

Part I: Technical Reply for ITN #2024-51

Preliminary Administrative Review

Company Name: Hounder

Contact Person: Joshua Northcott

Phone Number: 909-698-8148

ATTACHMENT D

REFERENCES

PROPOSER NAME Hounder

PROVIDE THE FOLLOWING REFERENCE INFORMATION FOR A MINIMUM OF THREE (3) BUSINESSES WHERE SERVICES OF SIMILAR SIZE AND SCOPE HAVE BEEN COMPLETED

BUSINESS NAME:	San Bernadino County Superintendent of Schools (SBCSS)
ADDRESS:	601 N E St, San Bernardino, CA 92410
CONTACT PERSON:	David Thurston
PHONE NUMBER:	909.386.2450
FAX NUMBER:	NA
E-MAIL ADDRESS:	David.Thurston@sbcss.net
DATE AND DESCRIPTION OF SERVICE:	Hounder transformed a paper roadmap into a tailored digital platform using Laravel. This custom solution empowered administrators and educators with user accounts, content control, publishing workflows, and a built-in content/translation system. It provided the necessary tools to efficiently manage new and current resources for the SBCSS' Cradle to Career Roadmap project.
BUSINESS NAME:	Milpitas Christian School (k-12)
ADDRESS:	3435 Birchwood Lane San Jose, CA 95132
CONTACT PERSON:	Bob Murray
PHONE NUMBER:	(408) 945-6530 x 13010
FAX NUMBER:	NA
E-MAIL ADDRESS:	NA
DATE AND DESCRIPTION OF SERVICE:	Hounder created a fresh new brand and voice for their school. In doing so, created a new web presence for their rapidly growing school and pressing needs for digital transformation of applications, registrations, and giving. A site that enabled them to make updates quickly and integrate with existing CRM systems.
BUSINESS NAME:	ESRI
ADDRESS:	380 New York Street Redlands, California, 92373
CONTACT PERSON:	Alan Cassidy
PHONE NUMBER:	909.793.2853
FAX NUMBER:	NA
E-MAIL ADDRESS:	acassidy@esri.com
DATE AND DESCRIPTION OF SERVICE:	Hounder worked closely with the Esri to create a cohesive and engaging content strategy, design and build an easy-to-use template that empowers users to tell their story and inspire the community around them.

ATTACHMENT G
DISCLOSURE STATEMENT

PARTNERSHIP OR INDIVIDUAL

I hereby certify that I, if an individual, or each of us, if a partnership, doing business as Hounder LLC.
(Name of Individual or Partnership)

(am)(is) not now involved in nor have I ever engaged in any private business venture or enterprise, directly or indirectly, with the Commissioner of Education, the Deputy Commissioner of Education, any Associate Commissioner of Education, Division Director, or Bureau Chief within the Florida Department of Education.

I further certify that neither I, nor any partner, if a partnership, nor anyone acting in my or our behalf has requested that any of the above designated persons or any other employee of the Florida Department of Education exert any influence to secure the appointment of Hounder LLC under this proposed agreement.
(Name of Individual or Partnership)

(1) 

Signature

Signature

Signature

(1) If partnership, each partner must sign and execute.

COMPANY OR CORPORATION

I hereby certify that neither I nor any owner, officer, director, or shareholder of Hounder LLC, a
(Name of Corporation/Company)

Limited Liability (1) corporation, licensed to do business in Florida, is presently involved in or has been
(Name of State of Inc.)

engaged in any private business venture or enterprise, directly, or indirectly, with the Commissioner of Education, the Deputy Commissioner of Education, any Associate Commissioner of Education, Division Director, or Bureau Chief within the Florida Department of Education.

I further certify that neither I nor any owner, officer, director, or shareholder of this corporation or anyone acting on behalf of this corporation or any of its owners, officers, directors, or shareholders has requested that any of the above designated persons or any other employee of the Florida Department of Education exert any influence to secure the appointment of

Hounder LLC under this proposed agreement.
(Company) (Corporation)

(2) 

Signature

Co-Founder & CTO
Title

(1) If company is not incorporated, insert "not incorporated" in this space.

(2) If incorporated, this statement is to be executed by same person who will execute contract, if awarded.

ATTACHMENT H
VENDOR CERTIFICATION REGARDING
SCRUTINIZED COMPANIES LISTS

Proposing Vendor Name: Hounder LLC
Vendor FEIN: 45-2390948
Vendor's Authorized Representative Name and Title: Joshua Northcott
Address: 18 E State St. Suite 209
City: Redlands State: CA Zip: 92373
Phone Number: 951-295-6815
Email Address: josh@hounder.co

Section 287.135, Florida Statutes, prohibits agencies from contracting with companies, for goods or services over \$1,000,000, that are on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. Both lists are created pursuant to section 215.473, Florida Statutes.

As the person authorized to sign on behalf of Proposer, I hereby certify that the company identified above in the section entitled "Proposing Vendor Name" is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List. I understand that pursuant to section 287.135, Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs.

Certified By: Joshua Northcott
who is authorized to sign on behalf of the above referenced company

Authorized Signature Print Name and Title: Joshua Northcott - CTO

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Thank you!



18 E. State St., Suite 209
Redlands, CA 92373
hounder.co

Created by: Joshua Northcott,
Hounder
August 2, 2023

Transmittal Letter

Dear Florida Department of Education,

Thank you for the opportunity to be considered for ITN # 2024-51. I am Joshua Northcott, CTO and Co-founder of Hounder - a limited-liability corporation in good standing with the California Secretary of State for 7 years and Acquia preferred implementation partner here in California. If selected, I am authorized to represent Hounder in the contract awarding process and will be bound by standard terms and conditions satisfactory to the Florida Department of Education. I have read, understand, and agree to comply with all provisions of this ITN unless changed during the negotiation process.

Our federal identification number is: 45-2390948 and our official company name is Hounder, LLC, and our company is authorized to conduct business in Florida in accordance with the provisions of Chapter 607, F.S.. Hounder, LLC is registered on the MyFloridaMarketplace website in accordance with the provisions by the state of Florida. We have electronically registered a valid W-9 with the Department of Financial Services (DFS). As part of the core team for this project, we look forward to working with you and the team at Florida Department of Education. Please enjoy the following pages about our company, team, and our responses to your request for proposal per our detailed review of this comprehensive website evaluation RFP. If you have any questions, feel free to reach out through the contact information provided below.

- Thank you for your consideration,



Joshua Northcott
CTO & Co-Founder
Email: josh@hounder.co
Phone: (951) 295-6815

Executive Summary

Within 7 years of business, Hounder has taken on web projects of all kinds. From government agencies to coffee shops to fortune 100 companies, we've designed and developed multiple high-profile web presences.

We are a partnership LLC business structure offering expertise in:

Platforms + Technology Implementations

- Marketing Automation Implementation / Integrations (Hubspot, Marketo, Pardot)
- CMS Implementations (Drupal/Acquia, WordPress, AEM)
- Web Development
- Web Support / Monthly Retainer
- WordPress Custom
- Drupal Custom
- Drupal certified developers on staff
- AEM Sites

Customer Experience + Human-Centered Design

- UX/ UI Design
- Enterprise Design Systems
- Usability Studies
- Custom Website Design
- Website Personalization (+ Personalization Pilot Program)
- ADA Website Compliance

Digital Marketing + Operations

- End to End Marketing Strategies
- Campaign Planning & Execution
- Account Based Marketing (ABM)
- SEO (on-page and technical SEO)
- SEM/PPC
- Content Marketing
- Social Media Management
- PR Placement
- Email Marketing & Management
- Analytics & Reporting
- Site Migrations

Innovation + Product Development

- Web Applications
- ArcGIS Solutions

Managed Services + Global Delivery

- Full Service Hosting
 - Pantheon partner

Our plan is to apply the utmost care for the Florida DoE's vision during this contract, crafting a centralized platform for the benefit of students, teachers, and the public, all while collaborating with school districts' and Department staff.

Hounder History

When we began

Hounder has been in business since 2016.

Why we exist

We noticed a large gap in the market; all too often, organizations are forced to pay over-promising agencies for a subpar delivery from the vendor. Poor system implementations lead to terrible web experiences, plaguing companies to constantly stumble.

We believe in building unique, meaningful, and game-changing digital products. We help our partners' stories shine through amazing sites and creative communications, and our team of talented designers, developers, and marketing specialists have years of experience to take each project to the next level.

Who we are

At Hounder, we practice a concentrated and intimate approach to how we work with clients, which we accomplish by accepting only 2-3 projects at a time—done to ensure that our time together is made of the quality you deserve.

Our accomplishments

Along the way, we have:

- Touched over 1.2 billion unique visitor experiences
- Lead web design, development, and marketing for several of the Forbes Top 100 companies.
- Designed and implemented over 150 enterprise websites and marketing systems across 22 countries and in 36 languages
- Enabled B2B companies to create Personalized site experiences for their customers with an average of 32% increase in conversions.
- Helped increase e-commerce site revenues by an average of 40%
- Along the way we've had the honor to be nominated for multiple awards.

