

REVISED



**Judicial Council of California**  
ADMINISTRATIVE OFFICE OF THE COURTS

FINANCE DIVISION

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**TO:** POTENTIAL BIDDERS

**FROM:** Administrative Office of the Courts  
Finance Division

**DATE:** September 18, 2008

**SUBJECT/PURPOSE OF MEMO:** **REQUEST FOR PROPOSALS – TALENT AGENCY**

**ACTION REQUIRED:** You are invited to review and respond to the attached Request for Proposals (“RFP”):  
Project Title: **Talent Agency**  
RFP Number: **CJER-ACTRS-08-RB**

**PROPOSAL DUE DATE:** Proposals must be received by **1:00 p.m. on October 22~~29~~, 2008**

**SUBMISSION OF PROPOSAL:** Proposals must be sent to:  
**Judicial Council of California**  
**Administrative Office of the Courts**  
**Attn: Nadine McFadden**  
**455 Golden Gate Avenue, CJER-ACTRS-08-RB**  
**San Francisco, CA 94102**

**TABLE OF CONTENTS**

<b>SECTION TITLE .....</b>	<b>Page</b>
<b>1.0 GENERAL INFORMATION .....</b>	<b>3</b>
<b>2.0 PURPOSE OF THIS RFP .....</b>	<b>3</b>
<b>3.0 RFP SCHEDULE AND GENERAL INSTRUCTIONS.....</b>	<b>4</b>
<b>4.0 RFP ATTACHMENTS .....</b>	<b>5</b>
<b>5.0 SCOPE OF SERVICES.....</b>	<b>6</b>
<b>6.0 SPECIFICS OF A RESPONSIVE PROPOSAL .....</b>	<b>7</b>
<b>9.0 SUBMISSION OF PROPOSALS.....</b>	<b>8</b>
<b>8.0 EVALUATION OF PROPOSALS.....</b>	<b>9</b>
<b>7.0 RIGHTS.....</b>	<b>9</b>
<b>10.0 PROPOSED CONTRACT TERMS AND ADMINISTRATIVE RULES.....</b>	<b>9</b>
<b>11.0 ADDITIONAL REQUIREMENTS.....</b>	<b>9</b>
<b>12.0 CONFIDENTIAL OR PROPRIETARY INFORMATION .....</b>	<b>10</b>

## **1.0 GENERAL INFORMATION**

### **1.1 Background**

The Judicial Council of California, chaired by the Chief Justice of California, is the chief policy making agency of the California judicial system. The California Constitution directs the Council to improve the administration of justice by surveying judicial business, recommending improvements to the courts, and making recommendations annually to the Governor and the Legislature. The Council also adopts rules for court administration, practice, and procedure, and performs other functions prescribed by law. The Administrative Office of the Courts (AOC) is the staff agency for the Council and assists both the Council and its chair in performing their duties.

The Education Division of the AOC provides training and education for judges, court staff, and other judicial branch personnel to enhance the administration of justice. Educational programs cover such topics as access and fairness, domestic violence, drug courts, complex civil litigation, and a variety of legal and administration issues.

The Education Technology Unit of the Education Division administers distance training and education programs through the production of closed circuit TV shows, video, and asynchronous self-paced modules delivered via CD-Rom and internally hosted web-based portals. Distance delivery will enable the judges and court personnel of California to access educational content on an as-needed basis, at their own locale, for initial training and/or for ongoing reference to material.

### **1.2 Current Use of Actors**

Most of the training and education videos produced by the AOC are cast with internal volunteers. Periodically there is a need to hire professional actors or narrators to portray situations with more realism or subtlety.

## **2.0 PURPOSE OF THIS RFP**

The AOC seeks to identify and retain a qualified, exclusive talent agency to provide professional actors, narrators, and voice-over artists on an as-needed basis. The talent agency that is awarded the contract and subsequently enters into a master agreement will be invited by the AOC Education Division to submit quotes on specific work orders as they arise. Please see Attachment B, Exhibit D for the work order process. This RFP is the means for prospective talent agencies to submit their qualifications to the AOC and request selection as a service provider.

