# RFP Response Form

*Digital Platform Design and Development Support*

**PROPOSER INFORMATION**

Proposer Name: 360 BC Group, Inc. dba 360Civic

Authorized Representative Name & Title:  Bridget DiRico, Director of Public Sector Development

Address: 1576 North Batavia Street Orange, CA 92867

Telephone: 949.315.5068

Email: bdirico@360civic.com

Website: www.360civic.com

Legal Status:     ☒ For-Profit Corp.        ☐ Nonprofit Corp.        ☐Sole Proprietor        ☐Partnership

Date Incorporated: 2004

Partners and/or Subcontractors included in this Proposal: None.

How did you hear about this RFP? Invited to Bid.

**REQUIRED CONTACTS**

|  | **Name** | **Phone** | **Email** |
|---|---|---|---|
| Chief Executive Officer | Ron Zayas | 949.916.9120 | rzayas@360civic.com |
| Contract Processing Contact | Bridget DiRico | 949.916.9120 | bdirico@360civic.com |
| Chief Information Officer | Nicole Fedouris | 949.916.9120 | nfedouris@360civic.com |
| Chief Financial Officer | Elizabeth Hernandez | 949.916.9120 | ehernandez@360civic.com |
| MPER Contact* | Sara Lopes | 949.916.9120 | slopes@360civic.com |

*\* MPER is DHS's provider and contract management system. Please list an administrative contract to update and manage this system for your agency.*

**BOARD INFORMATION**

Provide a list of your board members as an attachment or in the space below.
Click here to enter text.

Board Chairperson Name & Title: Ron Zayas

Board Chairperson Address: Elizabeth Zayas

Board Chairperson Telephone: Doug Dixon

Board Chairperson Email: Debbie Dixon

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**REFERENCES**

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.
*Please do not use employees of the Allegheny County Department of Human Services as references.*
Click here to enter text.

| Reference #1 | |
|---|---|
| **Customer Name** | City of Santa Ana |
| **Contact Name** | Alex Green |
| **Contact Address** | ██████████████ ██████████████ |
| **Contact Telephone Number** | ████████ |
| **Contact E-mail** | ████████████████ |
| **Description of Comparative System** | We redesigned the website for the County Seat of Orange County, the City of Santa Ana. We also customized their new Drupal-based CMS, provided content migration and content creation services. Other key components of the project include an open government portal for public data, language translation, GIS mapping, calendaring, centralized image and photo libraries, an RSS feed for news items, and compliance with all ADA requirements. www.santa-ana.org. |

| Reference #2 | |
|---|---|
| **Customer Name** | Superior Court of San Bernardino |
| **Contact Name** | Daniel Melendrez |
| **Contact Address** | ██████████ ████████████████ |
| **Contact Telephone Number** | ████████ |
| **Contact E-mail** | ████████████████ |
| **Description of Comparative System** | We redesigned the public-facing website for the Superior Court of San Bernardino. We customized their new Drupal-based CMS, provided content migration and interviewed 10 different contacts to create their new site's content. Our team managed scheduling and conducting the interviews, providing drafts for review and making the final changes to secure client approval. We also made sure the content was optimized for search engines. www.sb-court.org. |

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| Reference #3 | |
|---|---|
| **Customer Name** | Huntsville City Schools |
| **Contact Name** | Kevin Redmond |
| **Contact Address** | ██████████████ ████████████ |
| **Contact Telephone Number** | ████████ |
| **Contact E-mail** | ████████████████ |
| **Description of Comparative System** | We also created a real-time school bus schedule. We were selected to provide website redesign and Drupal CMS customization for the Huntsville School District, completing the district's website and sites for their 38 individual schools. Because they lacked resources to develop content, at no extra charge 360's team of writers created new content to ensure that the website launched on time. We continue to work with Huntsville to ensure that the website is ADA compliant through monthly reviews and reports. https://www.huntsvillecityschools.org |

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**PROPOSAL INFORMATION**

Date Submitted 3/7/2019

Amount Requested: $463,356

Proposal Abstract:
Founded in 2004, 360 is a Certified Disadvantaged Business Enterprise headquartered in Orange, CA at 1576 N. Batavia Street. We have not operated under another name within the past five years. The company now has six offices in California, Texas, Washington and Nevada.

We have design and development experience helping county agencies, as well as state and local public entities with their website and technology needs. We have worked with many public sector clients, including the County of Orange, CA, San Diego Unified School District, Huntsville City Schools, the City of San Diego, the Superior Court of San Bernardino County, Tahoe City Public Utility District, the West Basin Municipal Water District and the City of Beverly Hills.

We have the experience and ability to not only design and create innovative, practical technology solutions, but also to provide copywriting, calendaring and agenda systems, secure online payment processing, ADA compliance, search engine optimization and training support to our clients. We also have experience designing mobile applications, and making sites work on popular mobile platforms.

It's this combination of skill and experience—along with our no nickel-and-diming policy—that makes 360 a great partner. We know that public entities face pressure to reduce budgets yet continue to deliver a high level of service to the public. We have worked closely with our clients to get the support and solutions they need within the budgeting and timeframes they are allowed.

Because we understand that resources are limited and as your consultant, we feel that our job is to provide you all the information you need to best allocate your resources. 360 also helps our clients with their budget by offering all of our expertise that complements our web design and development complementary throughout our engagement. Our copywriters and editors, as well as search engine optimization and social media experts, are available to consult with you at no extra charge.

Our vision for this project is to deliver a website and CMS that is relevant for the next 5-10 years, and:

1. Graphically communicates the uniqueness and missions of the Client Experience and Hello Baby Websites without being sluggish to load;
2. User-friendly, intuitive and invites audiences to interact with the website;
3. Easy and quick for the DHS staff to update and revise content as necessary—for both the website and mobile applications in one central location;

4. Although we are very familiar with many different CMS, we suggest use of open-source technology that is flexible to upgrades, additions of functionality and revisions;
5. Secure and protected against intrusions and hacking;
6. Compatible with social media and mobile devices;
7. In compliance with ADA accessibility and W3C standards.

We provide you with all the code, databases and copyrights on everything we create. Upon closure of the project, we turn over all materials to you, ensuring you always have ownership of what you paid for. In addition, or code structure and comments are well structured for others to make changes if you hire internally or decide to work with another company (although we really try to make you want to stay with us!).

Our team of professionals is both experienced in their professions and positive in their approach to serving our clients. We are proud that our clients see our company as easy to work with, cooperative and proactive. In addition, our team is full of well-rounded people who bring a diversity of interests and backgrounds. Many of our employees speak two or more languages, three are published authors, one writes a popular blog about marketing to millennials and one volunteers after work to teach English. Specifically pertinent to the Hello Baby Website, one of our team members is the former director for the County of Orange Health Care Agency where she oversaw the family outreach programs and website. She is a licensed marriage and family therapist who is a full-time employee at 360. She helps us better understand the needs of the audience for public sector websites and resources.

**CERTIFICATION**

Please check the following before submitting your Proposal, as applicable:

X I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

X By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

**ATTACHMENTS**

Please submit the following attachments with your Response Form. These can be found at
http://www.alleghenycounty.us/dhs/solicitations.
- MWDBE documents
- Allegheny County Vendor Creation Form
- 3 years of audited financial reports
- W-9

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**REQUIREMENTS**

Please respond to the following and submit only one Response Form, even when proposing multiple Projects. Proposers should leave the sections for Projects they are not proposing blank. Each Project will be scored separately and the maximum score for a Project is 100 points.