Our industries include:

- Government
- Education
- Non-profit
- Medical
- e-Commerce
- B2B

Our location

We are 100% US-based, headquartered at 18 E. State St. Suite 209 Redlands, CA 92373

- Hours 8am - 6pm PST

ATTACHMENT D

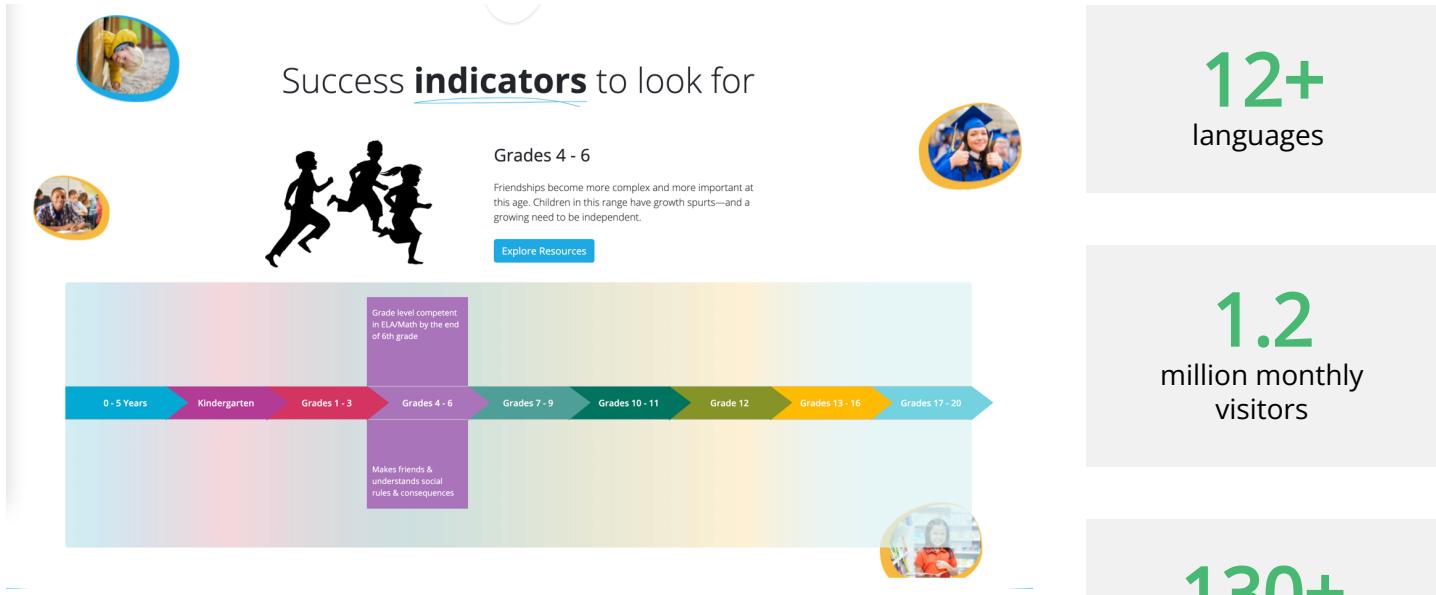
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San Bernardino County - Cradle to Career (C2C) Roadmap



In 2021, the Cradle to Career Roadmap resulted from the San Bernardino County-wide vision to create a true roadmap of success for the current and future children of San Bernardino County.

Every project goes through our golden research and strategy process in order to ensure that we provide a solution that fits each of the unique partners that we engage with. For San Bernardino County Superintendent of Schools, this process was to work closely with their team to gather the necessary messaging and technical aspects of the project to be able to deliver the best designs and user flow that fit their needs and future expectations.

The project scope also included:

Resources to empower Educators
Education plays a significant role in our local communities as well as in society as a whole. Educated individuals typically have better job opportunities and are economically successful adults.

Recommended for you

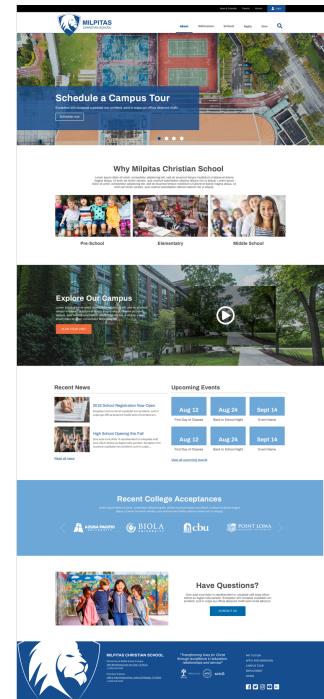
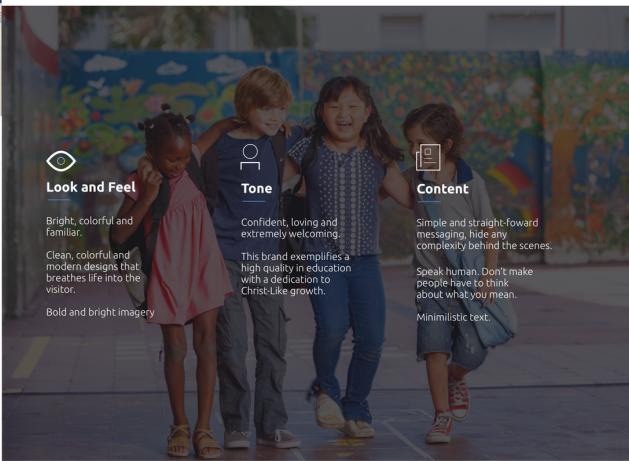
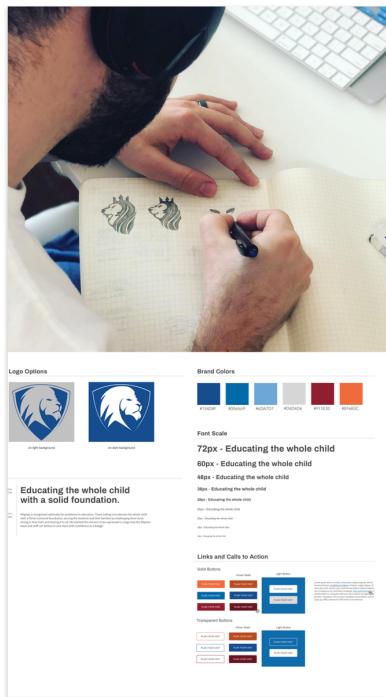
- Distance Learning Resource Hub
- Hands on Banking for Educators
- Age Resources
- Hands on Banking for Students

- Ongoing Monthly Web Support since 2021
- 10+ web components
- Templates for pages, resources and success stories
- Categorization system for resources
- Searchable index of English and Spanish resources
- Multilingual support
- Design and development documentation
- SEO best practices built-in
- Custom permissions for user profiles

- Laravel

The final result is an elegant and discerning website that functions according to C2C Roadmap's dedication to the success of both younger and future generations. *To learn more this case study or see others, click here.*

Case study: Milpitas Christian

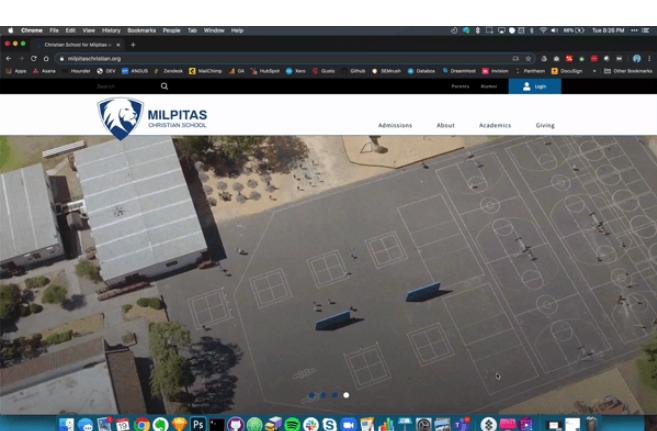


Defining a brand that personifies the core values and academic excellence of a well-known, established educational organization is no small feat. Milpitas reached out to Hounder to establish a new brand and content strategy, a refresh on their story.

As part of the project, they also requested an engaging, user-friendly website - a key communication tool for Milpitas and its community (including parents, students, and donors). It was a perfect project — a great organization, a mission we believed in, and an opportunity to work with some wonderful folks, including our friends at Blackbaud! This project included:

- Logo, brand strategy, and branding guide
- Design and implementation of a new website
- Development of a BlackBaud CMS configured for the organization to easily update content
- A content strategy, with search engine optimization and approved site taxonomy

To learn more this case study or see others, click here.

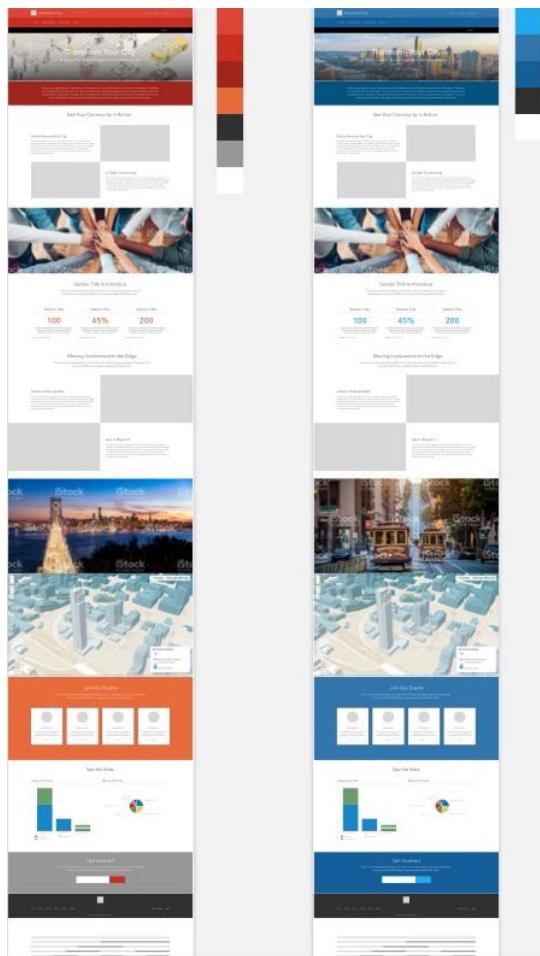


Case study: Esri ArcGIS Hub

Our partners at Esri reached out to us, looking for help in creating a thoughtful and engaging ArcGIS Hub experience - one that encourages transparency and community engagement. We kicked off an accelerated discovery and design sprint on-site, working side-by-side with Esri's product team.



