SECTION 5: BIDDER QUALIFICATIONS AND EXPERIENCE (MANAGEMENT RESPONSE)

6	**BIDDER'S WRITTEN RESPONSE** – Required, Scored, Maximum Total Points Available: 105
A	Please describe the experience, skills, and qualifications your organization possesses that are relevant to an evaluation of your ability to perform the Contract that is the subject of this Solicitation. Descriptions of relevant experience should include the content management systems and programming languages used for the project. If you will use a subcontractor for any part of the Contract, include the above information for your subcontractor(s) and detail: • Your organization's roles and responsibilities and those of your subcontractor(s) • Whether you have a written commitment from each subcontractor to work on this Contract if awarded to you • Your organization's past experience working with this subcontractor **Max - 20** **Score - 19**
	Comments: Very strong experience, like the focus on Drupal
B	For each Key Personnel who will be performing work on the Contract, please identify their list of responsibilities in reference to this contract and describe their relevant skills and experience, including their level of expertise working with specific content management systems and programming languages. If awarded a Contract, Bidder shall not make changes to such Key Personnel during the term of the Contract except as requested or approved by DSHS. **Max – 10** **Score - 6**

	Comments: Doesn't include much detail
C	Please describe your organization's experience (or the experience of any above-identified subcontractors) designing, developing, coding, and testing user-facing features on websites built in Drupal using flexible pages and content modules. **Max – 20** **Score - 5**
	Comments: Would like to see specifics on experience (not process/recommendations)
D	Please describe your organization's experience (or the experience of any above-identified subcontractors) performing server-side maintenance, including website back-ups, security scans and updates, managing updates to website software, and making recommendations for technical search engine optimization (SEO) improvements. **Max - 15** **Score - 12**

	Comments:
E	Please describe your organization's experience (or the experience of any above-identified subcontractors) maintaining and making design and functionality changes to websites that were built by another vendor. **Max – 10** **Score - 10**
	Comments: Strong experience
F	Please describe your organization's experience (or the experience of any above-identified subcontractors) implementing web translation tools such as Drupal Translation Management Tool and Google Cloud Translations to enable automatic translations throughout all pages of a website. Include a description of any experience your organization has with implementing translation tools for languages that read right-to-left, such as Arabic or Persian. **Max – 15** **Score - 10**
	Comments:

G	Please describe your organization's experience (or the experience of any above-identified subcontractors) working with user experience design vendors for websites you have built or maintained. **Max – 5** **Score - 4**
	Comments:
H	Please describe your organization's experience (or the experience of any above-identified subcontractors) upgrading websites from Drupal 9 to Drupal 10, or any previous versions of Drupal. **Max – 5** **Score - 5**
	Comments:
I	Please describe your organization's experience (or the experience of any above-identified subcontractors) adding automated application functionality into a Drupal website. **Max – 5** **Score - 4**

	Comments:	
6	**BIDDER's SOLUTION AND PROPOSED APPROACH (TECHNICAL RESPONSE)**	MAXIMUM TOTAL POINTS
A	Please describe your project management method and approach. For example, how would you ensure that all aspects of your services in carrying out the project, including the quality and features of the strategies and materials you develop, are satisfactory to DSHS? **Max – 10** **Score - 8**	
	Comments:	
B	Please describe your process for quality assurance reviews of new features and code changes to ensure your deliverables meet contractual standards and immediately correct any deficiencies. How would you work with DSHS staff to verify your quality assurance activity, findings, and actions? **Max – 15** **Score - 8**	
	Comments:	

C	Please describe your process for client communication. How would you ensure DSHS staff are kept up to date on the status of your work and any new developments that could impact project timelines? **Max – 10** **Score - 5**
	Comments:
D	Describe the structure and methodology you will use to ensure any user-facing website features you develop or modify are accessible for all users, including compliance with the standards provided in the Web Content Accessibility Guidelines (WCAG) 2.2. **Max – 10** **Score - 8**
	Comments:

SECTION 5: BIDDER QUALIFICATIONS AND EXPERIENCE (MANAGEMENT RESPONSE)

6	**BIDDER'S WRITTEN RESPONSE** – Required, Scored, Maximum Total Points Available: 105
A	Please describe the experience, skills, and qualifications your organization possesses that are relevant to an evaluation of your ability to perform the Contract that is the subject of this Solicitation. Descriptions of relevant experience should include the content management systems and programming languages used for the project. If you will use a subcontractor for any part of the Contract, include the above information for your subcontractor(s) and detail: • Your organization's roles and responsibilities and those of your subcontractor(s) • Whether you have a written commitment from each subcontractor to work on this Contract if awarded to you • Your organization's experience working with this subcontractor **Max - 20** **Score ___10___**
	Comments: • Primarily worked in Drupal • Mainly focus on ongoing maintenance and support • Launching new program called vision plan
B	For each Key Personnel who will be performing work on the Contract, please identify their list of responsibilities in reference to this contract and describe their relevant skills and experience, including their level of expertise working with specific content management systems and programming languages. If awarded a Contract, Bidder shall not make changes to such Key Personnel during the term of the Contract except as requested or approved by DSHS. **Max – 10**