All Proposers should complete Section A, Proposer Background and Qualifications (40 points). Complete this section only once, even if you are proposing multiple Projects. To score each Project, your score from Section A will be added to your response to the Project-specific sections (each Project-specific section is worth a possible 60 points).

**A. Proposer Background and Qualifications (40 points) – To be completed by all Proposers. Complete only once even if proposing multiple Projects below. Your response to this section should not exceed 4 pages.**

1. Describe your approach to design work, and how it is compatible with DHS's goals and values, in your view. Click or tap here to enter text.*Our design strategy is focused on delivering what our clients need to communicate consistently and effectively with their audiences. That means making it easy to find information and building a smart website that automatically adjusts based on user searches and behavior. Successful design is more than choosing the best colors and fonts, it requires the use of analytics and data to deliberately place each element on the web page. Just as DHS would never launch a new program without first having a clear understanding of your community's needs, 360's designs are the result of research and intelligence.*

2. Describe your capabilities that set you apart from others in the industry. *We are proud of our company's 15-year history of being early adopters of smarter, more efficient practices in web and technology development. Beginning with search engine optimization. While other companies were trying to find the next "cheat or gimmick" to improve rankings, we realized that the key to long-term SEO success is quality content. Not only does it keep your site well ranked, but it also ensures that your website provides valuable information to your audience. Next, we were among the first companies to embrace open-source platforms, specifically Drupal. This has allowed our customers the benefits of a scalable, modular, and feature rich CMS system with additional applications and modules to address future needs, such as data integration and visualization. Most recently we led our industry in adopting ADA compliance standards into all of our designs and helping our clients learn what they need to do to keep their websites compliant. Just as you would never construct a building that is not ADA compliant, we feel that the information on websites should be fully accessible to all citizens.*

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3.  Please describe at least one example of a similar project you have successfully completed and any lessons you learned from that work that are applicable to this RFP. If you'd like, you may provide links to your work online or attach a brief case study, which will not be counted toward the page limit.  Click or tap here to enter text.

    *360 Civic, an Orange County based company that provides web development and technology services to public sector entities, recently completed work on a new municipal website for the city of Santa Ana, California.  The site boasts a new-look design and improved navigation to help residents and other visitors quickly find the information they need. It will also adjust more efficiently to accommodate mobile phone and handheld device users.*

    *"So much has changed since we launched our original site, from the increase in the number of mobile users to an expanded focus on interactivity and access for all of our residents," said Jack Ciulla, Chief Technology Innovations Officer for the City of Santa Ana. "We're very proud of this updated version. 360Civic delivered not just an attractive design, but one that automatically scales the site to fit users' screens, whether they're on computers, tablets or smartphones."*

    *The City of Santa Ana website first launched in 1999 and has grown to consist of approximately 700 pages and 4,000 supporting assets.  The City sought a comprehensive website redesign and implementation of a Drupal-based content management system that would make it easy for content contributors to add, delete and revise content as needed.*

    *Other key components of the project include an open government portal for public data, language translation, GIS mapping, calendaring, centralized image and photo libraries, an RSS feed for news items, and compliance with all ADA requirements.*

    *Following weeks of interviews with content auditors from every municipal department, 360Civic created a vibrant new design, and added or updated content throughout the site. More than 1,000 pages and forms were checked and migrated into a new customized template.*

    *"We began this project by conducting extensive surveys of Santa Ana residents and those that use the website. We discovered that the site serves a young, diverse and mobile population," said 360Civic CEO Bridget DiRico. "With 45% of its web access coming from mobile phones, our approach was to not just redesign the site but make sure it met the needs of those who rely on it. It was important to build an infrastructure that could grow with the city, so additional major modifications would not be necessary every few years."*

    *"Our goal was the create the ultimate user-friendly online experience, while also showing through words and images all of the economic, cultural and quality of life benefits derived from living and working in Santa Ana," said Ciulla. "With a project of this size and scope, it's important to work with a company you can trust. 360Civic really delivered."*

    *www.santa-ana.org*

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4. How is your company organized (by function, by department, etc.)? Give an approximate number of projects typically being worked on in your organization at any given time. Provide a representative list of personnel to illustrate depth and breadth of expertise. *360 is organized in teams and we follow the Scrum agile project management methodology. Each team has a Project Strategist, Project Manager, Web Programmer, Designer and Content Writer/Editor. We bring in the expertise of other team members as needed, depending on the specific project. Each team generally has three to four active client projects in varying stages of development.*

We propose the following team to complete your project:

**Ron Zayas, Project Strategist.** Ron will be the Project Strategist and is responsible for understanding what you need, developing a strategy to meet your objectives and then guiding the entire team to implement the necessary work on a daily basis. Ron is our main strategist for all governmental and municipality clients. He was key in the strategic development of the Sunline Transit Agency's recent website redesign (a project we implemented in cooperation with a partner company). He orchestrated the web redevelopment for the City of San Diego and the San Diego Unified School District's websites including individual websites for the district's 156 schools. Ron's expertise in technology and marketing makes him a valued resource to our clients. While you will frequently interact directly with all team members, your strategist is always coordinating efforts to make sure that objectives are met, even when they are outside the scope of our engagements. He is a co-founder of the company.

**Nicole Fellouris, Chief Information Officer.** Our company's commitment to safeguarding our client data is driven by our Chief Information Officer, Nicole Fellouris. Ms. Fellouris has two decades of experience in cyber security and is directly responsible for direct remediation of more than 100 cyber security incidents and breaches. She brings her expertise to 360 clients to protect against ransomeware and other attacks. She also ensures our clients are compliant with new GDPR regulations, secure credit card processing and PCI compliance. In addition to achieving PhD status in clinical neuroscience, Ms. Fellouris is a graduate of both the FBI and ATC Citizen Academies, specializing in cyber counter intelligence operations and asymmetric warfare.

**Marc Frost, Director of Development.** Mr. Frost is an accomplished programmer trained at one of the most prestigious schools for web development in the country (Cal Poly Pomona). His job is to turn your ideas into efficient code and oversee the technology development and maintenance of your project. He will lead the efforts with our other in-house programmers, and review your code before it goes live, whether it is creating your database, developing the front-end of your software or performing maintenance on the site.

**Giovanni Venegas, Director of Design and CMS.** As 360's Director of Design, Mr. Venegas transforms client input into sophisticated and user-friendly desktop and mobile websites. He has 10 years of experience in UI/UX front-end functionality, and was an early-adopter of designing to ADA Compliance. He understands how to integrate key design elements with intuitive functionality. Well versed in both off-the-shelf and open source platforms, Mr. Venegas leads our CMS customization efforts. In addition to leading web design, he also directs the creation of multimedia assets for our clients including video, audio and both digital and printed materials. He is experienced with HTML 5, Javascript, JQuery, CSS and CSS3.

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**Carlos Carrasco, Project Manager.** Although Mr. Zayas is your Project Executive, Mr. Carrasco will be your single point of contact for administrative questions. He is a certified Scrum master and is completing his Project Management Professional certification. He is highly detailed, organized and responsive. His job is to ensure that all items happen when and how they should. He reviews incoming job tickets and makes assignments to the team; he follows up with the team and with clients to make certain deadlines are met. He has provided project management for the website design and development projects we've completed for the city of Santa Ana, Superior Court of San Bernardino and Huntsville City Schools.