Together, Esri and Hounder's teams focused on understanding the product's user base, their needs, and current pain-points in the user experience. Our discovery helped us realize what functionality mattered most to users - measuring the level of impact it would have on them.



This led to the creation of a cohesive design, an in-depth content strategy, and an easy-to-use template to empower users to tell their stories and inspire others. Built on the ArcGIS Hub platform, this product connects directly to users' ArcGIS maps and services, transforming how they engage and collaborate within the community.

Hounder did all of the creative writing, design, and web development for the default template from the ground up. Additionally, we developed custom web components that allows Esri's users to quickly and easily update sections for copy, images, and videos across the site.

We can't wait to see the growth and changes Esri has in store for their users. *To learn more this case study or see others, click here.*

Technical Approach

Build or configure a completely Contractor-hosted, web-based platform or Software as a Service (SaaS) content management solution that addresses the following requirements:

- District/school users should have the ability to upload instructional materials and manage content for that district.
 - Hounder will implement authenticated single-sign-on using Florida DoE's identity management within the "baked-in" sign-on functionality within Drupal CMS. In addition, these users will be given a role that will enable them to upload materials and files. Our team will work closely with Florida DoE to identify the average material file size to ensure files can be uploaded and will not provide website slowness and performance issues.
- Public Users should have the ability to review instructional materials' content in its entirety.
 - In the CMS, by default public materials and web content will be publicly accessible unless marked as "private" or "internal" by the author or admin in the system.
- Public Users should have the ability to submit comments/reasons for objection on the reviewed material and for that comment to trigger an alert/notification to the district that a comment has been submitted to initiate a school board review per the district's published process.
 - Within the Drupal CMS platform we will enable comments that will or will not be seen publicly but will alert/notify the author or other identified roles within the system to review and resolve.
- Include web-based interfaces for school district and parent users.
 - Hounder will design empathetic and strategic user experience (ux) and user interface (ui) for the school district users and parent users. Our team will work closely with the Florida DoE team to identify the user journey for each and all features and functionality that will be required for each of them. Per this research and requirements gathering, our UX and UI Design team will start with wireframe designs to ensure all needs are accounted for and then will design the user interface design complete with branded colors, fonts, and imagery. See *Web Design Approach section below for additional detail*.
- Include a Contractor-managed active directory (AD) or leveraging the Department's identity management solution.
 - Hounder can host and provide a managed Active Directory or leverage the department's current system. Hounder recommends an audit of the current directory system to identify if a new hosted system would be required. If so, Hounder has a configured hosted AD environment that can be leveraged and added to the total hosting scope and cost.
- Generates workflows for school districts to route and approve content.
 - Hounder will work closely with the department to identify a seamless and web best practice workflows for content approvals and automation internally. Hounder will diagram

the workflows associated with all user permissions during the discovery process and will implement these workflows shortly after the site has been built and content has been migrated and tested.

- Creates standard and customized reports for the Department/school districts to review.
 - Within the discovery phase at the start of the project, Hounder will work closely with the department to identify all reporting KPIs needed for the districts review. Once these KPI metrics are clearly defined, the team will configure the content management system (CMS) to export reports based on specific time periods (i.e. month, quarter, etc.) into CSV or PDF format for easy internal review and sharing.
- Provides system-based ongoing training for district/school users.
 - Hounder provides a platform for documentation and for training videos to be housed for internal consumption on an ongoing basis. Ongoing monthly web support hours will also include additional trainings such as one-on-one trainings, documentation, or the creation of new training videos to be created.
- Provides Tier 1 telephone and email support.
 - Hounder provides, ongoing web support service - providing a block of *up to 40 hours per month*. The client can submit support tickets in the form of email or call us directly at our support phone number. Our team will reply to any support tickets within 15 minutes of submittal.

ATTACHMENT A

DELIVERABLE DUE DATE FORM

Based on the Scope of Work proposed, provide an estimated deliverable date for each Deliverable.

DELIVERABLE	ESTIMATED DELIVERABLE COMPLETION DATE					
	ORIGINAL CONTRACT TERM		CONTRACT RENEWALS			
YEAR 1		YEAR 1	YEAR 2	YEAR 3		
Deliverable 1 - Secure Portal/Web Interface	4.5 months					
Deliverable 2 - System-based Training	2 weeks		✓	✓	✓	
Deliverable 3 – Maintain System Security, User Authentication, and Access Control	Ongoing annual support contract		✓	✓	✓	
Deliverable 4 – Quarterly Reports to the Department	1 week					
Deliverable 5 - Quarterly Reports to Districts	1 week					
Deliverable 6 - Ongoing Tier 1 Help Desk support for district/school users	Ongoing annual support contract		✓	✓	✓	
Deliverable 7 - OPTIONAL Maintenance Services						

Discovery Approach

Hounder will lead a virtual discovery session (or come onsite if preferred) with the identified Florida Department of Education team members to collect and identify the following items:

- Business Goals (*What does success look like?*)
- Website Requirements & Features
 - Products
 - Forms
 - Pages
 - Dynamic content (components)
 - Subsite creation and scalability
- UX/UI Workshop
 - Design process
 - Branding guides
 - Tone and audience exploration
 - Journey mapping - Internal users and External users
- Content Strategy
 - Keyword review
 - Content audit review
 - Content architecture review (parent/child or hub & spoke)
 - KPI identification (reporting)
- Technical Requirements & Features Workshop
 - Systems & infrastructure
 - E-commerce product list schema and inventory management
 - Integrations (service APIs)
 - Active directory
 - Other technologies
 - Security and performance
 - SSO/Authentication
 - Workflows
- Project Management Structure
 - Meetings
 - Tools
 - Communication plan
- Hand-off Process



Web Design Approach

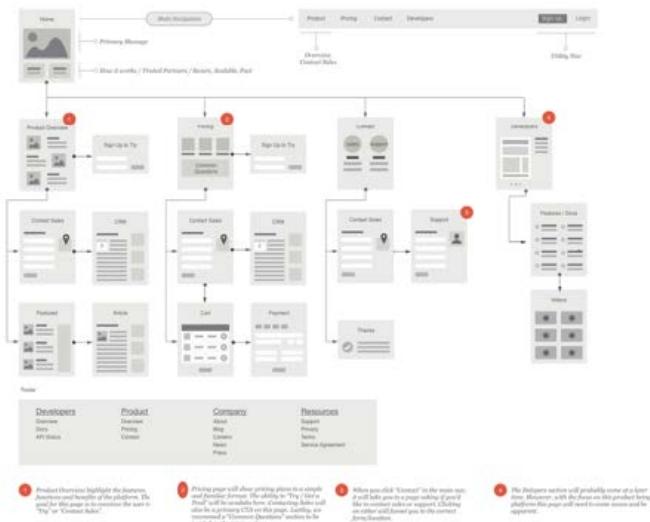
We design to create relationships. Here are the steps we take to get there...



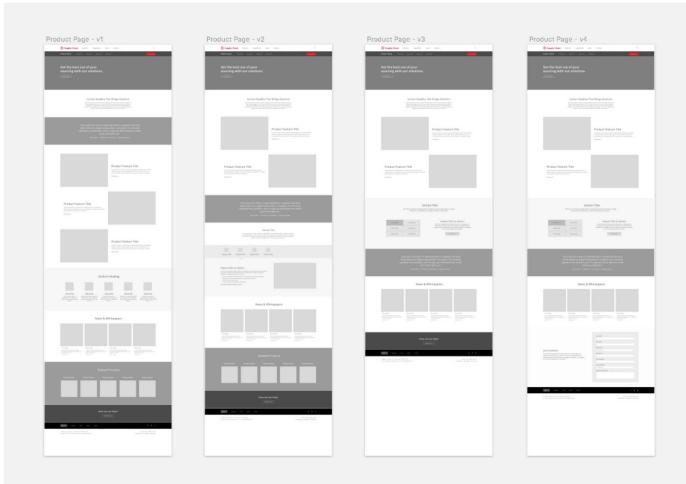
UX design: user flow mapping

To provide a highly engaging website that represents Florida Department of Education and its goals, Hounder carefully drafts a flexible and scalable website architecture to meet your current and future content needs. We start by creating a user flow that blueprints the journey visitors can take throughout the website. This helps map out the wholistic user experience and identify the entire sitemap/navigation of the site.

Here is an example of a previous user flow we did for a leading software company.



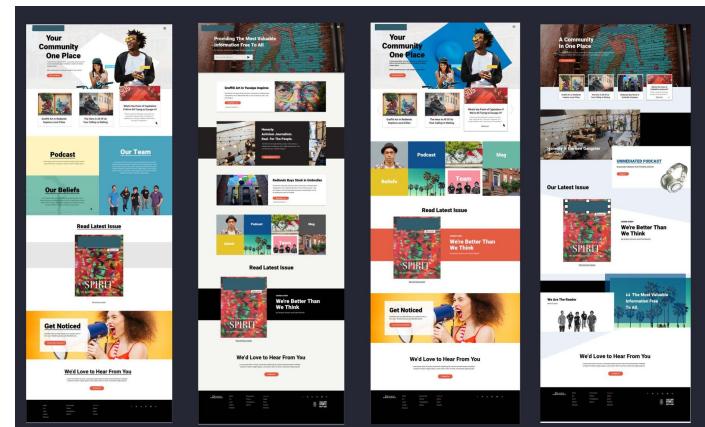
UX design: wireframing components



The blueprint for success! Identifying and laying out all the different page components ensures every feature and function is captured. It also provides an opportunity to create templates for specific pages, such as the homepage layout versus a product page and/or success story.

