

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: 2000
2. Top 3 Areas of Expertise	Expertise: Strategy, Design, Drupal Development
3. Number of Years delivering Drupal solutions	Years (#): 10
4. Number of Employees	Employees (#): 6
5. Number of Active Projects	Projects (#): 3-4
6. Company Structure – Public or Private	Structure: Private
7. Revenues generated last fiscal year	Revenues (\$): \$681,000
8. Profitable last fiscal year (yes / no)	Profitable (yes/no): Yes
9. Active Relevant Company Certifications	Certifications:

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.

Our firm specializes in all aspects of web design and development: Core services include: Strategy (online initiatives, organizational, and technology consultation), User experience design (information architecture and visual/brand design), Programming (Drupal, WordPress, HTML / CSS / front-end coding, responsive theming) and Training/Support/ Maintenance for delivered solutions.

We have delivered sophisticated web solutions for the City and County of San Francisco since 2012. City Clients include: SF Municipal Transportation Agency, SF Public Utilities Commission, SF Office of the Assessor/Recorder, and the SF Arts Commission.

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.

Rolling Orange uses a four-phased project methodology, which is loosely based on the Rational Unified Process (RUP) for software development. Project are handled in four discrete phases, as follows:

- 1) INCEPTION: includes discovery, research, strategy definition, and project scoping.
- 2) ELABORATION: includes content strategy, information architecture, visual design, and prototyping.
- 3) CONSTRUCTION: includes front-end programming, back-end programming, content creation, and site production.
- 4) TRANSITION: includes: quality assurance testing, training, documentation, site launch services, and post launch support and ongoing maintenance.

To accommodate client requirements and preferences, our team has also delivered projects using the Agile project methodology.

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.

Derek Evans, Managing Partner of Engineering, architects technical solutions that address our client's needs, and then he writes the code that brings them to life. Before co-founding Rolling Orange, Derek was Head of Engineering for iXL's (now Razorfish) Digital Media Services division. At Rolling Orange, Derek has been instrumental in developing Drupal sites The City of San Francisco, The San Francisco Symphony, Bay Area Rapid Transit, The City of Hayward, Stanford University, and Princeton University, among others

Jason Fountain, Director of User Experience, comes to Rolling Orange after heading up all web design and development efforts for a top East-Coast-based digital brand agency. Jason's deep experience and understanding of strategic design is matched only by his advanced web programming skills. In his previous position, Jason designed built solutions for a broad range of high-tech, consumer-product, and higher education clients, including Nikon, Mattel, Covidien, Oracle, and Valparaiso University. At Rolling Orange, Jason has led creative efforts for top clients, including UCLA, the City of Hayward, and the City of San Francisco (both Drupal sites).

Robert Armijo, Front-End Web Developer brings top-tier development, information architecture, and interface design skills to Rolling Orange, where his talents have benefited an impressive range of clients including National Geographic, Stanford University, Columbia University, and The City of San Francisco. Robert is RO's resident expert in responsive design, making sure our sites work well on mobile, tablet, laptop and desktop systems.

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
<i>Customer Company Name</i>	City of Hayward
<i>Drupal solution delivered</i>	City website: hayward-ca.gov (Drupal 7)
<i>Completed on</i>	Launched March 2016 + ongoing maintenance)
<i>Project Duration</i>	1 year + ongoing support
<i>Key Benefit Delivered</i>	User friendly service delivery and community engagement.
<i>Customer Contact Name</i>	Frank Holland
<i>Customer's Contact phone</i>	415.531.5259
<i>Customer's Contact email</i>	frank@frankholland.com
<i>Customer Company Location</i>	Hayward, CA

REFERENCE # 2	REQUIRED RESPONSE
<i>Customer Company Name</i>	City and County of San Francisco Office of the Assessor-Recorder
<i>Drupal solution delivered</i>	sfaessor.org website (Drupal 7)
<i>Completed on</i>	Launched February 2016 (plus ongoing maintenance)
<i>Project Duration</i>	14 months + ongoing support
<i>Key Benefit Delivered</i>	Easy to use information resource for citizens, businesses and investors.
<i>Customer Contact Name</i>	Edward McCaffrey
<i>Customer's Contact phone</i>	(415) 554-5231
<i>Customer's Contact email</i>	edward.mccaffrey@sfgov.org
<i>Customer Company Location</i>	San Francisco, CA

REFERENCE # 3	REQUIRED RESPONSE
<i>Customer Company Name</i>	Bay Area Rapid Transit (BART)
<i>Drupal solution delivered</i>	Bartable website bartable.bart.gov (Drupal 7)
<i>Completed on</i>	Launched November 2015 (ongoing updates and maintenance)
<i>Project Duration</i>	8+ months
<i>Key Benefit Delivered</i>	Increased ridership and community engagement via online marketing site.
<i>Customer Contact Name</i>	Tim Moore
<i>Customer's Contact phone</i>	510-464-7128
<i>Customer's Contact email</i>	tmoore@bart.gov
<i>Customer Company Location</i>	Oakland, 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 all 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 all 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 all 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.	N/A
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.	N/A
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.	N/A
4	Respondent agrees to provide support services in compliance with the City’s security guidelines and in accordance with industry security best practices.	N/A
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.	N/A
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.	N/A
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.	N/A

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.

