality of our public websites, so our corporate offices contracted with RHT to identify a temporary Sr. Drupal Front End Developer/Architect to provide best practices expertise and lead the project. The RHT Drupal consultant worked with the stakeholders to scope, write technical specifications based on their requirements and develop new applications. This included developing & maintaining custom Drupal 7 modules, content-types & themes using PHP, JavaScript, AJAX, jQuery, HTML5, CSS3, Web Services & related technologies. The RHT consultant is an expert with Drupal 7 theming, knows how to write custom theme functions and also how to override default theming behavior. The RHT consultant delivered high quality Drupal themes and design solutions. First the RH consultant had to understand design and decide on the breakpoints and then he had to start with theme info file. He had to use HTML5 and CSS3 for creating pages for each unique pages. After creating all pages he had to start work on responsive mobile web design and then convert all html5 pages to template files. Then he had to embed media files in the .info file.

**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.

Before we begin any custom project with a City Department, RH/TCG Web Producers and UI/UX Designers will thoroughly review and understand the City's style guide and patterns library. The process involved with building themes for Drupal solutions starts with meeting with stakeholders to discuss business goals, specific functionality needed and then create a scope of work that incorporates 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. Then once the scope of work is agreed upon, we write technical specifications based on the stakeholders' requirements. The City Department determines whether to work with RH on a staffing or deliverable-based consulting basis. RH prepares a proposal which the City Department reviews, approves and issues a PO. Then a project start date is set. If the City Department chooses a deliverable-based project, our teams' approach employs a modified agile process consisting of client immersion, brainstorming models, content strategy, information architecture, clickable model design, visual design along with implementation and rigorous QA.

#### Process

The RH Drupal theme development process follows a simple, iterative process:

- **Discovery** – we develop a 360-degree understanding of the client's needs, the stakeholders, users, work flow, use cases, brand specifications and any potential problems. At this phase we will focus on specific design needs per City agency to ingrate them within the City requirements.
- **Design** – we assimilate all this information into a strong user experience concept, which then drives template design and user interface maps. These are then presented to the client for feedback.

- Feedback – the client lets us know what they approve and what needs to change and why. Any design elements that need to be rethought are then iterated.
- Build – we start to build by first installing the Drupal instance, then building templates, and focusing initially on functionality, finally honing in on bringing the function and the look-and-feel together.
- Test – testing starts as soon as the building phase starts. We practice continuous testing, where we test everything as it is being built, and eventually as part of the larger whole.
- Iterate – iteration happens throughout the process such that the final product is the result of an agile development process.

The RH Design Project Manager will be responsible for overall technical project oversight, performing the following tasks:

- Ensure deliverables meet the requirements outlined in the mutually agreed-upon SOW
- Co-conduct internal and external project status meetings, as appropriate
- Escalate and resolve project issues
- Escalate project risks and mitigation plans
- Provide project status reporting
- Manage project scope
- Manage project timelines
- Co-author user stories with City Departments
- Facilitate sprint planning and sprint showcase meetings

Design - During Design, the RH Consultant team's process will include:

- Develop an understanding of business needs and target audience.
- Develop design wireframes and the supporting visual design for use during Build.
- Scope some of the technical architecture to support design.

This is accomplished via two (2) major work streams:

- User Experience (UX)
- System Architecture

## User Experience (UX)

The User Experience work stream is broken into two (2) phases:

- Visioning
- Conceptualization and Iterative Design

## Visioning

During this phase, RH Consultant will complete the following activities:



## Phase 0: Visioning

RH Consultant's goal for this phase is to gain an understanding of the City Department's application requirements, including a detailed audience analysis, while also understanding the City Department's current use cases within the existing web experience. This will allow RH Consultant to ascertain any gaps in understanding between current daily functions and tasks, and how those aspects of daily work will be improved via a mobile application.