UI design mockups

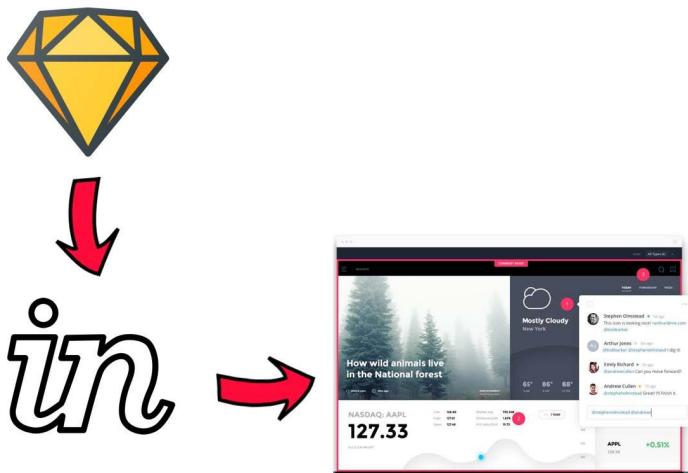
During the UX/UI phase of the project, Hounder submits page design mockups for Florida Department of Education review and approval. We make changes and often provide multiple revision ideas as needed.



Design review & feedback

For any digital project using responsive design, Hounder designs for both web and mobile simultaneously. Users consume information on different devices, and we consider this in the experiences we create.

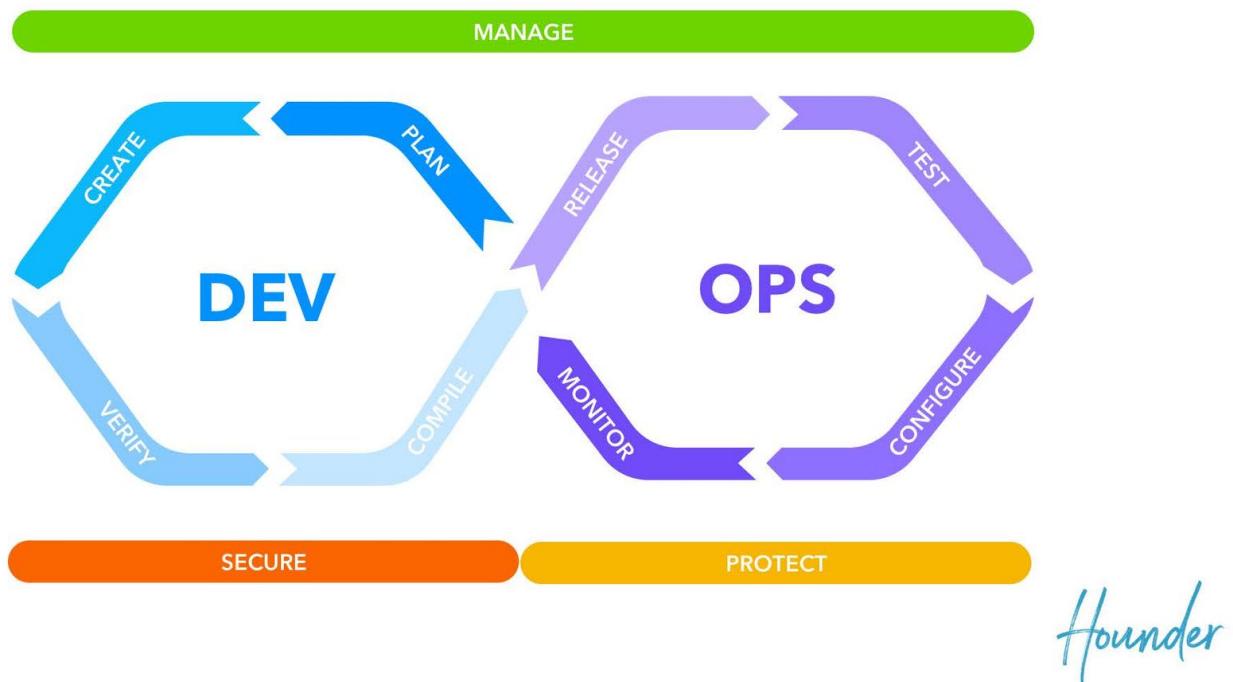
Hounder designs using Figma and all designs and assets will be available using the Invision app for Florida Department of Education review. Florida Department of Education will be able to approve or provide feedback within



this system. During the discovery, we will decide as a team how long Florida Department of Education will need for design reviews and include those timelines within the weekly sprints.

Web development approach

After the page designs have been approved, Hounder will start the development by first building the front-end look and feel in HTML, CSS, and Javascript. These prototypes will be reviewed for approval to ensure the look and feel and interactions work as expected. Once these front-end builds are complete and approved, Hounder will build this on-top of PHP/Laravel CMS Application Drupal.



Testing

For the PHP/Laravel CMS Application Drupal, Hounder will build with a test-driven development methodology - all code will be tested during the development phase before moving forward to the development environment.

- PHPUnit Tests for PHP code functionality
- Laravel Dusk for front-end interactions
- Google Lighthouse testing for performance and compliance
- Approved code testing, load testing, speed optimization and browser optimization according to agreed upon standards and supported browsers including but not limited to: IE 11, Chrome, Firefox, and Safari

Hounder designs and builds websites using a component-driven architecture so that way you don't outgrow your website. When design trends change, you can simply swap out specific design components with new ones without having to invest full site redesigns in the future. During the development process, Florida Department of Education will have access to view the development environment and see consistent progress from start to finish.

Compliance and accessibility

Hounder can ensure websites meet ADA and WCAG following requirements via design and development stages of the following items:

- Sufficient contrast between colors
- Use semantic HTML format
- Text alternatives for non-text contents
- Ability to navigate the site with keyboard
- Easy to navigate and find information
- Properly formatted tables
- Accessible PDFs, videos and forms
- Ability to submit feedback for users

Security

The Florida DoE Website will be designed and configured to prevent security breaches via a web application such as cross-site scripting and SQL injection, to name a few. These following best practices and security prevention will be included:

- HTTPS (SSL)
- Utilize Eloquent ORM to prevent SQL injection
- Use LDAP for admin and content author login process
- Require use of CSRF tokens on all form submissions
- Protect admin application routes
- Filter and validate all data before being saved to the database
- Identify regular backups of web app and database with internal devs
- PHP Unit tests to verify user actions and content input

The screenshot shows a web-based documentation system with a header bar. The header includes a close button (X), the title "Hounder Example Design System", and a status bar indicating "1320 x 550" and "READY". The left sidebar has a "DOCUMENTATION" tab and a "COMPONENTS" tab. Under "COMPONENTS", there are sections for "Typography", "Font Sizes", "Headings", "Lists", "Elements", "Logo", "Search", "Buttons", "Live Chat", "Boxes", "Media", "Tables", "Layout", and "Patterns". The main content area is titled "Font Sizes" and contains several paragraphs of placeholder text demonstrating different font sizes. Below this is a table with three columns: "HTML", "Info", and "Notes". The "HTML" column lists the CSS classes for each font size: "font-size--3", "font-size--2", "font-size--1", "Default No Class", "font-size-1", "font-size-2", "font-size-3", "font-size-4", and "font-size-5".

HTML	Info	Notes
<p class="font-size--3">Font Size -3 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p class="font-size--2">Font Size -2 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p class="font-size--1">Font Size -1 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p>Default No Class - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.		
<p class="font-size-1">Font Size 1 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p class="font-size-2">Font Size 2 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p class="font-size-3">Font Size 3 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p class="font-size-4">Font Size 4 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		
<p class="font-size-5">Font Size 5 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.		

Documentation

Hounder believes in enabling organizations to easily manage and maintain the websites we build. As an ultimate resource and guide, we provide an interactive, full-documentation website for the internal team. *Click here to see an example we did for one of the largest software organizations in the world (pictured above).*

Web support

Hounder provides, ongoing web support service - providing a block of *up to 40 hours per month*. The client can submit support tickets in the form of email or call us directly at our support phone number. Web support includes, but not limited to:

- Design and development (HTML, CSS, JS, PHP)
- Content management and updates
- CMS Administration
- Bug fixes
- 24-hour website and performance application monitoring
- Training / mentoring
- Call our office during business hours anytime to discuss an issue and we'll be there and dedicated to help

Priority Level Response Times - Table

Priority Level	Response Time
A	15 minutes
B	1 hour
C	8 hours
D	24 hours
R	1-2 weeks

Hosting

Hounder provides full service hosting and support with 24/7 performance and security monitoring, HIPPA Compliance, and a global content delivery network to ensure fast load and performance across a global audience. We will manage and implement any needed redirects or anything you may need from the server-side with our monthly support included.

Hosting services include:

- 24/7 Application Performance Monitoring (New Relic)
- Nightly backups
- Global Content Delivery Network (CDN)
- Managed HTTPS
- Redis Object Cache
- Solr full-text search service
- Free Development environment. Only pay for your production environment
- 5 Hours/monthly of full service administration services and support from 8am-6pm PST. Accompanied with an agreed SLA between Hounder and Loma Linda University Health.