City of Hayward Website: Hayward-ca.gov

Client's previous site was based on a rigid CMS that came packaged with a service delivery application. IA and visual design of the old site were described by client as "aggressively hostile" to users. Our IA and design team predicated the final design on personas and user tasks defined in our Inception Phase. The result is a modern, responsive Drupal based site that strategically addresses the needs of the users and positions Hayward as a great place to live and work.

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.

We work closely with our clients to develop a site strategy, which consists of site goals, user persona definition and a workflow model to manage the delivered site. All design decisions are predicated on this strategy. Our designs begin to take form with a site architecture phase, where we define navigation and content structure and hierarchy, developing a site map. From there, we typically develop wireframe prototypes, which represent the various page styles and functionality components that comprise the design system. These prototypes are created in code, using a responsive HTML framework; our clients often use them for usability testing. After 3-4 round of wireframe refinement, we we then move onto visual design, using the City's brand guidelines as a starting point, and working with the client to create visual designs that resonate with their constituents.

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).

All sites are designed from the ground up to adapt to smart phone, tablet, laptop, and desktop screen viewports. Rather than rely solely on static image-based techniques (Illustrator / Photoshop) our designs are generated in code, using a responsive presentation framework such as Bootstrap or Foundation (depending on client preference). Designs begin as wireframes, allowing us prototype basic interactive functionality and our navigation system in all viewports. Final visual designs are also delivered as HTML prototypes that can be viewed and tested on targeted devices and viewports.

We consider accessibility every step of our process and test using the guidelines and best practices that can be found at www.section508.gov. During our QA test process, we use the WAVE accessibility evaluation tool to identify any problems and tweak the site to ensure it is ultimately compliant with accessibility rules dictated by the WCAG 2.0 guidelines.

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

Hayward-ca.gov web redesign: As we do with all projects, we began the Hayward build process with a thorough audit of existing technology. We then create a content model, a document that provides detailed specifications for content types and functionality to be implemented in the new site. Our technology specification defines the Drupal module stack that will fulfill all client requirements. Our build process begins by programming the content types into Drupal and moves onto integration and configuration of modules. We then move into themeing, working closely with the design and content production teams to ensure site content and functionality fulfill the client's vision. Finally, we create administrative workflow rules, tailored to the client's organizational capacity to manage the site. The site is tested against the original feature spec on all required browsers and platforms. Issues are reported, tracked and resolved on an issue tracking platform that is made available to clients. The site is also tested against the required accessibility standards using WAVE.

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 reconcile the specific needs of a City agency with a broader set of City enterprise requirements.

- * Audit existing site to understand existing site content and functionality. Work with Client and project team to determine any new requirements.
- * Combine knowledge of existing site functionality with understanding of new requirements to define a Drupal module stack appropriate for new website. Look to implement appropriate city-approved modules wherever possible. Select contributed modules that meet functionality and security criteria proscribed by the City.
- * Work with client to define custom content types and program them into the site, leveraging City-proscribed content types where ever possible. (Deliverable: Content Model)
- * Provide client with access to staging or production server to show progress and discuss implementation issues.

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

Regarding the responsive / mobile friendly requirement: We typically begin with a responsive base theme (e.g., Bootstrap 3) that provides us with maximum control to execute the approved site design. All code goes through a through Quality Assurance test suite, in which we test the site using all required browsers and devices.

Regarding security, we follow best practices, which starts with focusing our development efforts using proven contributed modules that have strong documentation and are updated regularly. Security for Drupal sites is primarily a matter of ensuring all code is regularly updated with security patches. We work closely with our clients to ensure that they either have the capacity to update their system internally, or are set up in a managed hosting environment, where updates are part of a regular maintenance program. Our module stack also typically includes a suite of security-focused modules, including: Security Kit, Username Enumeration Prevention, Password Policy.

Other things our programmers do for security: Turn off UI for views and fields on production sites, configure access control for views, require SSL for login, and disable the PHP filter module.

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] N/A

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] N/A

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] N/A