	Score _____5____
	Comments: • 5 key personnel, tech lead client services, back end dev, 2 front end dev.
C	Please describe your organization's experience (or the experience of any above-identified subcontractors) designing, developing, coding, and testing user-facing features on websites built in Drupal using flexible pages and content modules.. **Max – 20** **Score ____10_____**
	Comments: • Schema.org recommendation potentially • Prefers layout builder.
D	Please describe your organization's experience (or the experience of any above-identified subcontractors) performing server-side maintenance, including website back-ups, security scans and updates, managing updates to website software, and making recommendations for technical search engine optimization (SEO) improvements. **Max - 15**

	Score ___7_____
	Comments: • Protection plan not necessary with pantheon • daily backups • code integrity check not available on pantheon • SEO is added as monthly task
E	Please describe your organization's experience (or the experience of any above-identified subcontractors) maintaining and making design and functionality changes to websites that were built by another vendor. **Max – 10** **Score ___7_____**
	Comments: • Routinely takeover sites from other vendors • Potential stabilization needed before take over – worst case • Comfortable with custom code
F	Please describe your organization's experience (or the experience of any above-identified subcontractors) implementing web translation tools such as Drupal Translation Management Tool and Google Cloud Translations to enable automatic translations throughout all pages of a website. Include a description of any

	experience your organization has with implementing translation tools for languages that read right-to-left, such as Arabic or Persian. **Max – 15** **Score _____8_____**
	Comments: • Don't currently manage any multi-lingual sites aside from on demand google translate • Mostly google 7 language work but, can be familiar with functionality improvements • Have done Arabic, Korean, and Chinese language examples but both organizations no longer use Drupal
G	Please describe your organization's experience (or the experience of any above-identified subcontractors) working with user experience design vendors for websites you have built or maintained. **Max – 5** **Score _____3_____**
	Comments: • Works closely with Culture Foundry
H	Please describe your organization's experience (or the experience of any above-identified subcontractors) upgrading websites from Drupal 9 to Drupal 10, or any previous versions of Drupal. **Max – 5**

		Score ___4_____
	Comments: • Upgraded 12 sites from Drupal 9-10 in December 2023 • Upgraded multiple sites previously in multiple versions of Drupal • Since drupal 5	
I	Please describe your organization's experience (or the experience of any above-identified subcontractors) upgrading websites from Drupal 9 to Drupal 10, or any previous versions of Drupal. **Max – 5** **Score ___3_____**	
	Comments: •	
6	**BIDDER's SOLUTION AND PROPOSED APPROACH (TECHNICAL RESPONSE)**	MAXIMUM TOTAL POINTS
A	Please describe your project management method and approach. For example, how would you ensure that all aspects of your services in carrying out the project, including the quality and features of the strategies and materials you develop, are satisfactory to DSHS? **Max – 10** **Score ____5_____**	
	Comments: •	

B	Please describe your process for quality assurance reviews of new features and code changes to ensure your deliverables meet contractual standards and immediately correct any deficiencies. How would you work with DSHS staff to verify your quality assurance activity, findings, and actions? **Max – 15** **Score ___8_____**
	Comments: •
C	Please describe your process for client communication. How would you ensure DSHS staff are kept up to date on the status of your work and any new developments that could impact project timelines? **Max – 10** **Score ___6_____**
	Comments: •
D	Describe the structure and methodology you will use to ensure any user-facing website features you develop or modify are accessible for all users, including compliance with the standards provided in the Web Content

	Accessibility Guidelines (WCAG) 2.2. **Max – 10** **Score ___5_____**
	Comments: •

SECTION 5: BIDDER QUALIFICATIONS AND EXPERIENCE (MANAGEMENT RESPONSE)

6	**BIDDER'S WRITTEN RESPONSE** – Required, Scored, Maximum Total Points Available: 105
A	Please describe the experience, skills, and qualifications your organization possesses that are relevant to an evaluation of your ability to perform the Contract that is the subject of this Solicitation. Descriptions of relevant experience should include the content management systems and programming languages used for the project. If you will use a subcontractor for any part of the Contract, include the above information for your subcontractor(s) and detail: • Your organization's roles and responsibilities and those of your subcontractor(s) • Whether you have a written commitment from each subcontractor to work on this Contract if awarded to you • Your organization's past experience working with this subcontractor **Max - 20** **Score _15_____**
	Comments: Would like to have seen details of specific customer engagements where the services were provided along with dates services were provided to better gauge overall experience.
B	For each Key Personnel who will be performing work on the Contract, please identify their list of responsibilities in reference to this contract and describe their relevant skills and experience, including their level of expertise working with specific content management systems and programming languages. If awarded a Contract, Bidder shall not make changes to such Key Personnel during the term of the Contract except as requested or approved by DSHS. **Max – 10**