Facility Capabilities

Hounder Headquarters:

Redlands, California

18 E State St #209, Redlands, CA 92373

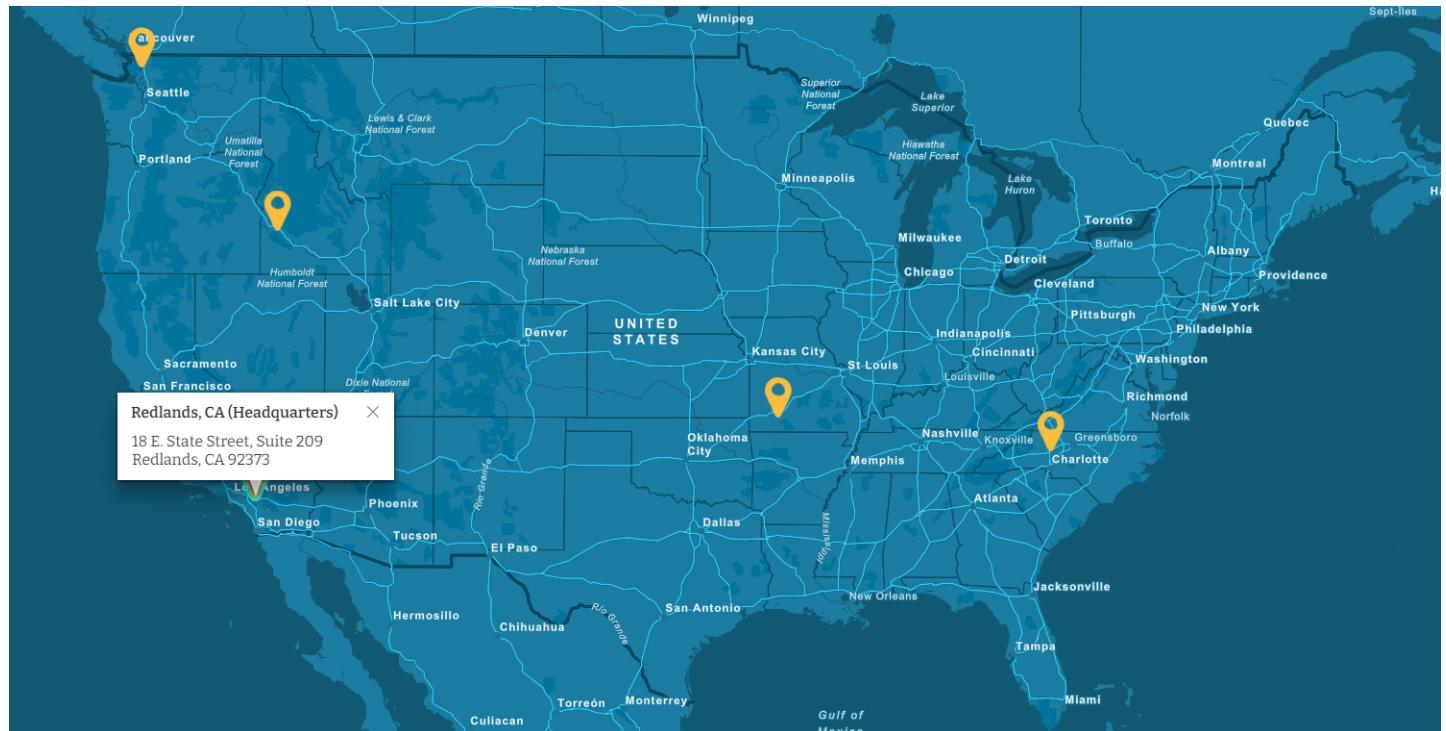
Regional Offices:

Nampa, ID

Concord, NC

Everson, WA

Springfield, MI



Management Plan

Administration and Management

At Hounder, we take pride in our well-structured and efficient Project Management organization. Our project team is comprised of experienced professionals who are involved in the entire project lifecycle, ensuring timely execution, adherence to budgets, and seamless communication with all stakeholders. We follow a collaborative approach that fosters transparency, agility, and client involvement at every stage of the project.

Project Management and Communication Tools

Here are project management and communication tools that we use throughout the project to streamline our processes. While we typically use the following platforms, we are open to using the Department of Education's preferred tools if required:

Project Management Software:

- Asana - Used for task management and project reporting. All tasks are assigned to an owner and given a deadline to ensure task completion.

Collaboration Tools:

- Slack - Used for close communication with the team.
- Zoom - Used for virtual meetings to discuss project status, design & development review

Documentation:

- Google Docs - Used for component documentation for the marketing and communication team

Project Management Style

We follow the Agile framework, which allows us to adopt an iterative and incremental approach. This fosters flexibility and promotes collaboration with our clients throughout the development process. By breaking the project into smaller sprints, we deliver functional components incrementally and incorporate feedback at each stage, ensuring the end product meets your expectations and aligns with your goals.

Cost Control

In order to maintain cost, we implement rigorous cost control through collaborative planning, detailed tracking in Asana, provide regular budget status updates and transparent invoicing. Our Project Manager monitors spend, identifies overages early, and escalates issues to keep projects on-budget and prevent scope creeps.

Identification of Key Personnel

Key Personnel	Experience	Responsibilities
Bettina Acosta, Project Manager Resource Allocation: 30%	Project Manager, 5 years professional experience. Licensed certified Scrum Master. Experience managing multiple projects for fortune 100 companies. Graduated University of North Carolina in 2018	Manage timeliness of delivery and budget adherence Collaborate with the Department to collect requirements & feedback Provide bi-weekly reports of project health Manage risk and remove blockers for timely delivery of deliverables
Bryan Stifle, Design Director Resource Allocation: 100%	Design Director, 10 years of professional web design experience. Graduated from the Art Institute in 2014. Web Design Lead at Esri from 2013 - 2021.	Design workshops to determine site tone & personas Design site architecture in line with goals of the site Site navigation design Design wireframes that outline structure of page templates Design high fidelity designs following brand guide and compliant
Justin Hough, Chief Development Officer Resource Allocation: 75%	CDO/Co-Founder, Hounder (present, 7+ years) , Front End Development Team Lead, Esri (2015-2016) , Front End Web Specialist, Esri (2010-2015), Web Developer and Designer, self-employed (2004-2011), Graduated from University of California Riverside in 2009 with a BA in Creative Writing, Drupal Certified Developer since 2010	Generate workflows for school districts to route and approve content Front-end development of web-based interface Back-end development of web-based interface Develop public user review, comment and alerts to district functionality Develop searching , displaying, reviewing, & tagging of materials and resources functionality Create and set user permissions and ensure access is restricted to authorized users/ devices Coordinate with an independent auditor for an annual security review Provide support to district/school users Maintain the active directory unit testing of features and functionality Security check testing
Austin Amento, Software Engineer Resource Allocation: 100%	Software Engineer, 5 years of development experience. Graduated from DevSlopes Academy in November 2021. Drupal Certified Acquia Developer and has been working in Acquia Drupal for 4 years. Former CEO of Augie's Coffee and web developer and manager. Freelance Developer 2021-2022. Hounder Developer March 2022 - present.	Front-end development of web-based interface Back-end development of web-based interface 508/WCAG compliance testing Page speed testing unit testing of features and functionality Security check testing Train the district/school user on the web-based platform
Rashad Naime, Software Engineer Resource Allocation: 50%	Software Engineer, 3 years of development experience. Certificate from Coding Dojo for full-stack development in Python, Java, and Mern. Drupal Certified Acquia Developer. 7 years of professional experience. Computer science degree candidate at Riverside City College.	Front-end development of web-based interface Back-end development of web-based interface 508/WCAG compliance testing Page speed testing unit testing of features and functionality Security check testing Train the district/school user on the web-based platform

Joshua Northcott

Highland, California, United States

 jnorthcott22@gmail.com

 linkedin.com/in/joshua-northcott-1270582b

Summary

Engineering and Design leader with extensive industry experience in delivering high-quality web, mobile and API based solutions. Strong background in leading all aspects of the product development lifecycle from evaluation and design through development, build, integration, testing, documentation, deployment, support, and customization of third-party solutions

Expertise in a diverse range of technologies and platforms within multiple industry settings.

Currently, the CTO and co-founder of Hounder, an award winning design and development company that specializes in large web system implementations and product applications. Working alongside companies like Random House, Esri, UL, and MLB to name a few. Formerly, the Manager of the Web Engineering and Operations Department (20+ people) at Esri, a multi-billion-dollar software company located in Redlands, California.

I lead the strategy, design, and engineering for many sites and apps that have been featured in locations and events all over the world such as the White House, Time.com, TED Talks, Wired Magazine, Wall Street Journal, and O'Reilly events.

Specialties:

Technical and Design Leadership, eCommerce, REST, SPA, SaaS, SOA, Web Services, Build and develop high performing design and engineering teams, Strategic Thinking, Brand Strategy, Web Strategy, Web Development, Web Design, Project Management, Product Management, Agile, Certified Scrum Master, HTML5, CSS3, Sass, JavaScript, SQL, Mongo DB, Digital Storytelling, User Experience (UX), Enterprise CMS implementations, CRM, CMS, DMS, LMS, SalesForce, Aprimo, Sitecore, AEM CQ, Search Engine Optimization.

Experience

Chief Technology Officer and Co-Founder

Hounder

Nov 2016 - Present (6 years 9 months)

We created Hounder so we can help companies design and build incredible web experiences and products that see actual results. We know all the challenges and potential pitfalls that come with building products and digital experiences from small startups to a 50,000 enterprise-wide company. We've been there and we understand these challenges and we feel at home.

Web Department Director

Esri

Oct 2012 - Nov 2016 (4 years 2 months)

Manage and lead the Web Development department at Esri (23 person department). Lead highly skilled cross-functional Web development teams and creatives in the planning, creation, and implementation of user-centered applications, campaigns, and websites (including Esri.com). Also, lead the technical strategy behind platforms and coding frameworks, build processes and system

implementations such as web content management systems, enterprise search engines, mobile web solutions, enterprise communication platforms, and other high-impact business applications.

