



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: March 8, 2007

SUBJECT/PURPOSE OF MEMO: ADDENDUM NO. 1 TO RFP #CFCC-0207-RB
RESPONSES TO QUESTIONS

ACTION REQUIRED: You are invited to review and respond to the attached Request for Proposals (“RFP”), as posted at <http://www.courtinfo.ca.gov/reference/rfp/cfccwebdev2-rfp.htm>

PROPOSAL DUE DATE: **1:00 p.m., March 15, 2007**—See Section 1.4 of the RFP for additional key dates

SUBMISSION OF PROPOSALS: Proposals must be delivered to:
Judicial Council of California
Administrative Office of the Courts
Attn: Nadine McFadden, RFP #CFCC-0207-RB
455 Golden Gate Avenue, 7th Floor
San Francisco, CA 94102

1. Question:

In section 3.6 of the bid specifications, it states the DUI prevention site will be housed on the AOC Web server. Is this an absolute requirement? [Our company] offers hosting of its content management system and web solutions which has worked well for many governmental organizations. Our system operates on Microsoft SQL servers and is written in ASP, which would be incompatible with the Linux environment of the specified hosting location. Would this alternative hosting arrangement be considered?"

Response:

*It is a **mandatory** requirement to host the DUI prevention site on the AOC Web server. An alternative hosting will not be considered. In addition, a content management system (CMS) is not a requirement of their proposal.*

2. Question:

Is it the intention of this procurement to hire the services of a site layout and design service (look and feel) or is it the intention of this procurement that this person write the HTML and related code for this new web site? It is unclear what is meant by designer

Response:

The intention of this procurement is to hire a consultant who will develop a complete website and not just a mock-up; therefore, the consultant is expected to be responsible for all related graphic design and coding.

3. Question:

Is this RFP open to out-of-state businesses or can only CA vendors submit a proposal?

Response:

This RFP is open to all interested businesses/vendors.

4. Question:

[Our company] is a web developer and miscellaneous software development company. Is the project budget of \$60,000 for both phases i.e. 3-month development phase and the 11 month evaluation phase?

Response:

The project budget of \$60,000 is for the whole length of project, for both the 3-month development phase and the 11 month evaluation phase.

5. Question

On page 9, 3.2.4 – please clarify: The quiz content (how long, how many questions, multiple choice?)

Response

The quiz content can range from 20 to 30 short questions. However, keep in mind the length and content may change and we will ensure reasonable time is given to make the changes.

6. Question

On page 9, 3.2.4 – please clarify: The audio / video portions – will these be provided or do we need to create these?

Response

The audio/video portions will be provided by the AOC.

7. Question

On page 9, 3.3 – please clarify: We do not have experience adhering to Section 508 guidelines. That being said, this will not be a problem. Is this a major roadblock in our competitiveness factor?

Response

We have a strong preference for consultants who have prior experience in adhering to Section 508 guidelines.

8. Question:

Can you please be specific in how you want us to respond. We have a great proposal format that delivers content in a clear and concise manner. I also notice many forms including budget forms, references, etc. Would you like us to use your forms, or are we free to use our proposal format, provided it gives all the answers you are looking for?

Response

We prefer you use our forms. In addition to our forms, you can add your own forms to supplement the proposal.

9. Question:

Pg. 6/ 2.1.3 – This paragraph explains a process where the site will be designed and developed, and then, upon completion, be tested and assessed by a 3rd party for comments and revisions. Our agency has a very iterative process, where we post deliverables for feedback and revisions throughout the process. This ensures client satisfaction throughout the process and greatly reduces large-scale revisions at the end of the project. Can this 3rd party assessment fit within this process and be available for review at various defined stages?

Response:

The professional evaluator, or 3rd party assessment, will agree to fit within the vendor's evaluation process if the time allotted for the evaluator to review at various defined stages is reasonable. In addition, the evaluator may request that the vendor meets with the evaluator's process and timeline. Hence, the web developer and evaluator will meet in the beginning stages of the project to review and consolidate respective evaluation processes/timelines and seek accordance.

10. Question:

Pg. 6/ 2.2.5 – “Successfully integrate and disseminate DUI prevention information and materials statewide.” First, what does integrate mean here? Is there a 3rd party database that this system should integrate with to retrieve these materials—if so, what is it? Also, for dissemination, should this project include some sort of emailing tool that will individuals to sign up for information that is disseminated to them?