**Aaron Chamberlain, CMS and Security Implementation.** Working closely with Mr. Venegas, Mr. Chamberlain turns strategy into reality. He makes changes to CMS templates and conducts security updates to our clients' websites. Skilled inn CSS, HTML, Javascript, PHP, Python, React, Eagle PCB Design, Altium Design, Git and C++, his knowledge makes him a flexible and dependable resource on our team. Mr. Chamberlain earned a bachelor of science in computer engineering from California State University, San Bernardino and has a CompTIA A+ license through 2021. Fluent in English and Spanish, he also speaks and reads Portuguese and Swedish.

**David Hofstede, Senior Copywriting Editor**
Mr. Hofstede oversees the staff of writers who craft messages for our client's websites and SEO efforts. As the Senior Editor for 360, he heads the company's writing staff, and oversees a wide range of writing ventures. In our experience, content is the hurdle that delays website completion. Mr. Hofstede and his team of journalism-experienced writers are able to quickly and efficiently interview key people and develop content for client review. Mr. Hofstede has worked with 360 for 13 years on a variety of special projects, including Huntsville City Schools, City of Santa Ana and the Superior Court of Sutter County. With more than 20 years of copywriting, technical writing and editing, he previously worked for several large corporations, and contributed feature articles to prominent national magazines. As an author, he has written or contributed to 17 books on travel, sports and popular culture.

**Elizabeth Hernandez, Operations Officer**
Ms. Hernandez brings her experience as a licensed Marriage and Family Therapist and former Service Chief of Behavioral Health Navigation for the County of Orange to help our team better design websites for the public sector. Working directly with the target audiences of the County's website gives her the unique perspective of what and how site users are searching for information. She will be an invaluable asset for the design and navigation architecture of the Hello Baby Website.

**Sara Lopes, Training Manager**
Ms. Lopes gained her experience in training and customer service at the world's happiest place—literally. A former marketing and training employee of Disneyland, Ms. Lopes received training from one of the nation's most recognized companies for employee training and multi-level brand communication strategy. Ms. Lopes is a published author and blogger about marketing strategies to reach millennials.

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Describe your knowledge of and/or experience with public sector organizations. *We have completed website design, CMS customization, hosting and maintenance, SEO, ADA compliance, content creation and custom application development for public sector organizations at the county, regional and local levels. Our client list includes the County of Orange, County of San Bernardino Superior Court, Count of Orange Superior Court, City of San Diego, City of Santa Ana, West Basin Municipal Water District, Tahoe City Public Utilities District, San Diego Unified School District, Huntsville City Schools and the City of Beverly Hills. We understand that all public sector organizations are expected to complete their website redesigns in addition to the responsibilities of your regular job! That is why we believe it is our job to help remove any potential roadblocks that could cause delays in the project implementation. Specifically, in content creation. In our experience, content creation is the number one roadblock to launching public sector websites. To alleviate that issue, we provide content creation to our web development clients at no additional charge. Our team of writers (all with journalism backgrounds) conducts interviews with your team, drafts content and provides to your team for review and approval. Our team creates professional content in a consistent voice that is also search engine optimized. Recently our team completed content creation for the City of Santa Ana and the Superior Court of San Bernardino.*

*We also understand that public sector clients have a responsibility to secure approval and consensus among management and the general public. We are happy to help facilitate public forums or present concepts to management groups within your organization.*

**B. Client Experience Website (60 points) – If you are proposing to complete this Project, fill out the questions below. If you are not proposing this project, leave this section blank and move to Section B. Your response to this section should not exceed 6 pages.**

1.  Describe your ability to translate research and insights into the kind of UX that meets specific audiences' needs. *We are able to garner tremendous information about audiences' needs by reviewing web logs and analytics. For example, we are able to determine what is working and not working on your current site by reviewing the entry and exit pages, length of time users are spending on the site, and how many times they are searching for the same terms. We also consider the calls to action on your website and ensure that they aren't buried under multiple layers that require users more than three clicks to access. When we set up the site's architecture, we look at it from your audiences' perspective—not from your internal perspective. We've learned that audiences many times don't view organization as an insider, knowing which departments do what work. Instead, they are looking for how to do something or where to find information.*

2.  Please describe your interface design and front-end web development experience (WordPress CMS, responsive and mobile). *360 has developed hundreds of responsible websites and mobile applications, with the vast majority of the theme being driven by a website with support marketing and technology applications. We have developed and customized various content management systems (CMS) for our governmental and private sector clients, including Drupal, WordPress, Ektron, Red Dot, Joomla, DotNetNuke, and Sitefinity.   We are experienced designers, writers, Flash developers and videographers. We can either take your elements and incorporate*

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*them into the site, or take direction and create all needed elements from scratch using video, animation and graphics. To review our designs, please visit the following websites:*
www.santa-ana.org
www.sb-court.org
www.tcpud.org
www.huntsvillecityschools.org
www.cityofmissionviejo.org
www.westbasin.org
www.monetsoftware.com

3. Outline your plan to collaborate with DHS staff on usability testing. *Based on pre-design data and consultations, 360Civic submits an initial set of designs that fulfill project objectives. These are reviewed with the client, and revised as needed until a decision is made on home page and interior page design. Often, the final version is a synthesis of elements from these submissions. Upon approval, the design will be reviewed to identify and address any user interface and user experience (U/I, U/X) concerns, and to make sure it is compliant with ADA and 508c. Only then will HTML templates be created for the CMS system. The finished templates are reviewed once more for ADA compliance and any revisions are incorporated for implementation. The client is shown finished templates for approval.*

4. Provide your timeline for front-end web development, including sprints and specific deliverables. *The success 360Civic has achieved in creating and launching large-scale, content management system (CMS) public sector websites is the result of a carefully crafted process, which will be adapted to the specific needs of every project.   This process streamlines development and implementation, while furnishing the team with a proven blueprint to follow. As a result sites can be completed more efficiently (measured in both time and cost), and clients have a clear idea of what to expect at each stage, and can track progress to completion. Utilizing this process, 360Civic has never gone over budget on a public sector project. The following is a sample Project Schedule with key tasks, activities and duration. The four stages are: Discovery, Design, Implementation and Development, and Prelaunch.*

   **1. Discovery Phase (June 3—July 1, 2019).** *Immediately, your 360 project manager will contact you to schedule our initial meeting at your office. During this meeting, we will be initiating the Discovery Phase of the project by gathering more information from your team about the wants and needs for the site as well as establishing mutual expectations for communication and reporting of project status. Before 360Civic's designers create a logically organized and visibly appealing website, they must first consider the needs of its visitors, as well as any preferences and issues those visitors may have with the current site. This information is collected from visitors by 360Civic through online surveys, interview questions and social media posts.   In addition to gathering and soliciting feedback, 360Civic will also conduct an internal review of all existing site content (following consultation with the client) to determine what should be migrated, what needs to revised or deleted, and what new content should be created. The results of these efforts will be incorporated into an analysis and executive summary of findings/recommendations, as well as a content migration/creation spreadsheet, a URL spreadsheet listing all proposed pages, and a provisional site map.    This is also the stage during*