	Score ____7_____
	Comments: Would like to have seen details of specific customer engagements where the services were provided along with dates services were provided for each key personnel to better gauge overall experience.
C	Please describe your organization's experience (or the experience of any above-identified subcontractors) designing, developing, coding, and testing user-facing features on websites built in Drupal using flexible pages and content modules.. **Max – 20** **Score ____12_____**
	Comments: Would like to have seen details of specific customer engagements where the services were provided along with dates services were provided to better gauge overall experience.
D	Please describe your organization's experience (or the experience of any above-identified subcontractors) performing server-side maintenance, including website back-ups, security scans and updates, managing updates to website software, and making recommendations for technical search engine optimization (SEO) improvements. **Max - 15** **Score ___10_____**
	Comments:

	Would like to have seen details of specific customer engagements where the services were provided along with dates services were provided to better gauge overall experience.
E	Please describe your organization's experience (or the experience of any above-identified subcontractors) maintaining and making design and functionality changes to websites that were built by another vendor. **Max – 10** **Score** ___8_____
	Comments: Would like to have seen details of specific customer engagements where the services were provided along with dates services were provided to better gauge overall experience.
F	Please describe your organization's experience (or the experience of any above-identified subcontractors) implementing web translation tools such as Drupal Translation Management Tool and Google Cloud Translations to enable automatic translations throughout all pages of a website. Include a description of any experience your organization has with implementing translation tools for languages that read right-to-left, such as Arabic or Persian. **Max – 15** **Score** __10_____
	Comments: Would like to have seen details of specific customer engagements where the services were provided along with dates services were provided to better gauge overall experience.

G	Please describe your organization's experience (or the experience of any above-identified subcontractors) working with user experience design vendors for websites you have built or maintained. **Max – 5** **Score ___3_____**
	Comments: Would like to have seen details on how the vendor interacted with the vendor and clients as part of collaboration efforts to gain insight into their methodology.
H	Please describe your organization's experience (or the experience of any above-identified subcontractors) upgrading websites from Drupal 9 to Drupal 10, or any previous versions of Drupal. **Max – 5** **Score ____5_____**
	Comments:
I	Please describe your organization's experience (or the experience of any above-identified subcontractors) adding automated application functionality into a Drupal website. **Max – 5** **Score ____5_____**

	Comments:
6	**BIDDER's SOLUTION AND PROPOSED APPROACH (TECHNICAL RESPONSE)**

		MAXIMUM TOTAL POINTS

A	Please describe your project management method and approach. For example, how would you ensure that all aspects of your services in carrying out the project, including the quality and features of the strategies and materials you develop, are satisfactory to DSHS? **Max – 10** **Score ___7_____**
	Comments: Would liked to have seen additional details on how items are tracked and how DSHS would have insight/access into those tools. Also, would have liked details on the backlog development processes and other phases of the development lifecycle to better understand how the vendor would be collaborating with DSHS.
B	Please describe your process for quality assurance reviews of new features and code changes to ensure your deliverables meet contractual standards and immediately correct any deficiencies. How would you work with DSHS staff to verify your quality assurance activity, findings, and actions? **Max – 15** **Score ___9_____**
	Comments:

	Would like to have seen additional details on how QA items are tracked and finding shared with DSHS. Also, I didn't see a manual testing component and UAT testing which may have been implied perhaps?
C	Please describe your process for client communication. How would you ensure DSHS staff are kept up to date on the status of your work and any new developments that could impact project timelines? **Max – 10** **Score ____5_____**
	Comments: Would have liked to have seen details on escalation for issues that could impact timelines and collaboration tools (Jira, SmartSheets,?) so DSHS staff could collaborate. Also, use of Teams, Slack, Zoom, etc. for collaboration would have increased score as well.
D	Describe the structure and methodology you will use to ensure any user-facing website features you develop or modify are accessible for all users, including compliance with the standards provided in the Web Content Accessibility Guidelines (WCAG) 2.2. **Max – 10** **Score ___6_____**
	Comments: Would have liked to see details on dev standards that would help insure compliance. Additional details on how compliance issues would be tracked and communicated along with resolution processes would have been helpful.

SECTION 5: BIDDER QUALIFICATIONS AND EXPERIENCE (MANAGEMENT RESPONSE)

6	**BIDDER'S WRITTEN RESPONSE** – Required, Scored, Maximum Total Points Available: 105
A	Please describe the experience, skills, and qualifications your organization possesses that are relevant to an evaluation of your ability to perform the Contract that is the subject of this Solicitation. Descriptions of relevant experience should include the content management systems and programming languages used for the project.
	If you will use a subcontractor for any part of the Contract, include the above information for your subcontractor(s) and detail:
	• Your organization's roles and responsibilities and those of your subcontractor(s)
	• Whether you have a written commitment from each subcontractor to work on this Contract if awarded to you
	• Your organization's past experience working with this subcontractor
	Max - 20
	Score 18
	Comments: The SEO experience would have been nice although the experience in Drupal sound extensive.
B	For each Key Personnel who will be performing work on the Contract, please identify their list of responsibilities in reference to this contract and describe their relevant skills and experience, including their level of expertise working with specific content management systems and programming languages. If awarded a Contract, Bidder shall not make changes to such Key Personnel during the term of the Contract except as requested or approved by DSHS.
	Max – 10
	Score 8

