



# Judicial Council of California

ADMINISTRATIVE OFFICE OF THE COURTS

FINANCE DIVISION

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**TO:** **POTENTIAL PROPOSERS**

**FROM:** ADMINISTRATIVE OFFICE OF THE COURTS  
CENTER FOR FAMILIES, CHILDREN & THE COURTS DIVISION

**DATE:** November 4, 2008

**SUBJECT/PURPOSE OF MEMO:** **REQUEST FOR PROPOSALS**  
The Center for Families, Children & the Courts (CFCC), a division of the Administrative Office of the Courts, seeks the services of a specialist in communications and public education to assist the Blue Ribbon Commission on Children in Foster Care in transmitting its final report, recommendations and statewide implementation plan to the public and child welfare stakeholders. Specific tasks include reviewing and editing the final Commission report, updating and implementing the Commission's public education and outreach plan, training commissioners and other stakeholders in outreach, writing materials for the media and other outlets, and working to assure broad dissemination of the final recommendations and implementation activities.

**ACTION REQUIRED:** You are invited to review and respond to the attached Request for Proposal (RFP), as posted at <http://www.courtinfo.ca.gov/reference/rfp/>:  
Project Title: **BLUE RIBBON COMMISSION PUBLIC EDUCATION CONSULTANT**  
RFP Number: CFCC 10-08 Blue Ribbon Commission Public Education Consultant-LM

**QUESTIONS TO THE SOLICITATIONS MAILBOX:** Questions regarding this RFP should be directed to [solicitations@jud.ca.gov](mailto:solicitations@jud.ca.gov) by **Monday, November 17, 2008, no later than 1 p.m. (PST)**.

**DATE AND TIME PROPOSAL DUE:** There will not be a pre-proposal conference for this RFP.  
Proposals must be received by **Friday, November 21, 2008, no later than 1 p.m. (PST)**.

**SUBMISSION OF PROPOSAL:** Proposals must be sent to:  
**Judicial Council of California**  
**Administrative Office of the Courts**  
**Attn: Nadine McFadden, RFP No. CFCC 10-08 Blue Ribbon Commission-LM**  
**455 Golden Gate Avenue, 7th Floor**  
**San Francisco, CA 94102-3688**

## **JUDICIAL COUNCIL OF CALIFORNIA ADMINISTRATIVE OFFICE OF THE COURTS**

### **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.

#### **1.2 THE CENTER FOR FAMILIES, CHILDREN & THE COURTS AND THE CALIFORNIA BLUE RIBBON COMMISSION ON CHILDREN IN FOSTER CARE**

The Center for Families, Children & the Courts, a division of the Administrative Office of the Courts, provides a range of services to courts in California, including research and technical assistance for juvenile and family courts, collaborative justice courts, cases involving self-represented litigants, and cases involving family violence. ([www.courtinfo.ca.gov/programs/cfcc/](http://www.courtinfo.ca.gov/programs/cfcc/))

The California Blue Ribbon Commission on Children in Foster Care (Commission) is a broad-based, multidisciplinary commission. It was established by the Judicial Council to provide leadership and recommendations to improve the ability of the federal government, California's state and local agencies, and the courts to protect children in California by helping them to become part of a permanent family that will provide a safe, stable, and secure home. ([www.courtinfo.ca.gov/blueribbon](http://www.courtinfo.ca.gov/blueribbon))

In December 2008, the Commission will release its final report, recommendations, and statewide implementation plan at a summit meeting of local stakeholders. The Commission seeks broad dissemination of its analysis of the dependency system and recommendations for improvement.

### **2.0 TIMELINE FOR THIS RFP**

The AOC has developed the following list of key events from the time of the issuance of this RFP through the intent to award contract. All dates are subject to change at the discretion of the AOC.

EVENT	KEY DATE
RFP issued to <a href="http://www.courtinfo.ca.gov/reference/rfp/">http://www.courtinfo.ca.gov/reference/rfp/</a> :	November 4, 2008
Deadline for questions to <a href="mailto:solicitations@jud.ca.gov">solicitations@jud.ca.gov</a>	November 17, 2008 at 1:00 pm (PST)
Latest date and time proposal may be submitted	November 21, 2008 at 1:00 pm (PST)
Evaluation of proposals ( <i>estimate only</i> )	November 24, 2008
Notice of Intent to Award ( <i>estimate only</i> )	November 25, 2008
Negotiations and execution of contract ( <i>estimate only</i> )	December 1, 2008