Response:

The web developer must be able to integrate or deliver the information from the DUI prevention curriculum into the site's content. The web developer is expected to take parts of the curriculum and present the information appealingly and appropriately onto the web site. The majority of the site's content is taken from the curriculum. A 3rd party database is not available.

11. Question:

P. 8 / 3.1.4 – “Do not require a computer management system (CMS) to maintain” and P. 11 / 4.1.4 – “Train non-technical AOC staff how to update static content via a pre-determined web editor.” These two seem to be in contradiction. It would seem that if content was going to be managed by non-technical staff, and CMS would be desirable, assuming it fit within the technical specifications of your server requirements. Is there a reason to not include a CMS based solution? If there is no CMS – are we then training non-technical staff to update within HTML?

Response:

A content management system (CMS) is not a required component of a responsive proposal to the DUI Prevention site RFP. In 2007, the AOC intends to procure and implement an enterprise content management (ECM) system, which includes a web content management system. In the interim, specific AOC staff to the DUI prevention site will use a web editor, such as Dreamweaver, to maintain static content on the new site. The vendor is expected to train non-technical staff on maintaining/updating the site for approximately 20 hours (depending on the complexity of site and program) during May and June 2008 at the AOC San Francisco office. We expect the vendor to respond to email or phone inquiries regarding the web site throughout the span of the project.

12. Question:

P. 8 / 3.2.2 – There is downloadable content such as PDF's and Quizzes and such. Is it safe to assume that the selected agency does not need to include the design of any off materials in the overall project scope? The agency just needs to ensure site is built so these materials can be posted—correct?

Response:

-The vendor must build the site to allow the AOC to easily post PDF's and quizzes.

13. Question:

P. 9 / 3.2.3 – Graphics – this section discusses photography. Does your organization have stock photography available? If not, are you looking for the Agency to include costs for these unforeseens in the scope of its proposal? Costs vary based on final solution—should we budget for this or with the Courts determine costs after project initiation (if they do not have photography already)?

Response:

Given that the DUI site is intended to have a unique and appropriately tailored look-and-feel, the vendor is responsible for providing and/or designing graphics integrated into their web site design. The AOC will provide the vendor with a copy of the Judicial Council/AOC "brand" (e.g. the seal); however, the vendor must budget for the cost to develop/purchase the graphics/photos/images necessary to design the site accordingly. All graphics will be approved by the AOC prior to use.

14. Question:

P. 9 / 3.2.4 – Interactive content – this section discusses online quizzes. What happens when a user completes an online quiz? Will results be emailed to a Court counselor for review? Will results immediately show? Will final results be saved in the system for any future purpose? Also, will quizzes be updated and changed frequently, and if so, will they be updated by non-technical personnel or, will the agency be developing a quiz that will remain as developed?

Response:

The web site will have a poll where visitors can vote and get immediate results from the site's homepage. In addition, the site will provide a quiz of 15 to 30 short questions where visitors can answer and print their results or have the option to email their scores to their court coordinators for review. The results from the quiz will not be stored in the system for future purposes. The quiz will not be changed frequently; however, the polling questions may be updated occasionally. These changes will be made by our non-technical staff.

15. Question:

We are very interested in submitting our proposal. However, we are unclear as to any changes in RFP when compared to the prior request for proposal of the same project? Would it be possible to get a copy of the last RFP or if there are no changes and the same RFP is issued again, would you please kindly let us know.

Response:

There are changes in the RFP. The original RFP is still at the AOC website which you can download:

<http://www.courtinfo.ca.gov/reference/rfp/cfccwebdev-rfp.htm>

16. Question:

[Our company] prides itself on understanding the target market for any project. We understand the core target market for this Web site and inclusive applications to be teenagers. Is it fair to assume the target market may be Spanish speaking and thus require multiple language capability?

Response:

Part of the target market is Spanish speaking; thus, the web site requires a multiple language capability. A section will be dedicated for Spanish speakers. The vendor just needs to be able to work with translated content. The AOC will do the translation.

17. Question:

While not specified, are you open to short 30 second video clips portraying and visually explaining various awareness elements of DUI, consequences, handling crisis or conflict situations? Today, there are very seamless ways to integrate high end video to accommodate this strategy without reducing the ability for the end user to access the information readily.