*which 360Civic will perform a search engine optimization (SEO) review and analysis. This step is necessary to discover which aspects of the website are performing well, and which may need additional attention. This quantitative review is comprised of a keyword analysis and list of current keyword rankings, referral sources and a 12-month traffic history, with special attention paid to usage trends and the site's most visited pages.   Once the pre-design stage is concluded, 360Civic will deliver its results and recommendations in a document that outlines timetables and deliverables, with a list of the 360Civic team members responsible for each task.*

*Specific implementations conducted during this phase are:*
***Survey Review:*** *We survey current users, stakeholders and visitors to the site using social media, interviews and online surveys to determine their needs, advantages and issues of the current site and content. The goal is to define what will make the new site a success and address the needs of users.*

***Content Review:*** *We review all of the existing content on the site to determine what should be migrated, what needs to deleted or revised and what new content should be created. Our review will cover the current site map, site maps and taxonomy. Following our review, we'll provide an analysis and executive summary of our findings and recommendations as well as a spreadsheet to track content migration and creation.*

***SEO Review and Analysis:*** *We will identify the current traffic and key metrics for the site including high exit pages, referral sources, 12-month traffic history and trends, and most visited pages. We will also include key word analysis and rankings.*

*At the end of this process we deliver our results, recommendations and the completed long-form document that outlines timetables, deliverables and team members. This is the blueprint for the delivering of their website. At this time we will be reviewing your web stats and analytics, and comparing them to the survey results. We will also discuss the process of migrating the existing designs and functionality and making sure we have all the information we need to begin.*

 ***2. Design Phase (July 1—August 12, 2019)*** *Based on pre-design data and consultations, 360Civic submits an initial set of designs that fulfill project objectives. These are reviewed with the client, and revised as needed until a decision is made on home page and interior page design. Often, the final version is a synthesis of elements from these submissions.   Upon approval, the design will be reviewed to identify and address any user interface and user experience (U/l, U/X) concerns, and to make sure it is compliant with ADA and 508c. Only then will HTML templates be created for the CMS system. The finished templates are reviewed once more for ADA compliance and any revisions are incorporated for implementation. The client is shown finished templates for approval.*

***Initial Designs:*** *Based upon the input we received, we deliver two different designs that meet the objectives as stated in the previous stage. The goal is to provide designs for discussion and to arrive at a direction for the synthesis of the designs, resulting in a final home page design and interior page design.*

**U/I U/X Revisions:** *Once the home page and interior page designs have been approved, they will be reviewed for user interface and user experience concerns. We will share any concerns we have and provide recommendations for changes we feel are necessary.*

**ADA Review:** *At the same time as the UI/UX Review, we will also conduct the initial review of the designs for ADA and 508C compliance. We will share our findings, any revisions we recommend and share updates with you for approval and sign off.*

**Template Creation:** *Upon client approval, HTML templates are created for the CMS system, based on the designs and sections needed.*

**ADA Review of Templates:** *The finished templates are reviewed for ADA compliance once more and revised templates are sent for implementation.*

**3. Implementation and Development Phase (August 12—October 18, 2019)** *Once the approved templates are transferred to the CMS system, 360Civic will begin the process of content migration, based on the content spreadsheet created in the pre-design stage. If new content is to be created, the 360Civic writing team will do so following interviews with appropriate personnel, research as needed and collecting associated documents from the client. All new pages are submitted to the client for approval.   If new functionality is required, it will be created, tested and implemented into the appropriate pages. Finished pages are reviewed once more for ADA compliance. A tracking document details which pages have been created, which have been changed and which have been moved.*

**Template Implementation:** *Approved templates are transferred to the CMS system and section-ready pages in the CMS are ready for content migration and addition.*

**Content Migration:** *Using an automated and manual process, we will move content from the site and import into the CMS based upon the approved content spreadsheet created in the Discovery Phase.*

**Content Creation:** *Interviews are conducted, copy revisions are made, new documents are created and sent to the client for approval. Final versions of the documents are labeled with the proper position on the spreadsheet and sent to CMS production for inclusion and creation.*

**Functionality Development:** *Any specific functionality not available through the CMS modules are created, tested and implemented into the appropriate pages.*

**ADA Review:** *All finished pages are reviewed for ADA-compliance and revisions made to content as appropriate. All content updates are document in the content migration and creation spreadsheet.*

**4. Prelaunch Phase  (October 18-November 22, 2019)** *In the prelaunch stage every aspect of the website is reviewed to make certain it meets the expectations of the client. QC testing in conducted on browsers and mobile platforms to confirm that all functionality is working as*

*planned. Any items that do not are assigned to 360Civic staff for repair and review.  At the same time, all content is reviewed one last time for typos, style and grammatical issues. Changes are made as needed. However, there may also be some non-essential but suggested changes, such as a different way to communicate the functions of a department, or a less complicated way of explaining a procedure. These will be submitted to the client for feedback and/or approval. When these tasks are completed the site is released to the client for review. Any revisions requested are noted on the testing document, along with those pages that receive final approval. The revised site is then once again QC and QA tested, and if no issues are discovered it is released to the client.*

*Specifically:*

***Testing, Quality Control and Quality Assurance:*** *The site is tested—and key functionality is reviewed—on all major browsers and mobile platforms. We document testing results and any items assigned for repair and review are labeled "fail". Once all testing is complete and finalized, we release it to your team for review.*

***Proofreading and Consistency Check:*** *Our team of editors review the final site for typos and issues with style and/or grammar.  We will make required changes directly in the system (typos) and suggested* changes (rewording) are tracked on a control document. We provide you with the document for your review and approval.

***Client Testing and Review****: Any changes/revisions requested by your team are documented and approved pages are noted.*

***Testing, Quality Control and Quality Assurance:*** *We conduct another thorough review of the site after client changes have been made. This final check ensures that no other errors were made during the revision process. Again, this is documented on the control document. Once our final testing is complete, we release the site to your team.*

***Training:*** *We will develop and deliver comprehensive training about the website and how to use the tools created to manage the site. The training team assigned to your account will develop training materials that provide information your designated site administrators and editors need to implement the CMS. It includes on-site training sessions, training manual, phone and online support. 360Civic will train client personnel on the functionality and key features of the site through live seminars, conducted either in person or online. The client receives a personalized video for these sessions, as well as a personalized training manual for future consultation.*

***Security:*** *The finalized site is reviewed for security issues and the development environment is readied for hardening and transfer to the production environment. The site is audited for security issues, and the development environment is readied for hardening and transfer to the production environment. All passwords used to this point will be changed and turned over to the client. 360Civic also provides consultation on human element security after launch, which incorporates such topics as password creation, assigning access privileges and other best practices.*

***SEO Review:*** *Before launch, final redirects are created and the 12-month baseline traffic document is prepared. Final redirects are created and listed on a spreadsheet prior to launch. 360Civic will also add and test code for Google Analytics. As the goals of these projects are*

*Digital Platform Design and Development Support*

*typically to increase traffic and usability, reviews provide a baseline so improvement can be measured, and it can be confirmed that no previous traffic has been lost.*

 ***Site Launch:*** *The production environment is readied and we conduct testing using the host changes. We also implement redirects, backup the existing site and change the IP. The website is now ready for launch. 360Civic will continue to monitor all aspects of the site for 90 days.*

4. Outline your plan to work with DHS during development, with knowledge transfer and training for DHS staff about how to use and maintain the site, if necessary. *Although no technical experience or knowledge is necessary to fully administer the website, our team is ready to answer your questions and help you maximize the investment you have made in our services. After the site's rollout, we provide you with all the page template designs. Upon closure of the project, we turn over all materials to you, ensuring you always have ownership of what you paid for.*