### 3.0 PURPOSE OF THIS REQUEST FOR PROPOSALS (RFP)

- 3.1 The purpose of this Request for Proposals is to secure a contract to provide public education and outreach activities for the Blue Ribbon Commission.
- 3.2 The services are expected to be performed by the selected consultant between **December 2, 2008** and **January 31, 2009** (“**Initial Term**”) with one (1) possible option term, to extend the agreement under the same terms and conditions in effect for the Initial Term. The possible option term is between **February 1, 2009** and **December 31, 2009** (“**First Option Term**”).
- 3.3 CFCC seeks the services of a consultant to assist the Blue Ribbon Commission on Children in Foster Care in disseminating its final report, recommendations and statewide implementation plan to the public and child welfare stakeholders. Specific tasks include reviewing and editing the final Commission report, revising the Commission’s public education and outreach plan, training commissioners and other stakeholders in outreach, writing materials for the media and other outlets, and working to ensure broad dissemination of the final recommendations and implementation activities.
- 3.4 The contractor must meet with commissioners and Commission staff, discuss current public education strategy and revise the Commission’s detailed public education plan. After finalizing the plan, the contractor must assist with review, editing and graphic design of the Commission’s final report and implementation plan. Contractor will conduct public education activities in advance of the December 10, 2008 Commission summit meeting where the final report will be released to the public. Activities will include preparation of materials including talking points, presentations, written articles and other materials; training commissioners and other stakeholders in presenting the

Commission's findings to the public; and contacting media to provide outlets for Commission outreach. Contractor will assist with the summit meeting and analysis of state and local activities planned at that meeting. Contractor will revise the public education plan to incorporate activities planned at the summit, and conduct education and outreach activities to disseminate the release of the final report and recommendations. Contingent on need, the contractor will assist in preparing public education materials and conducting outreach for Commission meetings in March, June, October and December 2009 to follow up on the work of the local stakeholders and implementation of the Commission recommendations.

- 3.5 The Work of this RFP is provided in *Attachment 2 - Contract Terms, Exhibit D - Work to be Performed*.

#### **4.0 RFP ATTACHMENTS**

- 4.1 Included as part of this RFP are the following attachments:

4.1.1 Attachment 1 - Administrative Rules Governing Request for Proposals. Proposers shall follow the rules, set forth in *Attachment 1, in preparation and submittal of their proposals*.

4.1.2 Attachment 2 - Contract Terms. 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 2 - Contract Terms* and include: *Exhibits A through E*.

4.1.3 Attachment 3 - Vendor's Acceptance of the RFP's Contract Terms. Proposers must either indicate acceptance of Contract Terms, as set forth in *Attachment 2 - Contract Terms*, or clearly identify exceptions to the Contract Terms, as set forth in this *Attachment 3*.

4.1.3.1 If exceptions are identified, then proposers must also submit (i) a red-lined version of *Attachment 2 - Contract Terms*, that clearly tracks proposed changes to this attachment, and (ii) written documentation to substantiate each such proposed change.

4.1.4 Attachment 4 - 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, vendor's proposal must include a completed and signed *Payee Data Record Form, set forth as Attachment 4*.

4.1.5 Attachment 5 - DVBE Participation Form. Proposers must demonstrate either (i) DVBE compliance with minimum participation goals, or (ii) written evidence of a "good faith effort" explaining why compliance with DVBE goals cannot be achieved. DVBE Participation goals are further explained

under item *RFP: 12.0 Disabled Veteran Business Enterprise Participation Goals* of this RFP.

## **5.0 EVALUATION OF PROPOSALS**

Proposals will be evaluated by the AOC using the following criteria, in order of descending priority:

- 5.1 Quality of work plan submitted
- 5.2 Reasonableness of cost projections
- 5.3 Experience of key staff assigned to the project in similar projects in the following areas: as a communications specialist, working with stakeholders and the media in the area of child welfare and dependency court improvement; and in writing and editing reports and other materials related to child welfare and dependency court improvement
- 5.4 Quality of work samples submitted.
- 5.5 Ability to meet timing requirements to complete the project

## **6.0 SPECIFICS OF A RESPONSIVE TECHNICAL PROPOSAL**

The following information shall be included as the technical portion of the proposal:

- 6.1 Quality of work plan submitted.
  - 6.1.1 Proposed plan for completing the following key milestones:
    - 6.1.1.1 Finalizing the Commission's public education plan for the final report and local summit meeting.
    - 6.1.1.2 Implementing public education plan in advance of summit meeting.
      - 6.1.1.2.1 Writing supporting materials for the final report, including talking points, press releases, opinion articles and slide presentations.
      - 6.1.1.2.2 Training commissioners, staff and other stakeholders in outreach.
      - 6.1.1.2.3 Outreach to stakeholder groups and media to provide outlets for commissioner presentations and written materials.
    - 6.1.1.3 Assisting with summit meeting and analysis of planned implementation activities resulting from the local summit.