- **Discussion and Research** – Evaluate existing web site, interview users, and ascertain Client's business goals.
- **Analysis and Documentation** – Develop user personas and scenarios, create task diagrams and/or workflows, create and prioritize a traceable features and functionality matrix. A product roadmap will guide the plan for the conceptualization and design phase.

## Visioning Deliverables

Upon completion of visioning activities, RH Consultant will provide Client with the following deliverables:

- Process Flow Diagrams
- Personas and Scenarios
- Prioritized and Traceable Features/Functionality Matrix
- Product Roadmap

## Design Iterations

### Conceptualization and Design Deliverables

RH Consultant will deliver to Client the following conceptualization and design deliverables:

- Wireframes
- Visual design comps
- Visual asset files to begin Release 1 development

### Conceptualization and Design Deliverables

RH Consultant will deliver to Client the following conceptualization and design deliverables:

- Wireframes
- Visual design comps
- Visual asset files to begin Release 2 development

**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).

Our process is to work out the appropriate breakpoints where the site will transition from mobile to tablet to desktop. Create a mobile device specific menu that would replace the standard desktop menu.



APM had a large number of links in the primary and secondary menus. Change the grid system (if applicable) from a fixed grid system into a responsive one that will work well at all different resolutions. Blocks - Move any blocks around in the page structure at the different breakpoints to ensure the blocks are still displayed in appropriate places. Redesign the site header, footer to improve the appearance and functionality for mobile and tablet devices. Tidy up, optimize any legacy CSS and update any code that may be referencing fixed pixel values for font sizes, widths, etc. Optimize any applicable site assets, including; reducing the size of images, minifying scripts, spiriting images, reducing the number of http requests & more.

Accessibility means that the City Department site's design, interface, and content are available to all users on the internet, regardless of their abilities or the assistive technologies they use. On delivery, each website will be fully ADA compliant section 508 compatible, using the Accessibility module with Quail software library for Drupal. The City Department staff will have an ongoing list of accessibility tests, which are aligned with the WCAG 2.0 or Section 508 standards to ensure long term accessibility.

### **3.B - DESCRIBE CAPABILITIES FOR SERVICE AREA 2**

**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.

*Project Description:* RHT was engaged by Docusign in November 2013 to provide Docusign with a Drupal Back End Architect and Performance Optimization Engineer. They are looking to remediate some performance issues they were experiencing. The original customer-facing website was built on Drupal 7 and Docusign had separated out the eCommerce portion of their customer-facing site to Magento. RHT's consultant conducted weekly performance audits, made critical architectural recommendations to improve the site that were implemented by Docusign's team. The RHT consultant regularly mentored Drupal developers working for Docusign over an 18 month period. The client said that Docusign couldn't have made the performance improvements without the RHT's consultant's guidance.