*We will develop and deliver comprehensive training about the website and how to use the tools created to manage the site. The training team assigned to your account will develop training materials that provide information your designated site administrators and editors need to implement the content management system.*

*We estimate a one-week training period for your designated web administrators or content contributors from individual departments. 360 will provide up to five in-person training sessions and up to 20 web trainings by a 360 strategic team member as well as a technical team member.*

*Following our onsite training, we will be available during business hours to answer training questions via email and phone. We are also available to host three WebEx trainings to demonstrate the software's functionality and features, or as follow up training.*

***Training Manual and Documentation—****All 360-created software makes it faster, easier and more efficient to get the information you need when you need it. We will provide a comprehensive training manual and thorough documentation online that can be retrieved with the click. Once we have completed the training sessions, and the 90 days of post-launch support, 360 will have a thorough understanding of what additional training you may need or want. In addition to the actual numbers reported, we also provide our clients with monthly analytics and our analysis of what the data actually means for the site's users. We generally use Google Analytics.*

5. Describe how the website as you envision it will ultimately make the process of finding services more efficient for DHS clients and others in the community. *Following our implementation plan that is outlined above allows our team to work together, as well as with your team, to achieve the key milestones necessary to launch a successful website. The research, analytics review and your input helps us to understand the issues with your current site and our greatest opportunities for improvement in the design and architecture of the site. In the Design Phase, we implement those findings to strategically place the elements and navigation. We also implement a 360 Smart Search to prioritize the most frequently searched content. In addition, we will ensure that your website is ADA compliant and that your team is trained to maintain that compliance as they edit the content of the website.*

6. Please provide a detailed budget and budget narrative that reflect a realistic estimate of costs associated with this project (not counted toward page limit). *We endeavor to give our clients the full-support they need to achieve their projects on time and on budget. We understand the objectives outlined and organized the pricing proposal in the major milestones of the project lifecycle. Following the narrative below is the pricing spreadsheet we used to determine our proposed, not-to-exceed price, based on our team's hourly rates and the amount of time required.*

# RFP Response Form

*Digital Platform Design and Development Support*

***Strategy***
- *All client contact and meetings.*
- *All public meetings, workshops and committee review meetings.*
- *Creation of technology requirements development timeline and workflow architecture.*
- *Creation of ADA guidelines for site design and features/functionality.*
- *Determine administrative and CMS editor privileges and access.*

***Design***
- *All client contact and meetings.*
- *Design of the public-facing website and CMS templates.*
- *Reporting structure/flow design.*
- *Ongoing review of designs, user tools and site assets for ADA compliance.*
- *Style guide creation for future implementations and revisions.*

***Development/Implementation***
- *Public-facing website and CMS.*
- *Reporting functionality.*
- *Application Administrative features and functionality, and Administrative Reporting capabilities.*
- *Integration with required APIs.*
- *Content creation or migration as needed.*

***Quality Control/Testing***
- *Comprehensive testing of all site applications functionality, features and reporting.*
- *Testing of all user form, vendor/leasing registration and reporting applications.*
- *Testing of CMS editing, permissions and publishing assets.*
- *Final ADA review of website public-facing pages, content and functionality of applications.*

***Training/Launch***
- *Unlimited technical support after launch, including unlimited phone and email support during normal business hours while under a maintenance agreement.*
- *Training for in-person, and computer and training video sessions, and unlimited phone training.*
- *Delivery of training documentation, including Training and User Guide.*
- *Delivery of CMS documentation.*

***TOTAL NOT TO EXCEED PRICE: $241,198***

***Please find the Line Item Budget on the following page.***

# RFP Response Form

*Digital Platform Design and Development Support*

**360 Line Item Budget**

| Team Member | Hourly Rate | Strategy | | Design | | Implementation | | Quality Assurance/Testing | | Training and Launch | | Total Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Hours | Cost | Hours | Cost | Hours | Cost | Hours | Cost | Hours | Cost | |
| Ron Zayas-Strategist | $175.00 | 40 | $7,000.00 | 40 | $7,000.00 | 80 | $14,000.00 | 30 | $5,250.00 | 40 | $7,000.00 | $40,250.00 |
| Nicole Fellouris-Chief Security Officer | $150.00 | 20 | $3,000.00 | 8 | $8.00 | 20 | $3,000.00 | 8 | $1,200.00 | 8 | $1,200.00 | $8,408.00 |
| Carlos Carrasco-Project Manager | $100.00 | 40 | $4,000.00 | 60 | $6,000.00 | 120 | $12,000.00 | 60 | $6,000.00 | 40 | $4,000.00 | $32,000.00 |
| Marc Frost-Technical Lead | $135.00 | 16 | $2,160.00 | 16 | $2,160.00 | 80 | $10,800.00 | 24 | $3,240.00 | 8 | $1,080.00 | $19,440.00 |
| Giovanni Venegas-CMS Design and Development Lead | $135.00 | 40 | $5,400.00 | 60 | $8,100.00 | 120 | $16,200.00 | 40 | $5,400.00 | 24 | $3,240.00 | $38,340.00 |
| Sara Lopes-Training Manager | $100.00 | 2 | $200.00 | 8 | $800.00 | 16 | $1,600.00 | 20 | $2,000.00 | 60 | $6,000.00 | $10,600.00 |
| Graphic Designers | $90.00 | 8 | $720.00 | 120 | $10,800.00 | 120 | $10,800.00 | 40 | $3,600.00 | 20 | $1,800.00 | $27,720.00 |
| Developers | $90.00 | 8 | $720.00 | 8 | $720.00 | 620 | $55,800.00 | 80 | $7,200.00 | 0 | $0.00 | $64,440.00 |
| Total | | 174 | $23,200.00 | 320 | $35,588.00 | 1176 | $124,200.00 | 302 | $33,890.00 | 200 | $24,320.00 | $241,198.00 |

# RFP Response Form

*Digital Platform Design and Development Support*

**B. Hello Baby Website (60 points) – If you are proposing to complete this Project, fill out the questions below. If you are not proposing this project, leave this section blank and move to Section C. Your response to this section should not exceed 6 pages.**

1. Describe your ability to translate research and insights into the kind of UX that connects parents of young children to all the different resources and information available to them in Allegheny County. *We are able to garner tremendous information about audiences' needs by reviewing web logs and analytics. For example, we are able to determine what is working and not working on your current site by reviewing the entry and exit pages, length of time users are spending on the site, and how many times they are searching for the same terms. We also consider the calls to action on your website and ensure that they aren't buried under multiple layers that require users more than three clicks to access. When we set up the site's architecture, we look at it from your audiences' perspective—not from your internal perspective. We've learned that audiences many times don't view organization as an insider, knowing which departments do what work. Instead, they are looking for how to do something or where to find information. We will also rely on the first-hand experience of our Operations Officer who spent many years as a professional working as a behavioral health navigator for the County of Orange. In addition to helping audiences find the resources they need, she also managed the County's family outreach programs and website.*