- 6.1.1.4 Assisting with editing, layout and production of the final draft of the Commission report. The report, which includes a summary of Commission findings, recommendations, and a plan to implement the recommendations, is expected to be 100-200 pages in length.
- 6.1.1.5 Implementing public education plan to follow up summit meeting and release of final Commission report.
  - 6.1.1.5.1 Writing supporting materials for the dissemination of the final report, including talking points, press releases, opinion articles and slide presentations.
  - 6.1.1.5.2 Working with Commission staff to monitor activities of local groups following the summit meeting and prepare materials on key progress in implementing recommendations.
  - 6.1.1.5.3 Outreach to stakeholder groups and media to provide outlets for commissioner presentations and written materials.
- 6.1.1.6 Assisting in planning and staffing Commission meetings in March, June, October and December 2009 to follow up the work of the local stakeholders and implementation of the Commission recommendations.
- 6.1.2 Contact information. Provide proposer's point of contact, including name, physical and electronic addresses, and telephone and facsimile numbers.
- 6.1.3 Tax recording information. Complete and submit *Attachment 4 - Payee Data Record Form*. Note that if an individual or sole proprietorship, using a social security number for tax recording purposes, is awarded a contract, the social security number will be required prior to finalizing a contract.
- 6.1.4 Compliance with Contract Terms. Complete and submit *Attachment 3 - Vendor's Acceptance of the RFP's Contract Terms*. If changes to *Attachment 2* are proposed, submit red-lined version of *Attachment 2 - Contract Terms* as well as written justification supporting any such proposed changes.
- 6.2 Reasonableness of cost projections. See below, *RFP: 7.0 Specifics of a Responsive Cost Proposal*.
- 6.3 Experience of key staff assigned to the project.
  - 6.3.1 Experience of staff in the following areas: as a communications specialist, working with stakeholders and the media in the area of child welfare and dependency court improvement; and in writing and editing reports and other materials related to child welfare and dependency court improvement

6.3.2 Credentials of staff to be assigned to the Project. Describe key staff's knowledge of the requirements necessary to complete this project. Provide professional qualifications and experience of key staff, as well as each individual's ability and experience in conducting the proposed activities. Submit hardcopy of key staff's information in proposal as well as electronically. (See RFP: 8.0 Submissions of Proposals)

6.3.3 Names, addresses, and telephone numbers of a minimum of **five (5) clients** for whom the consultant has conducted similar services. The AOC may check references listed by the consultant.

6.4 Quality of work samples submitted

Submit two (2) samples of reports or other public materials written for a general audience, summarizing activities in child welfare reform and improvement, dependency court reform and improvement, or a related topic.

6.5 Ability to meet timing requirements to complete the Project. Overall plan must include time estimates for completion of all work required.

**7.0 SPECIFICS OF A RESPONSIVE COST PROPOSAL**

The following information shall be included as the cost portion of the proposal:

7.1 Reasonableness of Cost Projections.

7.1.1 As a separate document, submit a detailed line item budget showing total cost of the services for each of the four (4) Deliverables specified in *Attachment 2 Contract Terms, Exhibit D - Work to be Performed*. One (1) Deliverable will occur in the First Option Term of this RFP. This budget should identify unique hourly rates, titles, and responsibilities for each "Key Personnel," but can group this information for other personnel in a more general manner. Staff rates should be fully burdened, including indirect costs, overhead and profit. The cost proposal should also include separate line items for postage/ mailing costs and travel and lodging. Fully explain and justify all budget line items in a narrative entitled "Budget Justification."

7.1.2 The total cost for consultant services will range between \$75,000.00 - \$100,000.00, inclusive of personnel, materials, overhead rates, travel and profit. The method of payment to the consultant will be by cost reimbursement for each of the four (4) deliverables specified in *Attachment 2 Contract Terms, Exhibit D - Work to be Performed*. One (1) Deliverable will occur in the First Option Term.

## **8.0 SUBMISSIONS OF PROPOSALS**

- 8.1 Responsive proposals should provide straightforward, concise information that satisfies the requirements noted in items *RFP: 6.0 Specifics of a Responsive Technical Proposal* and *RFP: 7.0 Specifics of a Responsive Cost Proposal*, above. 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.
- 8.2 Proposers will submit one (1) original and three (3) copies of the technical proposal and cost proposal signed by an authorized representative of the company, including name, title, address, and telephone number of one individual who is the responder's designated representative. Proposers are also required to submit an electronic version of the entire proposal on CD-ROM.
- 8.3 Proposals must be delivered to the individual listed under Submission of Proposals, as set forth on the cover memo of this RFP.
- 8.4 Only written responses will be accepted. Responses should be sent by registered or certified mail or by hand delivery.

## **9.0 RIGHTS**

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.

## **10.0 ADDITIONAL REQUIREMENTS**

It may be necessary to interview prospective service providers to clarify aspects of their submittal. If conducted, interviews will likely be conducted by telephone conference call. The AOC will notify prospective service providers regarding the interview arrangements.

## **11.0 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.



## **12.0 DISABLED VETERAN BUSINESS ENTERPRISE PARTICIPATION GOALS**

The State of California Executive Branch requires contract participation goals of a minimum of three percent (3%) for disabled veteran business enterprises (DVBE). The AOC is subject to this participation goal. If it would be impossible for your company to comply, an explanation of why and demonstration of written evidence of a "good faith effort" to achieve participation is required. Your company must complete the DVBE Compliance form and include the form with your Cost Proposal. If your company has any questions regarding the form, you should contact the individual listed in the Submission of Proposal section on the coversheet of this RFP. Information about DVBE resources can be found on the Executive Branch's Internet web site at: <http://www.dgs.ca.gov/default.htm> or by calling the Office of Small Business and DVBE Certification, at 916-375-4940.

***END OF FORM***