- Developed a traditional Web Services department into an award winning web department comprised of 23 skilled web developers, leading the company in external site and application development for desktop and mobile.
- Manage and orchestrate all Web Operation functions including: production site maintenance, UX design, full stack development, product lifecycle, systems and server architecture, workflow automation, and digital marketing integration.
- Provide technical strategic direction for Esri.com, a 3,000 page website with 3 million unique visits a month.
- Implemented new systems and server architecture for the Esri enterprise to house all new systems and applications.
- Lead the migration of Esri.com, a static HTML site, into Sitecore, a Web content management system that is .Net based.
- Implemented dynamic translations and localization of content for multiple sites, including Esri.com.
- Co-introduced and implemented responsive design to Esri websites and web mapping applications.
- Managed hundreds of concurrent web projects such as micro-sites, systems implementations, web apps, and site redesigns.
- Improved inter-department communication and collaboration by authoring new process documentation and assembling project teams.
- Established a Web Quality Assurance process that ensured that every new Web Page or design was validated via the W3C, optimized for SEO, and complied with company coding standards.

Front End Development Manager

Esri

Jun 2009 - Oct 2012 (3 years 5 months)

Lead a 7 person team of front-end developers on all aspects of front-end development, from redesigning and re-envisioning Esri.com, to implementing enterprise CMS across the web enterprise.

Web Developer / Designer

Esri

Jun 2007 - Jun 2009 (2 years 1 month)

Responsible for designing and building the latest Esri marketing campaign websites and product pages on Esri.com.

Web Development Team Lead | Sports Staff Writer

The Press-Enterprise

May 2005 - Jun 2007 (2 years 2 months)

Design, build, and maintain the sports sections of pe.com and hsgametime.pe.com. Publish stories, create videos, build surveys and push other content and media to www.pe.com and hsgametime.pe.com. Write feature sports stories such as golf, basketball, NASCAR, baseball and wrestling.

Education

 **California State University-San Bernardino**

BA, Business Marketing

2005 - 2006

Graduated with a BA in Business with a concentration in Marketing.

 **California State University-San Bernardino**

Bachelors of Science, Business Marketing

2005 - 2006

 **Collegiate Schools of Business International**

Associates degree, Business; Marketing; Business Marketing; General Education

2005 - 2006

Licenses & Certifications

 **Certified Scrum Master - Scrum Alliance**

Issued Feb 2012 - Expires Feb 2014

000178354

 **Certified SiteCore Developer - SiteCore**

Skills

User Experience • Web Development • CMS • Web Applications • Drupal • Information Architecture
• CSS • SEO • Web Content Management • JavaScript

Justin Hough

Boise Metropolitan Area

 justinrayhough@gmail.com

 2088101933

 linkedin.com/in/justinrhough

Summary

I've worked on a wide range of systems from basic static pages to fully-integrated Drupal sites to enterprise systems (i.e., Sitecore). I strive to learn new technologies and how those integrate those technologies into a better user experience. I've learned my skills by diving into new projects that stretch the limit of my current knowledge and allow me to gain new insights.

Over the years I've worked with various technologies, such as, HTML, CSS, JQuery, JavaScript, PHP, and many more to create seamless web experiences for desktop and mobile customers. Currently I spend the bulk of my time developing responsive design frameworks (based on the Centurion Framework) to simplify the process of architecting new sites. I utilize these skills into building sites that leverage content management systems (i.e., Drupal and Wordpress). I also contribute heavily to the open-source community through Drupal and Github to share my knowledge and skills.

Experience

Chief Development Officer

Hounder

Mar 2018 - Present (5 years 5 months)

- Lead and manage all development activities across multiple projects and clients, as well as, establish development project lifecycle from initial planning to support after launch.
- Develop and manage code development lifecycle and review (Github and Git), continuous integration setup (Jenkins, Codeship, or Github actions), deployment and release (AWS, DigitalOcean, etc), and uptime / performance monitoring tools.
- Work with start-ups, medium and enterprise companies to develop web presences and applications that fulfill internal and external customer needs.
- Teach training sessions to facilitate on-site staff admin usage and code updates of web applications.
- Contribute to the open-source community through projects on Github and Statamic, as well as, through online articles.



Business Owner

Huffernickel

Jan 2017 - Present (6 years 7 months)

A local design shop that specializes in art, stationery, posters, photography, wrapping paper and fabrics. We also write and illustrate children's books for toddlers to preschoolers (picture books to chapter books) that inspire reading from an early age.

Front-end Development Team Lead

Esri

May 2015 - Dec 2016 (1 year 8 months)

Lead a team of front-end developers to build, maintain, and ensure branding guidelines on Esri.com, GeoNet, and ArcGIS.com during development and direct quality assurance testing of all code deployments. Member key strategic marketing initiatives from initial ideas through final development. Direct project management efforts using SCRUM and Agile methodologies in order to guide and communicate development efforts and marketing initiatives.

Front-End Web Specialist

Esri

Mar 2010 - May 2015 (5 years 3 months)

Built development and testing scripts to ensure a continuous and synchronized build environment for development team. Maintained and crafted enterprise content management system (Sitecore) templates and trained development team members in proper usage of Sass, Grunt, and other build processes. Developed an enterprise responsive design solution for Esri.com that functions across multiple devices for a site with several million views per month. Trained and created material about new web and responsive design techniques for conferences, such as, Esri International User Conference that reaches in excess of 15,000 users per year.

Web Developer and Designer

Justinhough.com

May 2004 - May 2011 (7 years 1 month)

A freelance design firm based in Southern California that works with start-ups, new ventures, small to medium businesses, and non-profits. I work on brand development, wireframes, basic site designs to more complex site development work with jQuery, PHP, and backend database management. I have advised companies and non-profits about layout (design) and site structure (information placement) to optimize user experience and increase business revenue. Instructed use of systems, in order to facilitate on-site staff in managing updates or changes to the site layout and content without prior coding knowledge.

Substitute Teacher

Moreno Valley Unified School District

Aug 2009 - Mar 2010 (8 months)

Worked in middle and high schools. Executed or created teaching plans as are required based upon the class, such as English, Math, History, etc. As a substitute teacher I had to be able to keep classroom discipline (i.e., make sure that students follow directions set by either the teacher or myself) and have to teach students how to actually finish the material.

Telecommunications Technician

Aguilar Engineering, Inc

Jun 2005 - Aug 2006 (1 year 3 months)

Installed & maintained telecommunication equipment for phone and DSL lines. Built telecommunications equipment to client specifications for AT&T and Verizon to be used in the central offices. Maintained or updated CAD drawings based upon design changes to telecommunications equipment for installation manuals, and also designed new drawings for newer equipment to be shipped with the equipment for reference materials of the various equipment designs and cabling (i.e., electrical or data) systems. Performed client upgrades and maintenance (in-field), such as backup batteries and assisted in telecom equipment removal or upgrades. Trained new

employees in equipment building, which included specific wire running guidelines, wire wrapping procedures and equipment testing.

Education

University of California, Riverside

Creative Writing, Creative Writing
2007 - 2009

Riverside City College

NA, English
2002 - 2005

Licenses & Certifications

Sitecore CMS Developer Foundations - Sitecore

Sitecore CMS Website .NET Developer - Sitecore

Sitecore Certified Marketer - Sitecore

Skills

CMS • HTML 5 • User Experience • WordPress • Information Architecture • Drupal • CSS •
CSS3 • HTML • Photoshop

Bettina Acosta

Project Manager

(336) 508-7469
bettina@hounder.co
 Concord, North Carolina

OBJECTIVE

Able to lead all phases of projects. Known as an effective communicator and collaborator. Present deliverables that meet timelines and within budgetary restraints. Offer leadership, process improvement, problem-solving, and analytical thinking skills with a focus in the Drupal platform.

SKILLS

Project Management
Problem Solving
Communication

Budget Management
Vendor Management
Project Planning (Workfront, Asana, Azure DevOps)

Certified Scrum Master
Training and Leadership
MS Office (Word, Excel, PowerPoint, Teams)

WORK EXPERIENCE

PROJECT MANAGER – Hounder/ Remote - **May 2022 – Present**

- Develop and maintain detailed project management plans using task management software such as Asana, Workfront and Azure DevOps to drive on time deliverables for web design and development projects on time and within budget
- Manage up to 5 web design and development projects simultaneously: budgets ranging from \$50K to 250K
- Oversee critical aspects of Drupal & Wordpress maintenance, including routine & major updates, debugging and site enhancements
- Liaison between internal project team, project stakeholders, developers and subject SMEs; established strong professional relations that moves the project forward

PROJECT COORDINATOR – Monteith Construction / Wilmington, NC - **March 2020 – April 2022**

- Managed a portfolio of projects with a focus on client satisfaction, timeline, budget, invoicing, and functional solutions
- Oversaw project budgets ranging from \$2M to \$56M and complete monthly projections to determine ROI
- Led the change order process with the project and design team to ensure there aren't scope gaps
- Utilized ViewPoint accounting software for budgeting projects, purchase order entry, vendor invoicing, and reconciling of vendor invoices against contracts
- Collaborated with cross-functional teams, as acting liaison concerning project details and deliverables
- Trained new hires on managing projects, vendor management, and accounting software

RETAIL INHERITANCE SPECIALIST – The Vanguard Group / Charlotte, NC - **September 2018 – March 2020**

- Conducted client needs analysis with over 100 beneficiary clients per week and suggested products and services based on their financial goals
- Executed trades up to \$500K in clients' investment accounts
- Obtained brokerage licenses to educate clients on investment types and strategies
- Trained new hires about investment options and how to converse with clients per FINRA regulations

PROJECTS

STANDARD WORK – The Vanguard Group / Charlotte, NC – **April 2019 – December 2019**

- Created and implemented a trailing visual that simplified workflow for standardization across the Retail Inheritance department
- Lead a team in identify opportunities to streamline business processes and ways to eliminate waste
- Researched, collected, and analyzed data to conduct cost analyses and determined problem impacts

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO – Greensboro, NC

- Bachelor of Science in International Business, GPA 3.76

HOCHSCHULE HEILBRONN – Heilbronn, Germany

- Study Abroad Program

Contact

9098387755 (Mobile)
stiflebryan@aol.com

www.linkedin.com/in/bryan-stifle- pgcc (LinkedIn)
www.prettygoodcantcomplain.com/
 (Portfolio)

Top Skills

WordPress
 Icon Design
 Component Design

Honors-Awards

ADDY Gold - Motion Graphics
 ADDY Silver - Package Design
 ADDY Silver - Poster Series
 ADDY Silver - Logo Design
 ADDY Bronze - Magazine Print Ad

Bryan Stifle

Design Director at Hounder
 Springfield, Missouri, United States

Summary

Hey there! I'm Bryan with a Y. I'm an award winning UI, design system, branding, icon, print, and motion graphics designer with 13 years of freelance and professional experience.

