

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: 1985
2. Top 3 Areas of Expertise	Expertise: Design, Marketing, Advertising
3. Number of Years delivering Drupal solutions	Years (#): 4
4. Number of Employees	Employees (#): 4
5. Number of Active Projects	Projects (#): 20
6. Company Structure – Public or Private	Structure: Private
7. Revenues generated last fiscal year	Revenues (\$): +1,150,000
8. Profitable last fiscal year (yes / no)	Profitable (yes/no): Yes
9. Active Relevant Company Certifications	Certifications: City Vendor ID #54285

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.

The M-Line has been designing award-winning websites since 1995. We have built hundreds of sites of all shapes and sizes. We believe websites are a reflection of the organization they represent and no two organizations are the same. Within the backdrop of a common CMS in this case Drupal, we believe with our expertise and experience we can create unique looking sites that operate seamlessly in this common platform.

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.

1. Best of Breed Brand Practices: The M-Line Brand Process takes our clients through a proven methodology to discover, identify and organize the essential aspects of the organization's brand. Our process starts with a detailed discovery and exploration meeting. This session is designed to gather background, encourage discussion, uncover ideas and understand the deeper vision and motivation drivers for our client's brand. We examine the organization's mission. We discuss core values, We uncover the core beliefs and motivations that are at the basis of why you do what you do and why it is important. We look at the competitive landscape and positioning, uncover key benefits and intangible attributes and go over short term and audacious goals. We also will look at the perception of each organization's brand, by the target audience and stakeholders.

2. Collaboration Methodology: Great websites are built by great teams. We break teams into three classes: creation, implementation and maintenance. We bring team members together all along the process to insure projects meet the goals set forth by each area so each has the visibility during the project to see, support and anticipate each others needs.

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.

JEF LOYOLA | Creative Director

With over two decades of advertising, marketing and branding experience, Jef has developed a strong ability to identify the strengths of his clients' businesses and how to deliver the right attention-getting message that will leave a lasting impression with the target audience. As a seasoned business owner who understands the importance of the bottom line, Jef knows that every marketing effort, regardless of its scope and size, must be aligned with the established business objectives. Jef's clients have ranged from large corporations like Apple, Microsoft, Wells Fargo, Swiss Airlines, SFO, and Bank of America to other big businesses like Pyramid

Breweries, The San Francisco Examiner, The San Francisco Convention and Visitors Bureau, the Water Emergency Transportation Authority, and even The Berkeley Playhouse Theatre. As the co-owner of a small business, Jef is a firm believer that there is no such thing as a small business.

MYA KRAMER | Founder

Mya is an award-winning creative director, namer, designer and strategist. Her remarkably broad focus includes a keen design aesthetic, fluency in concepting, and an instinct for powerful solutions to client needs. Since founding The M-Line in 1985, Mya has applied her expertise to a wide range of projects in consumer design and marketing communications including: name development, branding, logo development, multimedia, package design, collateral design, advertising, point-of-purchase, and environmental design for clients such as: McKesson, Apple, Microsoft, Ford, Giorgio Armani, Chevron, Robert Mondavi, Wal-Mart, Genentech, Autodesk, Tracy deJardins, and Josie Maran Cosmetics. Mya has been a lecturer on design and the creative process for UC Santa Cruz and UC Berkeley. The recipient of numerous awards, her work has been selected for inclusion in the permanent collection of the Library of Congress and the San Francisco Museum of Modern Art. She has been featured in publications such as Inc. Magazine, ClickZ and Communication Arts. Mya also wrote and designed “Art Is,” a nationally recognized art textbook for children.

JAY O'TOOLE | Digital Creative Director

Jay’s insatiable curiosity and thirst for knowledge fuels his fire as a creative professional. Over the past 20 years, he has received numerous accolades for his design work including logos, collateral, business systems, websites, motion graphics, and print advertising. His powerful design sensibilities and technical savvy are evident in much of the work produced at The M-Line. He has led the design of several major corporate redesign projects from corporate identity to all facets of product branding and packaging, as well as web and interactive development. His 2005 original design and the 2013 redesign for the FlySFO.com website has earned awards from Webby, Airport Councils International, and Interactive Media Awards. Jay holds a Bachelor of Design degree from the Emily Carr University of Art & Design and a Bachelor of Science degree from McMaster University.