	Comments: Additional info on their experience and past projects would have been insightful
C	Please describe your organization's experience (or the experience of any above-identified subcontractors) designing, developing, coding, and testing user-facing features on websites built in Drupal using flexible pages and content modules.. **Max – 20** **Score 14**
	Comments: Answer didn't provide a lot of information, this was a heavily weighted questions and I wish they would have provided additional information on their experience with designing, developing, coding and testing
D	Please describe your organization's experience (or the experience of any above-identified subcontractors) performing server-side maintenance, including website back-ups, security scans and updates, managing updates to website software, and making recommendations for technical search engine optimization (SEO) improvements. **Max - 15** **Score 13**

	Comments:
E	Please describe your organization's experience (or the experience of any above-identified subcontractors) maintaining and making design and functionality changes to websites that were built by another vendor. **Max – 10** **Score 8**
	Comments: Additional info on their processes would have been insightful. What steps do they go through to assess what work they will have to do?
F	Please describe your organization's experience (or the experience of any above-identified subcontractors) implementing web translation tools such as Drupal Translation Management Tool and Google Cloud Translations to enable automatic translations throughout all pages of a website. Include a description of any experience your organization has with implementing translation tools for languages that read right-to-left, such as Arabic or Persian. **Max – 15** **Score 9**
	Comments: Minimal experience

G	Please describe your organization's experience (or the experience of any above-identified subcontractors) working with user experience design vendors for websites you have built or maintained. **Max – 5** **Score 3**
	Comments: Additional information on processes and communication methods when working with outside vendors to make the relationship successful would have provided insight.
H	Please describe your organization's experience (or the experience of any above-identified subcontractors) upgrading websites from Drupal 9 to Drupal 10, or any previous versions of Drupal. **Max – 5** **Score 5**
	Comments:
I	Please describe your organization's experience (or the experience of any above-identified subcontractors) upgrading websites from Drupal 9 to Drupal 10, or any previous versions of Drupal.

	Max – 5 **Score 5**
Comments:	

6	**BIDDER's SOLUTION AND PROPOSED APPROACH (TECHNICAL RESPONSE)**	MAXIMUM TOTAL POINTS
A	Please describe your project management method and approach. For example, how would you ensure that all aspects of your services in carrying out the project, including the quality and features of the strategies and materials you develop, are satisfactory to DSHS? **Max – 10** **Score 8**	
	Comments:	
B	 Please describe your process for quality assurance reviews of new features and code changes to ensure your deliverables meet contractual standards and immediately correct any deficiencies. How would you work with DSHS staff to verify your quality assurance activity, findings, and actions? **Max – 15** **Score 12**	

	Comments: Additional detail on their process would have been useful. Do they communicate with dshs on what the test plan details are? In the past we have been told sites went through testing only to find hundreds of errors. We were not told what was tested specifically.
C	Please describe your process for client communication. How would you ensure DSHS staff are kept up to date on the status of your work and any new developments that could impact project timelines? **Max – 10** **Score 6**
	Comments: Additional detail would have been appreciated.
D	Describe the structure and methodology you will use to ensure any user-facing website features you develop or modify are accessible for all users, including compliance with the standards provided in the Web Content Accessibility Guidelines (WCAG) 2.2. **Max – 10** **Score 10**
	Comments:

Vendor Name: Freelock

Evaluator Number: 1

General Guidelines:

- Please score each vendor's response without reference to the scores for other vendors. Each score should reflect your score only based on the Vendor's response in each competency area.

- Please note all scores and comments in the allotted sections. If you change a score, initial the change.

- Please include comments that will assist the vendor in understanding why the response did not get full points. Positive comments are also welcome.

- You may discuss the proposals among the evaluation team after the interviews, but each evaluator should score independently. **We do not use consensus scoring.**

- Do not downgrade a proposal because it did not address something outside of the competency areas being judged.

The Oral Evaluation is comprised of two parts: Part 1, a 30-minute bidder presentation to highlight a relevant case study and Part 2, 30 minutes of questions (provided to the bidder and listed below).

The total Oral Evaluation is worth 50 points. Part 1 is worth 20 points. Part 2 Questions will be scored as follows: Question 1 is worth 4 points; Questions 2, 3 and 5 are each worth 7 points; and Question 4 is worth 5 points.

If you have questions, please direct them to James O'Brien, Solicitation Coordinator, phone 360-664-6055. All evaluations must be returned and reviewed by the Solicitation Coordinator at the end of the evaluation.

Oral Evaluation Presentation Information:

Please present an in-depth case study of a website project your organization worked on. The project should be highly relevant to the project scope outlined in this RFP and could be a website you originally built or one you took over from another vendor. Your presentation should address the questions below.

1. What activities did you complete as part of the project?
2. What CMS was the site built in? What programming languages and technologies did you use to complete the work?
3. What technical problems were you working to address? How did you approach them?
4. What was included in your plan for quality assurance and testing? How did you resolve the issues you identified during the testing process?
5. What project management approach and techniques did you use to stay on schedule?
6. What process or coordination challenges came up while working on the project? How did you address them?
7. How did you measure overall project success? Make sure to include specific metrics.
8. What lessons did you learn while working on this project that you would apply to the contract with the WA Cares Fund?