2. Please describe your interface design and front-end web development experience (WordPress CMS, responsive and mobile). *360 has developed hundreds of responsible websites and mobile applications, with the vast majority of the theme being driven by a website with support marketing and technology applications. We have developed and customized various content management systems (CMS) for our governmental and private sector clients, including Drupal, WordPress, Ektron, Red Dot, Joomla, DotNetNuke, and Sitefinity. We are experienced designers, writers, Flash developers and videographers. We can either take your elements and incorporate them into the site, or take direction and create all needed elements from scratch using video, animation and graphics. To review our designs, please visit the following websites:*
   www.santa-ana.org
   www.sb-court.org
   www.tcpud.org
   www.huntsvillecityschools.org
   www.cityofmissionviejo.org
   www.westbasin.org
   www.monetsoftware.com

3. Outline your plan to collaborate with DHS staff on usability testing. *Based on pre-design data and consultations, 360Civic submits an initial set of designs that fulfill project objectives. These are reviewed with the client, and revised as needed until a decision is made on home page and interior page design. Often, the final version is a synthesis of elements from these submissions. Upon approval, the design will be reviewed to identify and address any user interface and user experience (U/I, U/X) concerns, and to make sure it is compliant with ADA and 508c. Only then will HTML templates be created for the CMS system. The finished templates are reviewed once*

*more for ADA compliance and any revisions are incorporated for implementation. The client is shown finished templates for approval.*

4. Provide your timeline for the entire site build (Research, Design, Prototype, Test). *The success 360Civic has achieved in creating and launching large-scale, content management system (CMS) public sector websites is the result of a carefully crafted process, which will be adapted to the specific needs of every project. This process streamlines development and implementation, while furnishing the team with a proven blueprint to follow. As a result sites can be completed more efficiently (measured in both time and cost), and clients have a clear idea of what to expect at each stage, and can track progress to completion. Utilizing this process, 360Civic has never gone over budget on a public sector project. The following is a sample Project Schedule with key tasks, activities and duration. The four stages are: Discovery, Design, Implementation and Development, and Prelaunch.*

 **1. Discovery Phase (June 3—July 1, 2019).** *Immediately, your 360 project manager will contact you to schedule our initial meeting at your office. During this meeting, we will be initiating the Discovery Phase of the project by gathering more information from your team about the wants and needs for the site as well as establishing mutual expectations for communication and reporting of project status. Before 360Civic's designers create a logically organized and visibly appealing website, they must first consider the needs of its visitors, as well as any preferences and issues those visitors may have with the current site. This information is collected from visitors by 360Civic through online surveys, interview questions and social media posts.*

 *In addition to gathering and soliciting feedback, 360Civic will also conduct an internal review of all existing site content (following consultation with the client) to determine what should be migrated, what needs to revised or deleted, and what new content should be created. The results of these efforts will be incorporated into an analysis and executive summary of findings/recommendations, as well as a content migration/creation spreadsheet, a URL spreadsheet listing all proposed pages, and a provisional site map.*

*This is also the stage during which 360Civic will perform a search engine optimization (SEO) review and analysis. This step is necessary to discover which aspects of the website are performing well, and which may need additional attention. This quantitative review is comprised of a keyword analysis and list of current keyword rankings, referral sources and a 12-month traffic history, with special attention paid to usage trends and the site's most visited pages.*

 *Once the pre-design stage is concluded, 360Civic will deliver its results and recommendations in a document that outlines timetables and deliverables, with a list of the 360Civic team members responsible for each task. Specific implementations conducted during this phase are:*

 ***Survey Review:*** *We survey current users, stakeholders and visitors to the site using social media, interviews and online surveys to determine their needs, advantages and issues of the current site and content. The goal is to define what will make the new site a success and address the needs of users.*

*Digital Platform Design and Development Support*

*Content Review:* We review all of the existing content on the site to determine what should be migrated, what needs to deleted or revised and what new content should be created. Our review will cover the current site map, site maps and taxonomy. Following our review, we'll provide an analysis and executive summary of our findings and recommendations as well as a spreadsheet to track content migration and creation.

*SEO Review and Analysis:* We will identify the current traffic and key metrics for the site including high exit pages, referral sources, 12-month traffic history and trends, and most visited pages. We will also include key word analysis and rankings.

*At the end of this process we deliver our results, recommendations and the completed long-form document that outlines timetables, deliverables and team members. This is the blueprint for the delivering of their website. At this time we will be reviewing your web stats and analytics, and comparing them to the survey results. We will also discuss the process of migrating the existing designs and functionality and making sure we have all the information we need to begin.*

**2. Design Phase (July 1—August 12, 2019)** *Based on pre-design data and consultations, 360Civic submits an initial set of designs that fulfill project objectives. These are reviewed with the client, and revised as needed until a decision is made on home page and interior page design. Often, the final version is a synthesis of elements from these submissions.  Upon approval, the design will be reviewed to identify and address any user interface and user experience (U/I, U/X) concerns, and to make sure it is compliant with ADA and 508c. Only then will HTML templates be created for the CMS system. The finished templates are reviewed once more for ADA compliance and any revisions are incorporated for implementation. The client is shown finished templates for approval.*

*Initial Designs:* Based upon the input we received, we deliver two different designs that meet the objectives as stated in the previous stage. The goal is to provide designs for discussion and to arrive at a direction for the synthesis of the designs, resulting in a final home page design and interior page design.

*U/I U/X Revisions:* Once the home page and interior page designs have been approved, they will be reviewed for user interface and user experience concerns. We will share any concerns we have and provide recommendations for changes we feel are necessary.

*ADA Review:* At the same time as the UI/UX Review, we will also conduct the initial review of the designs for ADA and 508C compliance. We will share our findings, any revisions we recommend and share updates with you for approval and sign off.

*Template Creation:* Upon client approval, HTML templates are created for the CMS system, based on the designs and sections needed.

*ADA Review of Templates:* The finished templates are reviewed for ADA compliance once more and revised templates are sent for implementation.

**3. Implementation and Development Phase (August 12—October 18, 2019)** *Once the approved templates are transferred to the CMS system, 360Civic will begin the process of content migration, based on the content spreadsheet created in the pre-design stage. If new content is to be created, the 360Civic writing team will do so following interviews with appropriate personnel, research as needed and collecting associated documents from the client. All new pages are submitted to the client for approval.   If new functionality is required, it will be created, tested and implemented into the appropriate pages. Finished pages are reviewed once more for ADA compliance. A tracking document details which pages have been created, which have been changed and which have been moved.*

**Template Implementation:** *Approved templates are transferred to the CMS system and section-ready pages in the CMS are ready for content migration and addition.*

**Content Migration:** *Using an automated and manual process, we will move content from the site and import into the CMS based upon the approved content spreadsheet created in the Discovery Phase.*

 **Content Creation:** *Interviews are conducted, copy revisions are made, new documents are created and sent to the client for approval. Final versions of the documents are labeled with the proper position on the spreadsheet and sent to CMS production for inclusion and creation.*

**Functionality Development:** *Any specific functionality not available through the CMS modules are created, tested and implemented into the appropriate pages.*

**ADA Review:** *All finished pages are reviewed for ADA-compliance and revisions made to content as appropriate. All content updates are document in the content migration and creation spreadsheet.*

 **4. Prelaunch Phase  (October 18-November 22, 2019)** *In the prelaunch stage every aspect of the website is reviewed to make certain it meets the expectations of the client. QC testing in conducted on browsers and mobile platforms to confirm that all functionality is working as planned. Any items that do not are assigned to 360Civic staff for repair and review.   At the same time, all content is reviewed one last time for typos, style and grammatical issues. Changes are made as needed. However, there may also be some non-essential but suggested changes, such as a different way to communicate the functions of a department, or a less complicated way of explaining a procedure. These will be submitted to the client for feedback and/or approval. When these tasks are completed the site is released to the client for review. Any revisions requested are noted on the testing document, along with those pages that receive final approval. The revised site is then once again QC and QA tested, and if no issues are discovered it is released to the client.  Specifically:*

**Testing, Quality Control and Quality Assurance:** *The site is tested—and key functionality is reviewed—on all major browsers and mobile platforms. We document testing results and any items assigned for repair and review are labeled "fail". Once all testing is complete and finalized, we release it to your team for review.*

**Proofreading and Consistency Check:** *Our team of editors review the final site for typos and issues with style and/or grammar.  We will make required changes directly in the system (typos) and suggested* changes (rewording) are tracked on a control document. We provide you with the document for your review and approval.

