



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: May 22, 2007

SUBJECT/PURPOSE OF MEMO: **ADDENDUM NO. 1 TO REQUEST FOR PROPOSALS TO DEVELOP AND CONDUCT A STATEWIDE MARKETING CAMPAIGN TO RECRUIT QUALIFIED BILINGUAL INDIVIDUALS TO BECOME COURT INTERPRETERS**

ACTION REQUIRED: You are invited to review and respond to the attached Request for Proposals (“RFP”):

Project Title: **Court Interpreters Recruitment Campaign**
RFP Number: **CIP-06-6081001-01-Rev1-CT**

QUESTIONS DUE DATE: Questions may be submitted to solicitations@jud.ca.gov in accordance with Section 3.4 by no later than **1:00 p.m. on May 17, 2007**.
See Section 3.1 for additional key dates

PROPOSAL DUE DATE AND TIME: Proposals must be received by no later than **1:00 p.m. on May 31, 2007**
See Section 3.1 for additional key dates.

SUBMISSION OF PROPOSAL: Proposals must be sent to:

Judicial Council of California
Administrative Office of the Courts
Attn: Nadine McFadden, RFP#CIP-06-6081001-01-CT
455 Golden Gate Avenue
San Francisco, CA 94102

ADDENDUM NO. 1 TO RFP # CIP-06-6081001-01-Rev1-CT

RFP Project Title: Court Interpreter Recruitment Campaign

May 22, 2007

Per this Addendum No. 1 to RFP No. CIP-06-6081001-01-Rev1-CT, Court Interpreter Recruitment Campaign, Section 5.0, Evaluation of Proposals, of the RFP is hereby deleted and replaced in its entirety with the attached Section 5.0, Evaluation of Proposals, Revision No. 1, incorporated herewith. The purpose of this Addendum No. 1 is to correct substantive errors in the maximum number of points that may be awarded for the sub-criteria of Sections 5.1 and 5.2 of the RFP. All changes in the revised Section 5.0 are highlighted as tracked-changes.

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Section 5.0, Evaluation of Proposals
May 22, 2007

5.0 EVALUATION OF PROPOSALS *[Revision No. 1]*

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

- 5.1 Agency's Experience and Qualifications – **35 points**
 - 5.1.1 Agency's ~~experience with foreign language targeted campaigns or working with ethnic communities – 15 points~~ demonstrated success (samples of work products and case histories) – 20 points
 - 5.1.2 ~~demonstrated success (samples of work products and case histories) – 10 points~~ Agency's experience with foreign language targeted campaigns or working with ethnic communities – 15 points
 - 5.1.3 Agency's industry focus and target clients – 10 points

- 5.2 Soundness and Quality of Proposal – **30 points**
 - 5.2.1 Work plan methodologies and strategies for success – 15 points
 - 5.2.2 Thoroughness of proposal – ~~10~~ 5 points
 - 5.2.3 Proposed measures of success – 5 points
 - 5.2.4 Work plan quality: free of errors, well organized and easy to follow – 5 points

- 5.3 Reasonableness and explicitness of fee proposal – **20 points**

- 5.4 Project Team – **15 points**
 - 5.4.1 Staff's qualifications and experience (for key members to be assigned to the project) – 10 points
 - 5.4.2 Completeness of team – 5 points

END OF ADDENDUM 1