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|  | REQUEST FOR PROPOSALS |
| ***Judicial COUNCIL of california***    **Regarding:** *Website User Testing and Focus Group Facilitation*  **PROPOSALS DUE:**  *April 18, 2018* no later than *4:00* p.m. Pacific time |

**1.0 BACKGROUND INFORMATION**

1.1 The Judicial Council of California (JCC), 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 Judicial Council of California is the staff agency for the council and assists both the council and its chair in performing their duties.

* 1. The JCC maintains several external and internal-facing Web properties, including the California Courts website (www. courts.ca.gov) and a password-protected extranet site. Our California Courts website receives more than a million visitors a month and includes the state’s largest collection of free legal self-help information, including a Spanish language mirror site; more than 1,300 fillable Judicial Council legal forms, available for download, and a collection of both current and historical Appellate Court legal opinions.
  2. The Judicial Council is focused on accelerating both the quality and quantity of online services available to Californians and is seeking the services of a usability and market research firm to help us identify areas for site improvement; establish customer satisfaction benchmarks; and analyze current interaction designs to identify strengths and weaknesses.

**2.0 DESCRIPTION OF GOODS AND/OR SERVICES**

* 1. The Judicial Council seeks a qualified vendor to plan, design, and deliver a hybrid market research project focused on California Courts website Self-Help users, comprised of 1) a formal usability testing study to evaluate current interaction designs and 2) a qualitative research component to uncover end-user dynamics, including attitudes, satisfaction levels, and customer expectations for those trying to resolve legal issues without legal representation.
  2. Services and solutions are detailed in the following business requirements:

2.2.1 In consultation with JCC staff, design and recommend an overall research and usability testing plan, including proposed scenarios; establishing success/error measurements, developing a participant recruitment strategy, and recommending incentives.

* + 1. Conduct at least three (3) days of formal lab Usability Testing, based on test plan, utilizing page designs, working prototypes, scenarios, and links provided by JCC staff.
    2. Conduct and moderate at least two (2) Focus Group sessions to gather both qualitative and quantitative metrics from users of our California Courts website (www.courts.ca.gov), including our Online Self-Help Center.
    3. Compile and deliver a “Final Findings” report summarizing test results, focus group results, and all relevant findings arrived at throughout the course of this research.

**3.0 TIMELINE FOR THIS RFP**

The JCC has developed the following list of key events related to this RFP. All dates are subject to change at the discretion of the JCC.

| **EVENT** | **DATE** |
| --- | --- |
| RFP issued**:** | March 29, 2018 |
| Deadline for questions to solicitations@jud.ca.gov | April 6, 2018 at 2:00pm (Pacific Time) |
| Questions and answers posted (*estimate only)* | April 11, 2018 |
| Latest date and time proposal may be submitted | April 18, 2018 at 4:00pm (Pacific Time) |
| Evaluation of Non-Cost proposals (*estimate only*) | April 24-25, 2018 |
| Non-Cost proposal scores posted at www.courts.ca.gov.rfps.htm | April 27, 2018 |
| Public opening of cost portion of proposal. Notice of time and location will be posted at [www.courts.ca.gov/rfps.htm](http://www.courts.ca.gov/rfps.htm) *(estimate only)* | May 1, 2018 |
| Notice of Intent to Award (*estimate only*) | May 4, 2018 |
| Negotiations and execution of contract (*estimate only*) | May 9, 2018 |
| Contract start date (*estimate only*) | May14, 2018 |
| Contract end date (*estimate only*) | December 30, 2018 |

**4.0 RFP ATTACHMENTS**

The following attachments are included as part of this RFP:

| **ATTACHMENT** | **DESCRIPTION** |
| --- | --- |
| Attachment 1: Administrative Rules Governing RFPs (IT Goods and Services): | These rules govern this solicitation. |
| Attachment 2: Judicial Council Standard Terms and Conditions | If selected, the person or entity submitting a proposal (the “Proposer”) must sign this Judicial Standard Form agreement (the “Terms and Conditions”). |
| Attachment 3: Proposer’s Acceptance of Terms and Conditions | On this form, the Proposer must indicate acceptance of the Terms and Conditions or identify exceptions to the Terms and Conditions. |
| Attachment 4: General Certifications Form | The Proposer must complete the General Certifications Form and submit the completed form with its proposal. |
| Attachment 5: Small Business Declaration | The Proposer must complete this form only if it wishes to claim the small business preference associated with this solicitation. |
| Attachment 6: Payee Data Record Form | This form contains information the Judicial Council requires in order to process payments and must be submitted with the proposal. |
| Attachment 7: Bidder Declaration | Complete this form only if the Proposer wishes to claim the DVBE incentive associated with this solicitation. |
| Attachment 8: DVBE Declaration | Complete this form only if the Proposer wishes to claim the DVBE incentive associated with this solicitation |
| Attachment 9: UNRUH Civil Rights Act and California Fair Employment and Housing Act Certification | The proposer must complete the Unruh Civil Rights Act and California Fair Employment and Housing Act Certification and submit the completed certification with its proposal. |

**5.0 PAYMENT INFORMATION**

The following payment-related issues are applicable:

* Basis for payments: Payments will be firm-fixed price, based on deliverables outlined in the final Scope of Work.
* Travel expenses will be reimbursed by Judicial Council of California.
* Payments will be withheld until Deliverables are officially accepted by JCC.
* Proposals should not exceed $25,000.00 budgeted for this project.