 **Client Testing and Review***: Any changes/revisions requested by your team are documented and approved pages are noted.*

**Testing, Quality Control and Quality Assurance:** *We conduct another thorough review of the site after client changes have been made. This final check ensures that no other errors were made during the revision process. Again, this is documented on the control document. Once our final testing is complete, we release the site to your team.*

 **Training:** *We will develop and deliver comprehensive training about the website and how to use the tools created to manage the site. The training team assigned to your account will develop training materials that provide information your designated site administrators and editors need to implement the CMS. It includes on-site training sessions, training manual, phone and online support. 360Civic will train client personnel on the functionality and key features of the site through live seminars, conducted either in person or online. The client receives a personalized video for these sessions, as well as a personalized training manual for future consultation.*

**Security:** *The finalized site is reviewed for security issues and the development environment is readied for hardening and transfer to the production environment. The site is audited for security issues, and the development environment is readied for hardening and transfer to the production environment. All passwords used to this point will be changed and turned over to the client. 360Civic also provides consultation on human element security after launch, which incorporates such topics as password creation, assigning access privileges and other best practices.*

**SEO Review:** *Before launch, final redirects are created and the 12-month baseline traffic document is prepared. Final redirects are created and listed on a spreadsheet prior to launch. 360Civic will also add and test code for Google Analytics. As the goals of these projects are typically to increase traffic and usability, reviews provide a baseline so improvement can be measured, and it can be confirmed that no previous traffic has been lost.*

**Site Launch:** *The production environment is readied and we conduct testing using the host changes. We also implement redirects, backup the existing site and change the IP. The website is now ready for launch. 360Civic will continue to monitor all aspects of the site for 90 days.*

5. Outline your plan to work with DHS during development, with knowledge transfer and training for DHS staff about how to use and maintain the site, if necessary. *Although no technical experience or knowledge is necessary to fully administer the website, our team is ready to answer your questions and help you maximize the investment you have made in our services. After the site's rollout, we provide you with all the page template designs. Upon closure of the project, we turn over all materials to you, ensuring you always have ownership of what you paid*

*for. We will develop and deliver comprehensive training about the website and how to use the tools created to manage the site. The training team assigned to your account will develop training materials that provide information your designated site administrators and editors need to implement the content management system. We estimate a one-week training period for your designated web administrators or content contributors from individual departments. 360 will provide up to five in-person training sessions and up to 20 web trainings by a 360 strategic team member as well as a technical team member. Following our onsite training, we will be available during business hours to answer training questions via email and phone. We are also available to host three WebEx trainings to demonstrate the software's functionality and features, or as follow up training.*

***Training Manual and Documentation—****All 360-created software makes it faster, easier and more efficient to get the information you need when you need it. We will provide a comprehensive training manual and thorough documentation online that can be retrieved with the click. Once we have completed the training sessions, and the 90 days of post-launch support, 360 will have a thorough understanding of what additional training you may need or want. In addition to the actual numbers reported, we also provide our clients with monthly analytics and our analysis of what the data actually means for the site's users. We generally use Google Analytics.*

6. Describe your experience conducting interviews, focus groups and participatory design sessions and creating personas and user journeys to gain a greater understanding of the end user. *In our 15 years of experience, we have conducted focus groups, interviewed internal and external audiences, facilitated public information sessions, presented at board and committee meetings and developed presentations for our clients to deliver to their management and oversight teams. Our role is to help you in every step of the website development process, and we understand that public sector agencies are accountable to many different levels. We are your advocates and are happy to support your team with presentations, reports and analytics.*

   *We have a team of journalism-educated writers who know how to efficiently and effectively interview and create reports and content. For many of our public sector clients, our team has delivered all of the content for their new websites—even though it was not in the Scope of Services and done for no additional cost.*

# RFP Response Form

*Digital Platform Design and Development Support*

7. Please provide a detailed budget and budget narrative that reflect a realistic estimate of costs associated with this project (not counted toward page limit). *We endeavor to give our clients the full-support they need to achieve their projects on time and on budget. We understand the objectives outlined and organized the pricing proposal in the major milestones of the project lifecycle. Following the narrative below is the pricing spreadsheet we used to determine our proposed, not-to-exceed price, based on our team's hourly rates and the amount of time required.*

***Strategy***
- *All client contact and meetings.*
- *All public meetings, workshops and committee review meetings.*
- *Creation of technology requirements development timeline and workflow architecture.*
- *Creation of ADA guidelines for site design and features/functionality.*
- *Determine administrative and CMS editor privileges and access.*

***Design***
- *All client contact and meetings.*
- *Design of the Hello Baby website and CMS templates.*
- *Reporting structure/flow design.*
- *Ongoing review of designs, user tools and site assets for ADA compliance.*
- *Style guide creation for future implementations and revisions.*

***Development/Implementation***
- *Public-facing website and CMS.*
- *Reporting functionality.*
- *Application Administrative features and functionality, and Administrative Reporting capabilities.*
- *Integration with required APIs.*
- *Content creation or migration as needed.*

***Quality Control/Testing***
- *Comprehensive testing of all site applications functionality, features and reporting.*
- *Testing of all user form, vendor/leasing registration and reporting applications.*
- *Testing of CMS editing, permissions and publishing assets.*
- *Final ADA review of website public-facing pages, content and functionality of applications.*

***Training/Launch***
- *Unlimited technical support after launch, including unlimited phone and email support during normal business hours while under a maintenance agreement.*
- *Training for in-person, and computer and training video sessions, and unlimited phone training.*
- *Delivery of training documentation, including Training and User Guide.*
- *Delivery of CMS documentation.*