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>	San Francisco International Airport
<i>Drupal solution delivered</i>	www.FlySFO.com
<i>Completed on</i>	August 2013
<i>Project Duration</i>	One year
<i>Key Benefit Delivered</i>	An award-winning, fully functional, state of the art website.
<i>Customer Contact Name</i>	Grier Mathews
<i>Customer's Contact phone</i>	650-821-5157
<i>Customer's Contact email</i>	grier.mathews@FlySFO.com
<i>Customer Company Location</i>	San Francisco International Airport, 5 th Floor Admin Offices

REFERENCE # 2	REQUIRED RESPONSE
<i>Customer Company Name</i>	Herrero Boldt
<i>Drupal solution delivered</i>	www.cpmc2020.org
<i>Completed on</i>	April 2016
<i>Project Duration</i>	Three months
<i>Key Benefit Delivered</i>	A community relations building project website.
<i>Customer Contact Name</i>	Miquel Penn
<i>Customer's Contact phone</i>	415-762-7434
<i>Customer's Contact email</i>	mpenn@herrero.com
<i>Customer Company Location</i>	1200 Van Ness Avenue San Francisco CA 94109

REFERENCE # 3	REQUIRED RESPONSE
<i>Customer Company Name</i>	MeasureOne
<i>Drupal solution delivered</i>	Corporate website www.measureone.com
<i>Completed on</i>	December 2013
<i>Project Duration</i>	Three weeks
<i>Key Benefit Delivered</i>	Fully integrated management friendly marketing platform
<i>Customer Contact Name</i>	Dan Feshbach
<i>Customer's Contact phone</i>	415.971.1977
<i>Customer's Contact email</i>	dan@measureone.com
<i>Customer Company Location</i>	100 Broadway San Francisco CA 94111

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	NO	2.D
3	Drupal custom hosting and support services (for highly customized solutions)	NO	2.E

Respondents seeking to 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.	
2	Respondent has minimum of 3 years of experience configuring Drupal software in-built functionality to deliver customized Drupal solutions.	
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.	
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.	
5	Respondent has minimum of 3 years of experience developing custom Drupal solutions leveraging security and engineering best practices.	
6	Respondent has minimum of 3 years of experience developing any custom Drupal component in compliance with the Federal accessibility standards (Section 508).	
7	Respondent has minimum of 3 years of experience creating Drupal solutions and functionality that is fully responsive to mobile and tablet devices.	
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.	
9	Respondent will deliver all related user and technical documentation to ensure City agency staff can fully use and enhance Drupal custom solution.	

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.	
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

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

The redesign of FlySFO.com was a considerable UX challenge. Best practices call for: Control of the User's Focus and Attention, Guide Users Toward the End Goal, Reduce Mental Effort and Maintain Flow, Maximize Compatibility for All Users and Scenarios and Help Users Minimize and Overcome Potential Errors.

SFO required it's website to contain and maintain the presence of three key types of content. Marketing promotions, general information and travel tools. The approved UI deployed a user centric solution that segmented actions based on user flow. Tools are present on pages where they are not only expected but also as support for content and alongside marketing content. User testing was conducted during key phases to test functionality and layout at several points during the planning phase. The resulting UX is clean and approachable, tools are easy to find, deep information is readily accessible and marketing content presents a sense that there is a lot of fun stuff happening at SFO.

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.

FlySFO.com and FlySFO.com/museum are examples of how we reconcile individual objectives within the constraints of a common environment. Strong planning and design phases are the key to balancing sometimes-opposing objectives. Here is a brief description of both:

Phase 1 Planning: This phase includes strategic goal development, target research review, technical review and site map building. The M-Line will work with the client team to understand the target audiences, their differences and their goals and objectives. The M-Line will also review the existing site content organization and its interaction with the user interface and site architecture. Any technical considerations affecting the design of the site, such as accessibility, delivery platform, browser requirements, size formatting, functionality, dynamic content, etc., will be determined and addressed during this phase.

Deliverables:

- Comprehensive Site Map
- Technical Specification Document
- Wire Frames
- Production Schedule
- Production Budget

Phase 2 Design: The Design Stage includes the development of the user interface and the navigational architecture. 2-3 designs will be explored and presented in the form of a homepage and top-level navigation page per design approach. Once a design direction has been established, subsequent page templates will be designed to address various page layouts and custom page content on the site. Design directions may offer a range of design or information presentation styles. All final layouts will need to be approved by the client before production.

Deliverables:

- Final Design Composites
- Copy Outline

The deliverables for both these phases are shared with the entire project team. Input is gathered and accommodations made to satisfy all achievable goals and objectives.

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).

Once again, FlySFO.com is a great example of our approach to accessibility. Accessibility standards were assessed at the project outset in accordance with the city of San Francisco, Federal and SFO's requirements. The design and development teams understand 508 standards, and both the visual and code-related requirements were considered and respected through all levels of the project. Modern coding practices remove reliance on images for UI elements and allow for a large degree of flexibility in layouts for responsive behavior including alternate content delivery based on device. FlySFO.com was built on a responsive Bootstrap framework that adapts to all screen sizes including tablet. For smaller mobile devices, an alternate layout was used that removes certain content and larger visuals, streamlining the experience for that device. As part of our QA testing we run our sites through compliance evaluation to ensure that they perform as intended.

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.

[Insert your response here]

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.

[Insert your response here]

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

[Insert your response here]

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]