Born in Vegas, raised in SoCal, and currently floating the rivers of southern Missouri, I'm a designer with intense dedication to detail. I've been professionally designing user-focused print and digital experiences since 2010, and have worked with a myriad of clients from mom-and-pop shops to global enterprises. I earned my stripes at the mapping giant Esri designing high-profile marketing initiatives and leading the visual design for the company's robust design system. Currently the Design Director at Hounder.

Experience

Hounder
 Design Director
 August 2021 - Present (2 years)
 Springfield, Missouri, United States

Custom Wordpress and Drupal web designer. Oversee the creative output from Hounder and its clients' projects. Execute award-winning web designs, design systems, motion graphics, branding, icon design, and interaction design for enterprise companies, medium sized companies, and start-ups. We deliver the highest care and world class talent, which produces high quality projects that are seen through from start to finish.

Notable projects:

- Drupal Site Design and Acquia Site Studio Component Design for Los Angeles Department of Water and Power (LADWP) [Launching Fall 2023]
- Everstream.ai full site redesign | <https://www.everstream.ai/>
- Everstream Risk Center | <https://www.everstream.ai/risk-center/europe-energy-crisis/>

- UL Solutions Market Access Portal | <https://www.ul.com/market-access-portal>
- 2ndNature | <https://www.2ndnaturewater.com/>
- Danti | <https://danti.ai/>
- Hounder site redesign | <https://hounder.co/>

Pretty Good Can't Complain Design Co.

Owner

February 2010 - Present (13 years 6 months)

Redlands, CA

Freelance Designer. Clients include Globality, American Financial Network, Inland Empire Health Group (IEHP), The Norris Group, Raincross Financial Partners, Westcoe Realtors, Warren Financial Strategies, Brett & Tori Photographers, The Armantrout Montessori Education Foundation, Community Connect, Give Big Riverside County, Providence Academy, Author Becky Doughty, Endless Dreams Etc, Thoro Packaging, Rambukk Media, and various local mom and pop shops.

Esri

7 years 11 months

Calcite Design System, Senior Designer

October 2019 - August 2021 (1 year 11 months)

Redlands, CA

Designing for Calcite Design System to continually push Esri as the global tech leader in mapping, analytics, and GIS. Working with a small but ferocious team that is defined by talent and powered by constant innovation.

Responsibilities include:

- Maintaining extensive Figma and Sketch libraries to be pixel-perfect and provide the ultimate 1:1 utility from live code for our nationally spread designers.
- Innovating new and old designs to be more beautiful, usable, and predictable across Esri properties.
- Defining philosophies, rules, and patterns for hundreds of interface scenarios.
- Designing for WCAG accessibility and continuously advocating for the user.
- Designing interfaces and components that are used by thousands of customers and employees every day.
- Working with multiple teams to ensure parity across Esri's digital property, while maintaining usefulness for various development teams.

Senior User Interface Designer

October 2016 - October 2019 (3 years 1 month)

Redlands, California

Creative lead for Esri's global WebStrategy initiative

User Interface Designer, Icon Designer

October 2013 - October 2016 (3 years 1 month)

Redlands, California

User Interface work consists of front-end creative web design for various marketing campaign sites, portal interfaces, strategic applications, web products, and more. Designing systems and defining standards for interactive teams.

Icon Design includes the production and conceptualization of iconography for Esri's ArcGIS Platform. Icon design consists of crafting pixel-perfect line weights, creating modern and stylized tools, and optimizing for retina, non retina, and other densities for various hardware displays.

Speaker at various conferences and events yearly on technical and conceptual design topics.

Clear Image Design & Publishing**Graphic Designer**

July 2011 - August 2014 (3 years 2 months)

Lancaster, California

Design contracts for Clear Image Design & Publishing consisting of menu creations, logo designs, post card designs, fliers, brochures, Flash designs, etc. Created branding and identity elements.

Client list includes country artist Erin Slaver, Jenny's Diner, Songwriter Marty Panzer, Oasis Church and The Highlands Church. Number of projects average 2 per month. Performs in high pressure, quick deadline situations such as full menu creations with a 1 week turnaround; and full identity rebranding packages with 3 week deadlines.

The Art Institute of California-Inland Empire**Graphic Designer & Front Desk Administration**

June 2012 - October 2013 (1 year 5 months)

San Bernardino California

Completes professional level informational pieces including poster, advertising, and motion graphic

designs; all while maintaining schedules and visitor traffic within a fast-paced, variable saturated environment. Rebranded department and created graphic standards for future employees.

Utilizes time efficiently and assists coworkers in daily tasks. Determines client needs at point of sales, and provides customer service at the point of purchase. Design projects average 5 per week, with an average of 10 customer interactions per hour.

KVCR TV/FM

Motion Graphics Artist Intern

April 2013 - June 2013 (3 months)

San Bernardino California

Motion Graphics Artist Intern at KVCR and FNX broadcasting studio.

Projects included intro and outro graphics for on air television programs, supporting graphics for lower thirds and 4:3 ratio screens, animatics for storyboards, and other various After Effects and 3D pieces.

Effectively produced projects in a professional and timely manner, with turnarounds as quick as 8

hours that include start to finish and presentation to studio directors.

Education

The Art Institute of California-Inland Empire

BS, Graphic Design · (2010 - 2014)

Marysville Highschool

Austin G Amento

📍 Bellingham, Washington, United States 📩 austin.amento@gmail.com ☎ (360)724-9365 💬 linkedin.com/in/austin-amento/

☁ austincodez.dev

SUMMARY

Passionate developer who is excited to see their code change the way companies do business. Able to effectively self-manage during independent projects, as well as collaborate as part of a productive team. Proficient in an assortment of technologies, including Javascript(React), HTML/CSS, SQL, REST APIs, and Git.

EXPERIENCE

Web Developer

Hounder

March 2023 - Present, Remote

- Developed and maintained Front End User Interfaces using React, HTML, and CSS, optimized and tested codes for performance and functionality and deployed the application.
- Enhanced the existing UI components with a focus on improved usability and results, increasing retention by 35% for the web application.
- Implemented SEO best practices, including optimizing website speed, utilizing semantic HTML, proper meta tags, and structured data markup to improve search engine rankings and organic traffic.
- Actively stayed up-to-date with the latest industry trends, emerging technologies, and best practices in front-end development, and proactively applied new techniques to enhance project outcomes.
- Utilized modern front-end frameworks (such as React, Vue, or Angular) to create interactive and dynamic web applications that enhanced user experience and engagement.

Chief Operating Officer

Augie's Management Company

January 2009 - December 2020, Redlands, CA

- As COO oversaw the growth of the company by 20x over a twelve year period.
- Managed budget of over 3 million dollars annually.
- Implemented roasting operation and managed incoming coffee supply of over 100,000 lbs annually.
- Grew from one to six retail locations and oversaw build out of stores.
- Competed in and won National Coffee Competitions to increase brand recognition.
- Built relationships with farmers in multiple countries and managed supply chain.
- Started E-Commerce and grew with multiple national distributors.
- Oversaw rollout of online ordering and curbside pick up during pandemic.
- Maintained Coffee Podcast that averaged 200 listens per episode to increase our coffee community and share our knowledge.
- Maintained Coffee Newsletter to a customer list of nearly 100,000 people.

CERTIFICATIONS

Web Development Academy

Devslopes • 2021

Online boot-camp with mentorship. Learned the M.E.R.N stack through project driven course

Frontend Developer Career Path

Scrimba.com • 2021

Contains over 70 hours of tutorials and hundreds of coding challenges, and dozens of real-world projects. Highlighting CSS, HTML, Javascript, React, and UI design

JavaScript Algorithms and Data Structures

freeCodeCamp.org • 2021

• Certificate is gained after completing 5 JavaScript projects and completing approximately 300 hours of coursework

Responsive Web Design

freeCodeCamp.org • 2021

Learned HTML and CSS with a response driven design. A project driven course with over 300 hours of content

Rashad Naime

Web Developer

1867 Northwestern Cir
Colton, CA 92324
(909) 647-6904
rashad@hounder.co | [LinkedIn](#) | [Github](#)

Summary

Experienced Web Developer specializing in Content Management Systems (CMS) with a strong focus on Drupal and WordPress. Successfully delivered numerous web applications utilizing these platforms. Proficient in a diverse range of programming languages including JavaScript, jQuery, PHP, MySQL, and Git.