**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.

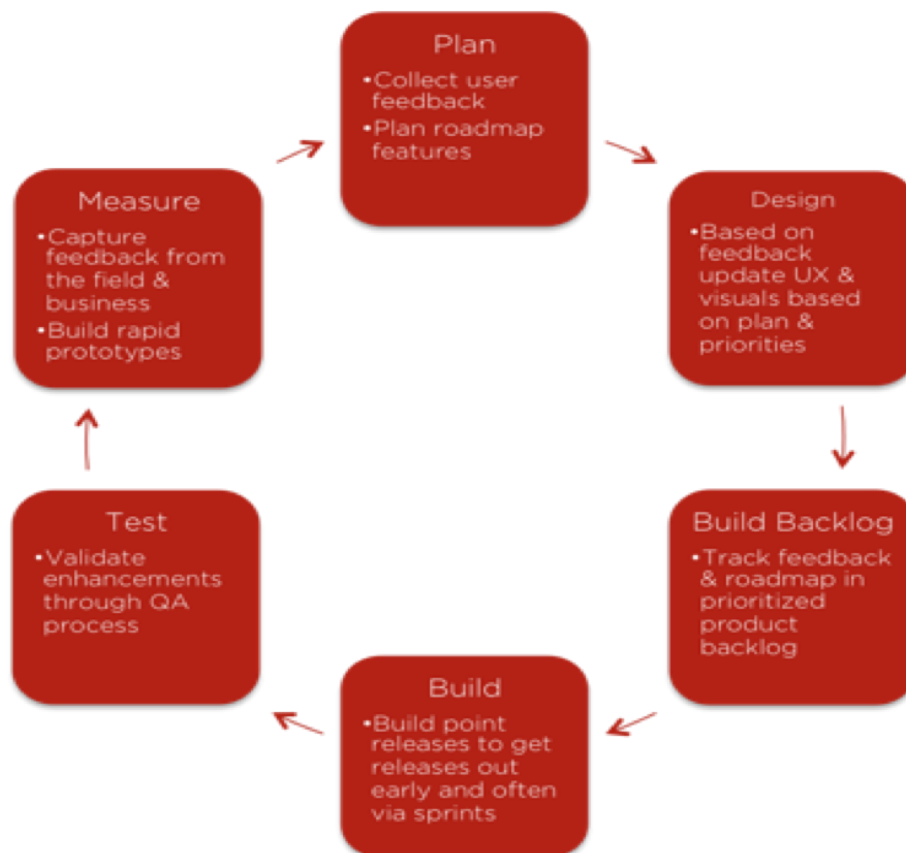
Robert Half has been involved with implementing Drupal sites for a wide variety of organizations from small non-profits to multinational Fortune 100 companies. Leveraging experienced Drupal project managers, business analyst, QA, designers, architect, and developers, Robert Half continues to nurture the Drupal platform by contributing to and enhancing modules, providing forum support for all levels of users and through participation in periodic Drupal conferences. Our teams' approach employs a modified agile process consisting of client immersion, brainstorming models, content strategy, information architecture, clickable model design, visual design along with implementation and rigorous QA.

RHT's Drupal Architect and Project Manager will gain a thorough understand of DT's standard environment. RH will leverage the City's standard environment in collaboration with DT to the maximum

extent and will be in compliance with the City's security guidelines for any custom site for a City department.

RHT employs a unified design-driven, Agile methodology where product, user experience, development, and test teams work in parallel to execute through an iterative release plan. Our approach is designed to provide our clients with frequent demonstrable output. Two-week sprint cycles allow for continuous integration of stakeholder input and reduce overall project risk, as changes are incorporated throughout the build process.

The following diagram depicts the typical RHT product development process. The product feature set and requirements are established prior to the start of development, and the backlog is managed through the build phase as features are completed.



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

Our process for developing custom Drupal solutions that are responsive, mobile friendly and able to leverage security best practices are the same as how we approach every project.

We work out the appropriate breakpoints where the site will transition from mobile to tablet to desktop. We create a mobile device specific menu that would replace the standard desktop menu. APM had a large number of links in the primary and secondary menus. Change the grid system (if applicable) from a fixed grid system into a responsive one that will work well at all different resolutions. Blocks - Move any blocks around in the page structure at the different breakpoints to ensure the blocks are still displayed in appropriate places. Redesign the site header, footer to improve the appearance and functionality for mobile and tablet devices. Tidy up, optimize any legacy CSS and update any code that may be referencing fixed pixel values for font sizes, widths, etc. Optimize any applicable site assets, including; reducing the size of images, minifying scripts, spiriting images, reducing the number of http requests & more. Upgrade image site assets where possible from bitmap to vector, to cater for the ever expanding range of high resolution devices available today. Cross device, cross browser, in-depth testing of the new responsive site to ensure we achieve high compatibility with as many different devices and modern browsers as possible. Analyse the site using the Google mobile test tool, make changes including adjusting tap target sizes accordingly to improve usability.

Drupal has a dedicated security team. Together with Drupal's vast development and administrator community, they seek out and patch issues – often before they're exploited in the wild. Through this constant administration of code, security is maintained. Each website that we create goes through a security review to ensure for best practices during the testing phase.