Response:

In the developmental phase, we advise limiting the addition of video clips to those which add value to the site's content. The video clips should have longevity value as some may age quickly and become outdated. The creator of the videos should keep in mind that the videos will not be updated by our staff; hence, the videos should be applicable and sustainable through the years. To meet accessibility standards, video clips will either need to contain captions or, at the very least, a text transcript of what went on during the clip.

18. Question:

The particular requirement cited focuses on the Windows Operating System. However, most of the target market indicated utilizes Apple systems. Should we include the APPLE environment in our consideration and proposal?

Response:

The developer must create a site that is accessible via both the PC and Apple browsing environments.

19. Question:

Should the proposal outline a search engine optimization plan that will link the site to various search queries on the major search engines?

Response:

The proposal should outline a search engine optimization plan.

20. Question:

If we present a solution that is coded in PHP, reduces costs, and timeframe while still seamless integrating with the server environment at AOC, would AOC consider such a solution?

Response:

AOC will not support a PHP solution.

21. Question:

Would the developer receive a test area on the AOC server to test the solutions?

Response:

When working on-site, the developer may have access to a development environment. However, this access will not be available from outside the AOC (e.g., there is no VPN/remote access).

22. Question:

Are there any concerns or boundaries on using FLASH technology specifically the quiz sections?

Response:

We do not require FLASH technology for the quizzes. If FLASH is recommended by the vendor, they would need to demonstrate and outline the costs and benefits of using FLASH for the quizzes. We want the quizzes to be easily maintained and updated by our non-technical staff.

23. Question:

We will submit a test plan, but would like to know what is an accepted user base for testing? 10 individuals, 20, 50? Please advise.

Response:

For the initial phase, AOC staff will approve the draft site before it becomes available for testing by our peer court grantees. Approximately 500 to 1000 (or more) teens will test the site before it becomes final and live.

24. Question:

Is the AOC open to forum areas in which registered users can exchange questions and dialogue on the subject matter; of course completely administered by an AOC official?

Response:

A vendor may include a forum solution as a component of their proposal; however, that is not a requirement for a responsive proposal. If included, the vendor should include the technical details of the solution (e.g., where would it be hosted, using what software/code, etc.), outline the value-added by such a feature, and detail associated costs separately.

25. Question:

Regarding 3.4 Display Requirements : It says "...and fix items so that they display and behave equivalently (though perhaps not exactly) using more than one browser type." - There are many browsers and more than one could mean any number. Can we get a list of browser types to cover compatibility?

Response:

We require listing compatibility with I.E. (6 and greater), Firefox (1.5 and greater), Safari and AOL browser types.

26. Question:

Regarding 3.6 Technical Specifications: What is the version of Oracle Database server on AOC Web Server?

Response:

AOC Web server can run Oracle versions 9.2 and up (to 10g).

27. Question:

Regarding 4.1.2 Develop (2nd bullet): Transfer all site files to the designated area on an AOC development Web server, so that site is operational and ready for testing. Will we have FTP access and remote access to database server for transferring files & database? Will there be any Version Control System (CVS or SVN) involved?

Response:

There will be no FTP or remote access to the database server. Currently, there is no version control system in place.

28. Question:

Regarding 4.1.4 Hand-off (2nd bullet): Train non-technical AOC staff how to update static content via a pre-determined web editor. Do the staff possess basic HTML and/or coldfusion knowledge? Do we need to create dynamic page content editing using a WYSIWYG editor? Thus allowing creation of pages, and management of all content. If we are building content management, how many administrators will there be and will permissions be required?

Response:

Staff have limited HTML and no ColdFusion knowledge; thus, solutions that create dynamically generated page content must be editable using a WYSIWYG editor. However, it is not a requirement of the RFP that the developed Web site be database-driven or otherwise create dynamically generated page content.

29. Question:

Regarding 4.2 Working Environment: It says "...On request, the contractor may access an area of the AOC development server while working on location at the San Francisco AOC office. While working off site, the contractor will not have access to the development server." This means we will not have FTP access or remote access to the database server. Will we just need to handover the files to the designated person with installation instructions?

Response:

When working off site, the files will be handed over to AOC Information Systems staff with installation instructions.