The 5 Oral Evaluation Questions are:
1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?
2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?
3. Tell us about a time a client asked you to complete a task you hadn't done before or weren't sure how to do. What did you tell the client? How did you approach the task?
4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?
5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Oral Evaluator General Notes:

- Provided relevant examples that indicated strong technical skills
- Really liked the live demo of the site's functionality during case study
- Very clear presentation style, easy to understand what questions they were answering and evaluate them
- Gave answers that were thoughtful and candid

Oral Evaluator Scoring:

Question P1 (from Presentation). Activities and technical details (Questions 1-3). Did the bidder correctly identify a project that was highly relevant to the project scope outlined in this RFP (for example, the site they worked on was built in Drupal, they completed a combination of front-end development and server-side work, they worked on a translation tool, etc.)? Did the bidder speak confidently about the technologies they used and technical problems they worked to address? Did the bidder provide details that indicate a strong and relevant technical skill set?

Comments
- Project was relevant and involved some interesting features
- Very helpful to see some of the site functionality as a live demo
- Easy to understand their explanations of technical problems and solutions

Points Awarded 5 out of 5

Question P2 (from Presentation). Process and coordination (Questions 4-6). Was the bidder's quality assurance and testing plan comprehensive and detailed? Did their approach to resolving issues identified as part of QA processes demonstrate adaptability and problem-solving skills? Did the bidder provide details on their project management approach? Was their project management approach comprehensive and flexible? Did the bidder identify any process or coordination challenges? Did their approach to solving process or coordination challenges demonstrate strong communication and conflict resolution skills?

Comments
- Liked mention of going back to user journeys during QA to make sure human element is present

Points Awarded 4 out of 5

Question P3 (from Presentation). Success and takeaways (Questions 7-8). Did the bidder provide specific metrics they used to measure success? Did the metrics provided indicate a strong performance? Did the bidder identify any lessons learned? Were the lessons learned relevant to the project scope outlined in this RFP?
Comments

Points Awarded 7 out of 10

Q&A Section

Question 1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?

Comments
- Appreciated that they brought the full team

Points Awarded 4 out of 4

Question 2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?

Comments
- Great example of a challenging website and good description of problem-solving and results

Points Awarded 7 out of 7

Question 3. Tell us about a time a client asked you to complete a task you hadn't done before or weren't sure how to do. What did you tell the client? How did you approach the task?

Comments

Points Awarded 5 out of 7

Question 4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?

Comments
- Like that they know their limitations and mentioned if they can't do something, they will help find a partner who can

- Like that their project manager and primary point of contact has a background as a developer

Points Awarded 4 out of 5

Question 5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget

wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Comments

- Clear example, liked that they communicated the problem early on and provided options for the client for how to proceed

Points Awarded 6 out of 7

ORAL INTERVIEW SCORING
3.13.2024
RFP # 2323-840
WA Cares Fund Website Development Services

Vendor Name: Freelock

Evaluator Number: 2

General Guidelines:

- Please score each vendor's response without reference to the scores for other vendors. Each score should reflect your score only based on the Vendor's response in each competency area.

- Please note all scores and comments in the allotted sections. If you change a score, initial the change.

- Please include comments that will assist the vendor in understanding why the response did not get full points. Positive comments are also welcome.

- You may discuss the proposals among the evaluation team after the interviews, but each evaluator should score independently. **We do not use consensus scoring.**

- Do not downgrade a proposal because it did not address something outside of the competency areas being judged.

The Oral Evaluation is comprised of two parts: Part 1, a 30-minute bidder presentation to highlight a relevant case study and Part 2, 30 minutes of questions (provided to the bidder and listed below).

The total Oral Evaluation is worth 50 points. Part 1 is worth 20 points. Part 2 Questions will be scored as follows: Question 1 is worth 4 points; Questions 2, 3 and 5 are each worth 7 points; and Question 4 is worth 5 points.

If you have questions, please direct them to James O'Brien, Solicitation Coordinator, phone 360-664-6055. All evaluations must be returned and reviewed by the Solicitation Coordinator at the end of the evaluation.

Oral Evaluation Presentation Information:

Please present an in-depth case study of a website project your organization worked on. The project should be highly relevant to the project scope outlined in this RFP and could be a website you originally built or one you took over from another vendor. Your presentation should address the questions below.

1. What activities did you complete as part of the project?
2. What CMS was the site built in? What programming languages and technologies did you use to complete the work?
3. What technical problems were you working to address? How did you approach them?
4. What was included in your plan for quality assurance and testing? How did you resolve the issues you identified during the testing process?
5. What project management approach and techniques did you use to stay on schedule?
6. What process or coordination challenges came up while working on the project? How did you address them?
7. How did you measure overall project success? Make sure to include specific metrics.
8. What lessons did you learn while working on this project that you would apply to the contract with the WA Cares Fund?

The 5 Oral Evaluation Questions are:
1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?
2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?
3. Tell us about a time a client asked you to complete a task you hadn't done before or weren't sure how to do. What did you tell the client? How did you approach the task?
4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?
5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Oral Evaluator General Notes:

Clear examples, thoughtful answers, candid responses.