**3.0 RFP SCHEDULE AND GENERAL INSTRUCTIONS**

3.1 The AOC has developed the following list of key events from RFP issuance through notice of contract award. All key dates are subject to change at the AOC’s discretion.

EVENT	Key Dates
Issue RFP	September 18, 2008
Deadline for Proposer Requests for Clarifications or Modifications	October 1, 2008
AOC Posts Clarification / Modification Response (estimated)	October 8, 2008
<b>Deadline for Proposer Requests for Additional Clarifications or Modifications</b>	<b>October 15, 2008</b>
<b>AOC Posts Responses to Requests for Additional Clarification / Modification (estimated)</b>	<b>October 22, 2008</b>
Proposal Due Date and Time	1:00 p.m. October <del>22</del> 29, 2008
Notice of Intent to Award (estimated)	November <del>5</del> 12, 2008
Execution of Contract (estimated)	November 26, 2008

3.2 The RFP and any addenda that may be issued will be available on the following website:

<http://www.courtinfo.ca.gov/reference/rfp/> (“Courtinfo website”)

3.3 Proposal Submittal Address:  
Nadine McFadden  
RFP# CJER-ACTRS-08-RB  
Judicial Council of California  
Administrative Office of the Courts  
455 Golden Gate Avenue, 7th Floor  
San Francisco, CA 94102-3688

3.4 Request for Clarifications or Modifications

3.4.1 Proposers interested in responding to the solicitation may submit questions by e-mail only on procedural matters related to the RFP or requests for clarification or modification of this solicitation document, including questions regarding the Terms and Conditions in

Attachment B, to the Solicitations mailbox referenced below. If the proposer is requesting a change, the request must set forth the recommended change and the proposer’s reasons for proposing the change.

**Solicitations mailbox:** [solicitations@jud.ca.gov](mailto:solicitations@jud.ca.gov)

- 3.4.2 All questions and requests must be submitted by email to the Solicitations mailbox no later than the date specified in Section 3.1, RFP Schedule and General Instructions. Questions or requests submitted after the due date will not be answered.
- 3.4.3 All email submissions sent to the Solicitations mailbox MUST contain the RFP number and other appropriate identifying information in the email subject line. In the body of the e-mail, always include paragraph numbers whenever references are made to content of this RFP. Failure to include the RFP number as well as other sufficient identifying information in the email subject line may result in the AOC taking no action on a proposer’s email submission.
- 3.4.4 Without disclosing the source of the question or request, the AOC Contracting Officer will post a copy of the questions and the AOC’s responses on the Courtinfo website.
- 3.4.5 If a proposer’s question relates to a proprietary aspect of its proposal and the question would expose proprietary information if disclosed to competitors, the proposer may submit the question in writing, conspicuously marking it as "CONFIDENTIAL." With the question, the proposer must submit a statement explaining why the question is sensitive. If the AOC concurs that the disclosure of the question or answer would expose proprietary information, the question will be answered, and both the question and answer will be kept in confidence. If the AOC does not concur regarding the proprietary nature of the question, the question will not be answered in this manner and the proposer will be notified.