   ***TOTAL NOT TO EXCEED PRICE: $222,158***
   ***Please find the Line Item Budget on the following page.***

# RFP Response Form

*Digital Platform Design and Development Support*

**360 Line Item Budget**

| Team Member | Hourly Rate | Strategy | | Design | | Implementation | | Quality Assurance/Testing | | Training and Launch | | Total Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Hours | Cost | Hours | Cost | Hours | Cost | Hours | Cost | Hours | Cost | |
| Ron Zayas-Strategist | $175.00 | 30 | $5,250.00 | 30 | $5,250.00 | 60 | $10,500.00 | 20 | $3,500.00 | 20 | $3,500.00 | $28,000.00 |
| Nicole Fellouris-Chief Security Officer | $150.00 | 8 | $1,200.00 | 4 | $8.00 | 10 | $1,500.00 | 8 | $1,200.00 | 8 | $1,200.00 | $5,108.00 |
| Carlos Carrasco-Project Manager | $100.00 | 40 | $4,000.00 | 60 | $6,000.00 | 80 | $8,000.00 | 60 | $6,000.00 | 40 | $4,000.00 | $28,000.00 |
| Elizabeth Hernandez-Operations Officer | $150.00 | 40 | $6,000.00 | 8 | $1,200.00 | 80 | $12,000.00 | 32 | $4,800.00 | 40 | $6,000.00 | $30,000.00 |
| Marc Frost-Technical Lead | $135.00 | 16 | $2,160.00 | 16 | $2,160.00 | 60 | $8,100.00 | 20 | $2,700.00 | 8 | $1,080.00 | $16,200.00 |
| Giovanni Venegas-CMS Design and Development Lead | $135.00 | 20 | $2,700.00 | 60 | $8,100.00 | 110 | $14,850.00 | 40 | $5,400.00 | 24 | $3,240.00 | $34,290.00 |
| Sara Lopes-Training Manager | $100.00 | 2 | $200.00 | 8 | $800.00 | 12 | $1,200.00 | 20 | $2,000.00 | 40 | $4,000.00 | $8,200.00 |
| Graphic Designers | $90.00 | 8 | $720.00 | 80 | $7,200.00 | 100 | $9,000.00 | 40 | $3,600.00 | 20 | $1,800.00 | $22,320.00 |
| Developers | $90.00 | 8 | $720.00 | 8 | $720.00 | 480 | $43,200.00 | 60 | $5,400.00 | 0 | $0.00 | $50,040.00 |
| Total | | 172 | $22,950.00 | 274 | $31,438.00 | 992 | $108,350.00 | 300 | $34,600.00 | 200 | $24,820.00 | $222,158.00 |

# RFP Response Form

*Digital Platform Design and Development Support*

**C. Ongoing Enhancements (60 points) – If you are proposing to complete this Project, fill out the questions below. If you are not proposing this project, leave this section blank. Your response to this section should not exceed 6 pages.**

1. Describe your experience conducting interviews, focus groups and participatory design sessions and creating personas and user journeys to gain a greater understanding of users. *In our 15 years of experience, we have conducted focus groups, interviewed internal and external audiences, facilitated public information sessions, presented at board and committee meetings and developed presentations for our clients to deliver to their management and oversight teams. Our role is to help you in every step of the website development process, and we understand that public sector agencies are accountable to many different levels. We are your advocates and are happy to support your team with presentations, reports and analytics.*

   *We have a team of journalism-educated writers who know how to efficiently and effectively interview and create reports and content. For many of our public sector clients, our team has delivered all of the content for their new websites—even though it was not in the Scope of Services and done for no additional cost.*

2. Describe your ability to translate research and insights into the kind of UX that meets specific audiences' needs. *We are able to garner tremendous information about audiences' needs by reviewing web logs and analytics. For example, we are able to determine what is working and not working on your current site by reviewing the entry and exit pages, length of time users are spending on the site, and how many times they are searching for the same terms. We also consider the calls to action on your website and ensure that they aren't buried under multiple layers that require users more than three clicks to access. When we set up the site's architecture, we look at it from your audiences' perspective—not from your internal perspective. We've learned that audiences many times don't view organization as an insider, knowing which departments do what work. Instead, they are looking for how to do something or where to find information. We will also rely on the first-hand experience of our Operations Officer who spent many years as a professional working as a behavioral health navigator for the County of Orange. In addition to helping audiences find the resources they need, she also managed the County's family outreach programs and website.*

5. Describe your interface design and front-end web development experience (WordPress CMS, responsive and mobile). *360 has developed hundreds of responsible websites and mobile applications, with the vast majority of the theme being driven by a website with support marketing and technology applications. We have developed and customized various content management systems (CMS) for our governmental and private sector clients, including Drupal, WordPress, Ektron, Red Dot, Joomla, DotNetNuke, and Sitefinity.   We are experienced designers, writers, Flash developers and videographers. We can either take your elements and incorporate them into the site, or take direction and create all needed elements from scratch using video, animation and graphics. To review our designs, please visit the following websites:*
   [www.santa-ana.org](www.santa-ana.org)
   [www.sb-court.org](www.sb-court.org)
   [www.tcpud.org](www.tcpud.org)

# RFP Response Form

*Digital Platform Design and Development Support*

www.huntsvillecityschools.org
www.cityofmissionviejo.org
www.westbasin.org
www.monetsoftware.com

3. Outline your plan to collaborate with DHS on usability testing. *Based on pre-design data and consultations, 360Civic submits an initial set of designs that fulfill project objectives. These are reviewed with the client, and revised as needed until a decision is made on home page and interior page design. Often, the final version is a synthesis of elements from these submissions. Upon approval, the design will be reviewed to identify and address any user interface and user experience (U/I, U/X) concerns, and to make sure it is compliant with ADA and 508c. Only then will HTML templates be created for the CMS system. The finished templates are reviewed once more for ADA compliance and any revisions are incorporated for implementation. The client is shown finished templates for approval.*

4. Provide a framework for partnering with DHS on any Information Technology (IT) solutions and working with DHS during development, with knowledge transfer and training for DHS staff about how to use and maintain websites or applications. ). *Although no technical experience or knowledge is necessary to fully administer the website, our team is ready to answer your questions and help you maximize the investment you have made in our services. After the site's rollout, we provide you with all the page template designs. Upon closure of the project, we turn over all materials to you, ensuring you always have ownership of what you paid for. We will develop and deliver comprehensive training about the website and how to use the tools created to manage the site. The training team assigned to your account will develop training materials that provide information your designated site administrators and editors need to implement the content management system. We estimate a one-week training period for your designated web administrators or content contributors from individual departments. 360 will provide up to five in-person training sessions and up to 20 web trainings by a 360 strategic team member as well as a technical team member. Following our onsite training, we will be available during business hours to answer training questions via email and phone. We are also available to host three WebEx trainings to demonstrate the software's functionality and features, or as follow up training.*

   *Training Manual and Documentation—All 360-created software makes it faster, easier and more efficient to get the information you need when you need it. We will provide a comprehensive training manual and thorough documentation online that can be retrieved with the click. Once we have completed the training sessions, and the 90 days of post-launch support, 360 will have a thorough understanding of what additional training you may need or want. In addition to the actual numbers reported, we also provide our clients with monthly analytics and our analysis of what the data actually means for the site's users. We generally use Google Analytics.*

6. Provide your timeline for front-end web development, which includes sprints and specific deliverables. *Specific timelines for enhancement and maintenance projects including website changes, microsite creation, online forms, ADA compliance reviews or other applications vary*

*Digital Platform Design and Development Support*

*greatly because the scope is very different. That's why we are flexible to accommodate client deadlines based on your needs.*

5. Please provide a budget and budget narrative for ongoing maintenance of and enhancements to the Client Experience and Hello Baby websites, as well as a rate or other budgeting methodology associated with design and development of future websites and applications.

   *We offer our clients of significant engagements and those clients engaged in maintenance agreements a favorable hourly rate for smaller enhancements, and provide favorable project-based pricing for larger enhancements.*

   *If 360 is the selected vendor for both website design and development projects, the following pricing will be applied to an ongoing maintenance program:*

   ***$90/hour for all services needed for maintenance and additional websites while under agreement. This includes strategy, project management, design, development, content creation, search engine optimization, content migration and security.***