Oral Evaluator Scoring:

Question P1 (from Presentation). Activities and technical details (Questions 1-3). Did the bidder correctly identify a project that was highly relevant to the project scope outlined in this RFP (for example, the site they worked on was built in Drupal, they completed a combination of front-end development and server-side work, they worked on a translation tool, etc.)? Did the bidder speak confidently about the technologies they used and technical problems they worked to address? Did the bidder provide details that indicate a strong and relevant technical skill set?

Comments

_____
_____
_____
_____
_____
_____
_____.

Points Awarded 4 out of 5

Question P2 (from Presentation). Process and coordination (Questions 4-6). Was the bidder's quality assurance and testing plan comprehensive and detailed? Did their approach to resolving issues identified as part of QA processes demonstrate adaptability and problem-solving skills? Did the bidder provide details on their project management approach? Was their project management approach comprehensive and flexible? Did the bidder identify any process or coordination challenges? Did their approach to solving process or coordination challenges demonstrate strong communication and conflict resolution skills?

Comments

_____
_____
_____
_____
_____
_____.

Points Awarded 5 out of 5

Question P3 (from Presentation). Success and takeaways (Questions 7-8). Did the bidder provide specific metrics they used to measure success? Did the metrics provided

indicate a strong performance? Did the bidder identify any lessons learned? Were the lessons learned relevant to the project scope outlined in this RFP?
Comments

_____
_____
_____
_____
_____
_____
_____.

Points Awarded 8 out of 10

Q&A Section
Question 1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?

Comments
All key personnel were in attendance.

Points Awarded 4 out of 4

Question 2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?

Comments

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Points Awarded 6 out of 7

Question 3. Tell us about a time a client asked you to complete a task you hadn't done before or weren't sure how to do. What did you tell the client? How did you approach the task?

Comments

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Points Awarded 6 out of 7

Question 4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?

Comments

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Points Awarded 4 out of 5

Question 5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Comments

Points Awarded 7 out of 7

ORAL INTERVIEW SCORING
3.13.2024
RFP # 2323-840
WA Cares Fund Website Development Services

Vendor Name: Freelock

Evaluator Number: 3

General Guidelines:

- Please score each vendor's response without reference to the scores for other vendors. Each score should reflect your score only based on the Vendor's response in each competency area.

- Please note all scores and comments in the allotted sections. If you change a score, initial the change.

- Please include comments that will assist the vendor in understanding why the response did not get full points. Positive comments are also welcome.

- You may discuss the proposals among the evaluation team after the interviews, but each evaluator should score independently. **We do not use consensus scoring.**

- Do not downgrade a proposal because it did not address something outside of the competency areas being judged.

The Oral Evaluation is comprised of two parts: Part 1, a 30-minute bidder presentation to highlight a relevant case study and Part 2, 30 minutes of questions (provided to the bidder and listed below).

The total Oral Evaluation is worth 50 points. Part 1 is worth 20 points. Part 2 Questions will be scored as follows: Question 1 is worth 4 points; Questions 2, 3 and 5 are each worth 7 points; and Question 4 is worth 5 points.

If you have questions, please direct them to James O'Brien, Solicitation Coordinator, phone 360-664-6055. All evaluations must be returned and reviewed by the Solicitation Coordinator at the end of the evaluation.

Oral Evaluation Presentation Information:

Please present an in-depth case study of a website project your organization worked on. The project should be highly relevant to the project scope outlined in this RFP and could be a website you originally built or one you took over from another vendor. Your presentation should address the questions below.

1. What activities did you complete as part of the project?
2. What CMS was the site built in? What programming languages and technologies did you use to complete the work?
3. What technical problems were you working to address? How did you approach them?
4. What was included in your plan for quality assurance and testing? How did you resolve the issues you identified during the testing process?
5. What project management approach and techniques did you use to stay on schedule?
6. What process or coordination challenges came up while working on the project? How did you address them?
7. How did you measure overall project success? Make sure to include specific metrics.
8. What lessons did you learn while working on this project that you would apply to the contract with the WA Cares Fund?

The 5 Oral Evaluation Questions are:
1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?
2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?
3. Tell us about a time a client asked you to complete a task you hadn't done before or weren't sure how to do. What did you tell the client? How did you approach the task?
4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?
5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Oral Evaluator General Notes:

Personable, clearly understood technologies and has a great deal of experience

Presentation was pretty easy to follow

Seemed to have skilled staff

Oral Evaluator Scoring:

Question P1 (from Presentation). Activities and technical details (Questions 1-3). Did the bidder correctly identify a project that was highly relevant to the project scope outlined in this RFP (for example, the site they worked on was built in Drupal, they completed a combination of front-end development and server-side work, they worked on a translation tool, etc.)? Did the bidder speak confidently about the technologies they used and technical problems they worked to address? Did the bidder provide details that indicate a strong and relevant technical skill set?