Experience

Hounder | Redlands, CA | October 2021 – Present

- **Web Developer** | Expertly built web applications using CMS platforms such as Drupal and Wordpress, ensuring seamless content management and user-friendly interfaces.
- Demonstrated proficiency in full stack development, successfully executing all aspects of site builds for diverse clients.
- Utilized JavaScript and PHP efficiently to deliver dynamic and high-performing web solutions.
- Employed Git and GitHub for efficient code management, enabling version control and streamlined collaboration within the development team.

Think Together | Moreno Valley, CA | September 2016 – April 2021

- **After School Program Leader** | Oversaw 100 students through Moreno Valley school district programs. Instructed a variety of education courses (English, Math, Science)..
- Handled up to 25 students daily in classroom setting, tutoring and facilitating lessons. Communicated with parents on a daily basis and assisted in managing all of the after school program.

Technical Projects

Grinnell Student Journeys | 2021

- Developed a web application for Grinnell using Drupal Content Management System (CMS).
- Utilized Drupal CMS to create component-based pages that allowed clients to create custom pages for each student.
- Incorporated arcGIS within Drupal to develop visual maps showcasing student journeys.

Everstream Analytics | 2022

- Developed a web application for Everstream AI using WordPress Content Management System (CMS).
- Created a custom site for clients utilizing WordPress CMS along with the Advanced Custom Fields Plugin (ACF).
- Implemented PHP, JavaScript, HTML, and CSS for the development of the site.

Education

- **Coding Dojo** – Certification of achievement for full-stack web development in Python, Java, and Mern. (Full-time Online) June 2021 - September 2021
- **Riverside City College** – Part time student currently attending for computer science degree.

Thank you!

Questions, comments, concerns... over virtual coffee?

Joshua Northcott

Hounder

951-295-6815

We measure ourselves by one single metric, our partners' success!



Part II: Price Reply for ITN 2024-51

Company Name: Hounder

Contact Person: Joshua Northcott

Phone Number: 909-698-8148

Table of Contents

Part II: Price Reply for ITN 2024-51

Attachment B

Ongoing web support

SLA: Master Service Agreement

Attachment E

Thank you!

ATTACHMENT B

RESPONDENT'S PRICE REPLY

We propose to provide the services being solicited within the specifications of ITN 2024-51. All work shall be performed in accordance with this ITN, which has been reviewed and understood. **The below prices are all inclusive. Payment for services will be made based on the deliverables and dates specified in the contract. There shall be no additional costs charged for work performed under this ITN.**

ORIGINAL CONTRACT TERM (1 YEAR) TOTAL \$ 204,000

RENEWAL YEAR #1 \$ 60,000

RENEWAL YEAR #2 \$ 60,000

RENEWAL YEAR #3 \$ 60,000

RENEWAL TERM TOTAL \$ 180,000

GRAND TOTAL \$384,000 *
(Initial 1 Year Term + Renewal Year 1 + Renewal Year 2 + Renewal Year 3)

***POINTS AWARDED WILL BE BASED ON THIS PRICE**

Deliverable prices on the Supplemental page should equal the above amount."

SIGN BELOW. UNSIGNED OFFERS MAY NOT BE CONSIDERED.

VENDOR NAME: Hounder LLC

MAILING ADDRESS: 18 E State St. Suite 209

CITY/STATE/ZIP: Redlands, CA 92373

AUTHORIZED AGENT (typed): Joshua Northcott

AUTHORIZED AGENT (manual): Joshua Northcott

DATE: 08/10/2023 **TELEPHONE:** 951-295-6815 **FAX:** _____

E-MAIL ADDRESS: josh@hounder.co

ATTACHMENT B

RESPONDENT'S SUPPLEMENTAL PRICE REPLY

Respondents should complete the pricing per deliverable based on the Scope of Work, established deliverables, evidence of completion and deliverable due date(s) as specified in the ITN. The deliverable pricing information contained in this supplement will not be used for evaluation purposes, but may be used for future contract amendments and negotiations. In addition, non-pricing deliverable information included in the Technical Reply may be used in the evaluation of the Reply.

ORIGINAL CONTRACT TERM (YEAR 1)	
DELIVERABLE	PRICE
Deliverable 1 - Secure Content Management System with Portal/Web Interface	\$ 120,000
Deliverable 2 - System-based training	\$ 12,000
Deliverable 3 – Maintain System Security, User Authentication, and Access Control	\$ 12,000
Deliverable 4 – Quarterly Reports to the Department	\$ 6,000
Deliverable 5 - Quarterly Reports to Districts	\$ 6,000
Deliverable 6 - Ongoing Tier 1 Help Desk support for district/school users	\$ 48,000
Deliverable 7 - OPTIONAL Maintenance services	\$
TOTAL ORIGINAL CONTRACT TERM	\$ 204,000

Remainder intentionally left blank.

RENEWAL YEAR 1 of 3

DELIVERABLE	PRICE
Deliverable 1 - Secure Content Management System with Portal/Web Interface	\$
Deliverable 2 - System-based training	\$
Deliverable 3 – Maintain System Security, User Authentication, and Access Control	\$ 12,000
Deliverable 4 – Quarterly Reports to the Department	\$
Deliverable 5 - Quarterly Reports to Districts	\$
Deliverable 6 - Ongoing Tier 1 Help Desk support for district/school users	\$ 48,000
Deliverable 7 - OPTIONAL Maintenance services	\$
TOTAL RENEWAL YEAR 1	\$ 60,000

Remainder intentionally left blank.

RENEWAL YEAR 2 of 3	
DELIVERABLE	PRICE
Deliverable 1 - Secure Content Management System with Portal/Web Interface	\$
Deliverable 2 - System-based training	\$
Deliverable 3 – Maintain System Security, User Authentication, and Access Control	\$ 12,000
Deliverable 4 – Quarterly Reports to the Department	\$
Deliverable 5 - Quarterly Reports to Districts	\$
Deliverable 6 - Ongoing Tier 1 Help Desk support for district/school users	\$ 48,000
Deliverable 7 - OPTIONAL Maintenance services	\$
TOTAL RENEWAL YEAR 2	\$ 60,000

Remainder intentionally left blank.

RENEWAL YEAR 3 of 3	
DELIVERABLE	PRICE
Deliverable 1 - Secure Content Management System with Portal/Web Interface	\$
Deliverable 2 - System-based training	\$
Deliverable 3 – Maintain System Security, User Authentication, and Access Control	\$ 12,000
Deliverable 4 – Quarterly Reports to the Department	\$
Deliverable 5 - Quarterly Reports to Districts	\$
Deliverable 6 - Ongoing Tier 1 Help Desk support for district/school users	\$ 48,000
Deliverable 7 - OPTIONAL Maintenance services	\$
TOTAL RENEWAL YEAR 3	\$ 60,000

Remainder intentionally left blank.

Ongoing web support

Hounder has an optional, ongoing web support service - providing a block of *up to 40 hours per month at the \$200/hr rate*. For clarity response times (right) is available for reference. Web support includes, but not limited to:

- Design and development (HTML, CSS, JS, PHP)
- Content management and updates
- CMS Administration
- 24-hour website and performance application monitoring
- Call our office during business hours anytime to discuss an issue and we'll be there and dedicated to help

Priority Level Response Times - Table

Priority Level	Response Time
A	15 minutes
B	1 hour
C	8 hours
D	24 hours
R	1-2 weeks

SLA: Master Service Agreement

Hounder performs work and tracks cost via Time and Materials. Any delays caused by client that would push back the timeline and will be charged at the standard hourly rate which would \$1,600 per day.

All work and terms must adhere to a signed *Master Service Agreement* associated with a signed SOW.

NA

ATTACHMENT E
STATE OF FLORIDA DEPARTMENT OF EDUCATION

MINORITY SUB CONTRACTORS UTILIZATION SUMMARY

The Department's Supplier Diversity initiative strives to ensure the promise of Florida's future is shared by all of its residents, regardless of race, ethnicity, disability, neighborhood or background. To that end, the Department is dedicated to support, track and increase its small, minority-, women-, and service-disabled veteran business enterprise spending with prime contractors and subcontractors. This form was developed to assist in these efforts.

The Prime Contractor shall report all small, minority-, women-, and service-disabled veteran business enterprise Subcontractors, identifying the Name, Address, Type of Certification and Dollar Amount on the form below. The Prime Contractor shall submit this form with each invoice submitted for payment, whether or not funds have been spent with a small, minority-, women-, and service-disabled veteran business enterprise subcontractor for the period covered by the invoice. The Office of Supplier Diversity, Florida Department of Management Services will assist in furnishing names of qualified minorities. The Office of Supplier Diversity can be reached at (850) 487-0915; the Internet Web address is http://dms.myflorida.com/other_programs/office_of_supplier_diversity_osd.

PRIME CONTRACTOR: Hounder

CONTRACT NO.: _____

CONTRACT TITLE: _____

MBE CONTRACTORS Full Name, Address, Telephone Number	State Certified	Non-Certified	Non-Profit	Dollar Amount
NA				

Total Amount \$ 0

Certified True and Correct by:

Joshua Northcott

Prime Contractor

CTO & Co-Founder

Title

08/11/23

Date

Submit Report to:

Mr. Winston McGriff
Bureau of Contracts, Grants and
Procurement Management Services
325 West Gaines Street
344 Turlington Bldg.
Tallahassee, FL 32399-0400

For additional information, you may call Mr. McGriff at (850) 245-0733, or e-mail winston.mcgriff1@fldoe.org .

Thank you!

Questions, comments, concerns... over virtual coffee?

Joshua Northcott

Hounder

951-295-6815

We measure ourselves by one single metric, our partners' success!