**4.0 RFP ATTACHMENTS**

4.1 The following documents are incorporated into this Request For Proposals (RFP) by reference:

- Attachment A - Administrative Rules Governing Request For Proposals
- Attachment B - Terms and Conditions
- Attachment C - Contract Exceptions
- Attachment D - Pricing Form

Attachment E - Payee Data Record

- 4.2 Attachment A, Administrative Rules Governing Request for Proposals. Proposers shall follow the rules, set forth in Attachment A, in preparation of their proposals.
- 4.3 Attachment B, Terms and Conditions. Contracts with successful firms will be signed by the parties on a State of California Standard Agreement form and will include terms appropriate for this project. Terms and conditions typical for the requested services are attached as Attachment B and include the following provisions:
- Exhibit A, Standard Provisions
  - Exhibit B, Special Provisions
  - Exhibit C, Payment Provisions
  - Exhibit D, Work To Be Performed and Work Order Administration
  - Exhibit E, Attachments
  - Exhibit E, Attachment 1, Sample Work Order Form
  - Exhibit E, Attachment 2, Release Agreement
- 4.4 Attachment C, Contract Exceptions. Proposers must either indicate acceptance of the Agreement Terms, as set forth in Attachment B, or clearly identify exceptions with a written summary of relevance and rationale to substantiate each proposed change.
- 4.5 Attachment D, Pricing Form. Proposers must propose unit pricing and fees necessary to accomplish the work requirements of the eventual agreement. It is expected that all proposers responding to this RFP will offer the proposer's government or comparable favorable rates.
- 4.6 Attachment E, Payee Data Record Form. The AOC is required to obtain and keep on file, a completed Payee Data Record for each vendor prior to entering into a contract with that vendor. Therefore, proposer's proposal must include a completed and signed Payee Data Record Form, set forth as Attachment E.

## **5.0 SCOPE OF SERVICES**

The AOC anticipates that the contractor will provide the actors for video productions that may be used in stand-alone self-paced Web courses, for playback during live training, or as vignettes presented to court personnel through the internal only AOC-TV network. Services to be performed for any specific project/course will be determined and communicated to vendors during the work order process as they arise. The AOC makes no representations hereunder about the amount of work that may be given to a contractor pursuant to this RFP; therefore, the information provided below is illustrative only to assist potential bidders in conceptualizing the anticipated acting services needed by the AOC.

- 5.1 Services are estimated to be performed by the consultant between December 1, 2008 through November 30, 2009 (“Initial Term”), with possible options to renew for up to two consecutive 1-year options. The AOC will have the sole discretion to exercise any such option pursuant to the terms and conditions of the executed agreement.
- 5.2 The AOC anticipates the work of the contract may include but may not be limited to the following types of services:
- Provide actors/actresses with levels of experience and talent appropriate for various levels of productions
  - Provide actors/actresses of various races, ages, ethnicities, physical abilities, genders, looks, styles, types, and talents
  - Provide several options and choices for each of any number of distinctly different roles in a timely manner — including on short notice
  - Provide actors/actresses who are able, if need be, to work in a non-union prevailing-wage situation, for internal educational and informational programs
- 5.3 Potential Audiences

The learner audience may view the videos at their own desks over the internet, at a shared workstation, at their designated AOC-TV viewing location in their local court or at training locations throughout the State. The following table provides a brief glimpse of the potential audience by position/area.

Position/Area	Approximate Number
Judicial Officers	1,580
Court Staff	17,000
Court Supervisors & Managers	2,000
AOC Staff	800

5.4 Potential Deliverables

The awarded contractor will supply appropriate actors to the State on an as needed basis.

**6.0 SPECIFICS OF A RESPONSIVE PROPOSAL**

The following information shall be included in the proposal:

- 6.1 Demo reel (DVD or VHS or online) including acting examples of at least 4 actor/actresses.

- 6.2 Names, addresses, and telephone numbers of a minimum of three (3) clients for whom the consultant has conducted similar services in the past two (2) years. The AOC may check references listed by the consultant.
  
- 6.3 Company Overview
  - 6.3.1 Provide a very brief history of your company – how long have you been in the talent agency business?
  - 6.3.2 Describe the types of services your agency provides.
  - 6.3.3 List any awards or industry recognition your company or your talent pool has received.
  
- 6.4 Fee Proposal. Proposers must use Attachment D, Fee Proposal, to submit pricing.