Comments

Upgraded from Drupal 7 to 8 major redesign
Upgraded to Drupal 9
Worked with design partner to implement UI redesign
Nice graphs and charts from uploaded data
Reworked to make more user friendly and easier to navigate
Nice demo great visualizations
Drupal, vue.js, tailwind, unocss
Recently switched from Vue to tailwind
Pulled data from an API for values in forms
Created custom field types to support forms
        Used this to create comparable data unites miles to kilometers, etc.
Changing from anonymous to authenticated to allow managing multiple drafts.
Had to refactor onboarding experience to do this.

Points Awarded _____5_____ out of 5

Question P2 (from Presentation). Process and coordination (Questions 4-6). Was the bidder's quality assurance and testing plan comprehensive and detailed? Did their approach to resolving issues identified as part of QA processes demonstrate adaptability and problem-solving skills? Did the bidder provide details on their project management approach? Was their project management approach comprehensive and flexible? Did the bidder identify any process or coordination challenges? Did their approach to solving process or coordination challenges demonstrate strong communication and conflict resolution skills?

Comments

User testing, behavior driven design
Visual regression testing
Uses Cucumber? Testing tool
Don't do a bunch of unit tests, mostly BHD testing
Automated releases and can revert back easily to test with
Standard Agile methodology, weekly meetings, sprints, daily standups

Had very good grasp of common practices
Resuming webforms when users are anonymous
     Switch to auth module and used Drupal for this
Had to work with client to convince client of needs
     This makes sense
Spent time to make entire login process work very well, seemed to cover common tasks to make user interaction simple and easy
Biggest challenge budget, worked with client to prioritize requirements and decide on increasing funding for desired functionality

Points Awarded _____5_____out of 5

Question P3 (from Presentation). Success and takeaways (Questions 7-8). Did the bidder provide specific metrics they used to measure success? Did the metrics provided indicate a strong performance? Did the bidder identify any lessons learned? Were the lessons learned relevant to the project scope outlined in this RFP?
Comments

Feedback was the main metric, but they mentioned analytics, but didn't clearly outline details
Analyzing search traffic and impacts of AI in searching, looking at schema.org for content modelling for search engines
Make sure adequate budget for QA
Regular meetings

Points Awarded _____8_____out of 10

Q&A Section
Question 1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?

Comments

Seems like well rounded team, great skills

Points Awarded _____4_____out of 4

Question 2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?

Comments

Took over LBJ library site
Had AWS Lambda middle layer and moved to directly in Drupal
Improved page loads and maintenance
Changes to site also addressed some search and accessibility issues
Has a great deal of experience and have implemented patterns to prevent
repeating mistakes

Points Awarded _____7_____out of 7

Question 3. Tell us about a time a client asked you to complete a task you hadn't done
before or weren't sure how to do. What did you tell the client? How did you approach the
task?

Comments

Everyday – AI is some examples for widgets
Changing how building themes and making them reusable
Making re-usable components
Enjoy new challenges

Points Awarded _____6_____out of 7

Question 4. Tell us about a client you've had who was difficult to work with. What was
challenging about the relationship? What steps did you take to cultivate an effective
working relationship? Were you successful?

Comments

Have worked with 100s of clients and only have had 3 or so failures
Understand they make recommendations and it is ultimately up to the client to
make decisions
Biggest challenges are around budget and working with client to get to a result
they are happy with.
Suggest options to get best value out of budget

Points Awarded _____4_____out of 5

Question 5. Describe a project you worked on where it wasn't possible to complete the
original scope within the anticipated budget. How and when did you discover the budget
wouldn't be sufficient to complete the work? How did you work with the client to manage
the situation?

Comments

Queen city Yacht club in Seattle
During discovery they were able to identify scope to large for budget

Worked with client to provide options and got the job done

They have worked with Pantheon. Pointed out the issues with the deployment pipeline.

Very good responses to additional questions on languages and accessibility and performance.

Looking at new technologies and proactively researching new technologies on how clients to can improve their sites.

Points Awarded _____6_____out of 7

ORAL INTERVIEW SCORING
3.13.2024
RFP # 2323-840
WA Cares Fund Website Development Services

Vendor Name: Freelock

Evaluator Number: 4

General Guidelines:

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Oral Evaluation Presentation Information:

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4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?
5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Oral Evaluator General Notes:

See below

Oral Evaluator Scoring:

Question P1 (from Presentation). Activities and technical details (Questions 1-3). Did the bidder correctly identify a project that was highly relevant to the project scope outlined in this RFP (for example, the site they worked on was built in Drupal, they completed a combination of front-end development and server-side work, they worked on a translation tool, etc.)? Did the bidder speak confidently about the technologies they used and technical problems they worked to address? Did the bidder provide details that indicate a strong and relevant technical skill set?

Comments: Yes. The walk through of the Better Care Network website was extremely effective in showing their work. This site was built in Drupal. They seemed very knowledgeable about Drupal and have been brought into some projects because of their Drupal experience. They have upgraded the site from Drupal 7 to 8, 8 to 9, and now 9 to 10. Walked through changes they made to update the site including design to make complex information simple, more approachable and easy to understand. Very user-friendly (Country Care Snapshots & Puzzle Project). Clean designs that were broken up into themes and sections with features the WCF will need such as forms, checklists, videos, downloadable pdfs, etc. Also discussed security and maintenance. Have experience with Pantheon. They have at least a dozen projects that use Pantheon. Some tasks are a little more challenging on Pantheon but they have a lot of experience to solve those problems. Have done dozens of upgrades from Drupal 9 to 10. They have also completed R to L Translations. They mentioned some of the challenges with R to L translations including padding, visual look, spacing. They were able to provide effective solutions to ensure pages presented correctly. They can do well above the stock Drupal form. John discussed accessibility, they make sure it's easy for editors and authors to keep accessibility ongoing. They do a lot of work making sure pages load quickly.

Something I really liked was John said, If there is something we don't know how to do, we figure it out, those are our best days because it's fun to figure it out.

Points Awarded: 5 out of 5

Question P2 (from Presentation). Process and coordination (Questions 4-6). Was the bidder's quality assurance and testing plan comprehensive and detailed? Did their approach to resolving issues identified as part of QA processes demonstrate adaptability and problem-solving skills? Did the bidder provide details on their project management approach? Was their project management approach comprehensive and flexible? Did the bidder identify any process or coordination challenges? Did their approach to solving

process or coordination challenges demonstrate strong communication and conflict resolution skills?

Comments: Discussed QA and testing throughout the presentation. It sounded like they are very proficient at problem-solving. Discussed teting methods, including User testing, Behavior driven testing and Visual Regression testing. They stated, testing is customized and depends on the goal of the website.

They discussed PM approach which sounded comprehensive and flexible. Several topics they commented on throughout the presentation indicated strong communication and conflict resolution skills.

Points Awarded: 5 out of 5

Question P3 (from Presentation). Success and takeaways (Questions 7-8). Did the bidder provide specific metrics they used to measure success? Did the metrics provided indicate a strong performance? Did the bidder identify any lessons learned? Were the lessons learned relevant to the project scope outlined in this RFP?

Comments: Talked about Analytics, Feedback and other sites (Revenue and Help Desk Volume). Stated they have found that the budget for QA is very important. They always make sure the budget for QA and resources for QA are adequate. Also discussed the importance of regular meetings to keep everything on track. Provided some specific metrics on performance impacts of sites they have developed.

Points Awarded 10 out of 10

Q&A Section
Question 1. As you know, we requested bidders send the key personnel they plan to assign to the WA Cares Fund project to this evaluation. Please confirm that those personnel are in attendance. What do each of the key personnel consider their specialty? How do those specialties lend themselves to this RFP?

Comments
Freelock brought a host of personnel to the Oral Presentation including:
- John Locke – President, Tech Lead Over 25 years of web development experience Full Stack development, problem-solving, mentoring, unblocking
- Don Dill – Has been with Freelock for more than 10+ years. Client Services Project Management, Communications

- Andrew Morton 10 years of Drupal experience, back end development, advanced site building
- Aaron Ferris Front end developer, site builder, 5 years of Drupal experience
- Yohanes Demmsie Front end developer, 2 years of Drupal experience.
- Rachel Soae Prather- Proj Manager. Rachel is new to Freelock and wasn't on board when the RFP was written so isn't mentioned in the written submission. She helps with figuring out everything the client needs and communicating it with the Devs. She has a background as a dev and feels this adds value in her communications to them.

They provided details throughout the presentation on how their specialties will add to the project.

Points Awarded: **4 out of 4**

Question 2. Tell us about a website you worked on that was designed by another vendor and proved challenging to take over. What problems did you face? How did you work with the client to prioritize changes?

Comments: They took over the LBJ library. They were brought in because of their Drupal experience. There was an extra layer between the Front end and Back end. It made it hard to work on the site without things breaking so they took out the middle layer and put it in Drupal. The page load times instantly dropped in half. They implemented a search. The original arch didn't work well, no server side text. The solution solved many of the accessibility issues the site was experiencing.

Points Awarded 7 out of 7

Question 3. Tell us about a time a client asked you to complete a task you hadn't done before or weren't sure how to do. What did you tell the client? How did you approach the task?

Comments

Talked about learning new things and the best way to approach them such as AI and building themes. They mentioned something I found impressive, they are always trying to learn and grow. Each month they look at a specific topic related to what is the lastest and greatest related to that topic so they are always staying up to date on effective soutions.

Points Awarded 7 out of 7

Question 4. Tell us about a client you've had who was difficult to work with. What was challenging about the relationship? What steps did you take to cultivate an effective working relationship? Were you successful?

Comments

Have had very few instances of not being able to work with clients. Something I liked that John mentioned on this question was, "For the most part, the job is working with clients. We make suggestions, provide guidance but it's the customers decision". Did says they have maybe had three clients they have had a difficult time working with. I liked the honest answer.

Points Awarded 5 out of 5

Question 5. Describe a project you worked on where it wasn't possible to complete the original scope within the anticipated budget. How and when did you discover the budget wouldn't be sufficient to complete the work? How did you work with the client to manage the situation?

Comments

Described project with Queen City Yachet Club where thef budget ran low/ They came up with alternative options and they were able to complete the job.

Points Awarded 7 out of 7