## **7.0 SUBMISSION OF PROPOSALS**

- 7.1 The proposer must prepare a cover letter on the prime proposer’s business letterhead to accompany the proposal. The purpose of this letter is to transmit the proposal; therefore, it should be brief. The letter must be signed by an individual who is authorized to bind his or her firm to all statements, including services and prices, contained in the proposal. The cover letter must state who the proposed prime contractor is, name the proposed subcontractors, and provide proposer’s point of contact, including name, physical and electronic addresses, telephone and facsimile numbers, and social security number or federal tax identification number.
  
- 7.2 Responsive proposals should provide straight-forward, concise information that satisfies the requirements noted in section 6.0, Specifics of a Responsive Proposal. Expensive bindings, color displays, and the like are not necessary or desired. Emphasis should be placed on conformity to the state’s instructions, requirements of this RFP, and completeness and clarity of content.
  
- 7.3 Proposals must be delivered by the Proposal Due Date to the individual listed in the Submission of Proposals section of the coversheet to this RFP and must include the following:
  - 7.3.1 One (1) original hard copy of the entire proposal.
  - 7.3.2 Four (4) duplicate hard copies of the entire proposal.
  - 7.3.3 One (1) electronic copy of the entire proposal in MS Word compatible format on a CD-ROM.
  - 7.3.4 Demo reel on DVD, VHS, or online link.
  
- 7.4 Only written proposals, accompanied by the CD-ROM submittal, will be accepted.



## **8.0 EVALUATION OF PROPOSALS**

Submitted responses will be evaluated by the AOC using the criteria listed below.

- 8.1 Reasonableness of Fee proposal (possible 34 Points): The pricing of your talent should be competitive within the industry for government contracts.
- 8.2 Experience (possible 33 Points): We will examine your company overview and submitted demo.
- 8.3 References from past clients (possible 33 Points).

## **9.0 RIGHTS**

- 9.1 The AOC reserves the right to reject any and all proposals, in whole or in part, as well as the right to issue similar RFPs in the future. This RFP is in no way an agreement, obligation, or contract and in no way is the AOC or the State of California responsible for the cost of preparing the proposal. One copy of a submitted proposal will be retained for official files and becomes a public record.
- 9.2 The AOC does not guarantee that a proposer will receive a specific volume of work, a specific total contract amount, or a specific order value under any agreement executed pursuant to this RFP.
- 9.3 Pursuant to this RFP, the AOC intends to award a Master Agreement. Actual work assignments, if any, will be issued pursuant to a Master Agreement via Work Order(s), in accordance with the Work Order Process, as set forth in Attachment A, under Work Order Administration.

## **10.0 PROPOSED CONTRACT TERMS AND ADMINISTRATIVE RULES**

Contracts with successful firms will be signed by the parties on a State of California Standard Agreement form and will include terms appropriate for this project. Terms and conditions typical for the requested services are attached as Attachment B.

Incorporated in this RFP, and attached as Attachment A, is a document entitled “Administrative Rules Governing Requests for Proposals. Service providers shall follow these rules in preparation of their proposals.

## **11.0 ADDITIONAL REQUIREMENTS**

After proposal submission, it may be necessary to interview prospective service providers to clarify aspects of their submittal. If needed, the AOC will notify prospective providers

to set up an interview.

## **12.0 CONFIDENTIAL OR PROPRIETARY INFORMATION**

The Administrative Office of the Courts policy is to follow the intent of the California Public Records Act (PRA). If a vendor's proposal contains material noted or marked as confidential and/or proprietary that, in the AOC's sole opinion, meets the disclosure exemption requirements of the PRA, then that information will not be disclosed pursuant to a request for public documents. If the AOC does not consider such material to be exempt from disclosure under the PRA, the material will be made available to the public, regardless of the notation or markings. If a vendor is unsure if its confidential and/or proprietary material meets the disclosure exemption requirements of the PRA, then it should not include such information in its proposal.