**6.0 PRE-PROPOSAL CONFERENCE**

The Judicial Council will hold a pre-proposal conference on the date identified in the timeline above. The pre-proposal conference will be held at the Judicial Council Offices at: 455 Golden Gate Avenue, 3rd Floor, Golden Gate Conference Room.

Attendance at the pre-proposal conference is optional. Proposers are strongly encouraged to attend.

**7.0 SUBMISSIONS OF PROPOSALS**

7.1 Proposals should provide straightforward, concise information that satisfies the requirements of the “Proposal Contents” section below. Expensive bindings, color displays, and the like are not necessary or desired. Emphasis should be placed on conformity to the RFP’s instructions and requirements, and completeness and clarity of content.

7.2 The Proposer must submit its proposal in two parts, the non-cost portion and the cost portion.

a. The Proposer must submit **one (1) original and (3) copies** of the **non-cost portion** of the proposal. The original must be signed by an authorized representative of the Proposer. The original non-cost portion of the proposal (and the copies thereof) must be submitted to the Judicial Council in a single sealed envelope, separate from the cost portion. The Proposer must write the RFP title and number on the outside of the sealed envelope.

b. The Proposer must submit **one (1) original and (3) copies** of the **cost portion** of the proposal. The original must be signed by an authorized representative of the Proposer. The original cost portion of the proposal (and the copies thereof) must be submitted to the Judicial Council in a single sealed envelope, separate from the non-cost portion. The Proposer must write the RFP title and number on the outside of the sealed envelope.

c. The Proposer must submit an electronic version of the entire proposal on CD-ROM or USB memory stick/flash drive. The files must be in PDF, Word, or Excel formats.

7.3 Proposals must be delivered by the date and time listed on the coversheet of this RFP to:

Judicial Council of California

Attn: Lenore Fraga-Roberts – RFP-IT-2018-05-LB

455 Golden Gate Avenue, 6th Floor

San Francisco, CA 94102

7.4 Late proposals will not be accepted.

7.5 Only written proposals will be accepted. Proposals must be sent by registered or certified mail, courier service (e.g. FedEx), or delivered by hand. Proposals may not be transmitted by fax or email.

**8.0 PROPOSAL CONTENTS**

8.1 Non-Cost Portion. The following information must be included in the non-cost portion of the proposal. A proposal lacking any of the following information may be deemed non-responsive.

a. The Proposer’s name, address, telephone and fax numbers, and federal tax identification number. Note that if the Proposer is a sole proprietor using his or her social security number, the social security number will be required before finalizing a contract.

b. Name, title, address, telephone number, and email address of the individual who will act as the Proposer’s designated representative for purposes of this RFP.

c. Proposed method to complete the work.

i. Design and deliver a recommended of a usability testing plan, including proposed scenarios; establishing success/error measurements, a participant recruitment strategy, and recommendation of incentives. (2.1.1)

ii Describe the process you’ll use to conduct formal lab Usability Testing. (2.1.2)

1. Describe the process you’ll use to conduct and moderate Focus Group sessions. (2.1.3)
2. Compile and deliver a “Final Findings” report summarizing test results, focus group results, and all relevant findings arrived at throughout the course of this research. (2.1.4)
3. Describe your experience on similar projects, including any lessons learned.
4. Provide an overview for each staff member who will be assigned to this project. Include a summary of their skill set, qualifications, etc.
5. If Proposer is planning to use Subcontractor(s): 1) provide identification of those firms; 2) the portion(s) and dollar value of the work they will provide; and 3) a summary of how the work will be controlled and monitored.

d. Acceptance of the Terms and Conditions.

i. On Attachment 3, the Proposer must check the appropriate box and sign the form. If the Proposer marks the second box, it must provide the required additional materials. An “exception” includes any addition, deletion, or other modification.

ii. If exceptions are identified, the Proposer must also submit (a) a red-lined version of the Terms and Conditions that implements all proposed changes, and (b) a written explanation or rationale for each exception and/or proposed change.

e. Certifications, Attachments, and other requirements.

i. The Proposer must complete the General Certifications Form (Attachment 4) and submit the completed form with its proposal.

ii. If Contractor is a California corporation, limited liability company (“LLC”), limited partnership (“LP”), or limited liability partnership (“LLP”), proof that Contractor is in good standing in California. If Contractor is a foreign corporation, LLC, LP, or LLP, and Contractor conducts or will conduct (if awarded the contract) intrastate business in California, proof that Contractor is qualified to do business and in good standing in California. If Contractor is a foreign corporation, LLC, LP, or LLP, and Contractor does not (and will not if awarded the contract) conduct intrastate business in California, proof that Contractor is in good standing in its home jurisdiction.

iii. Copies of the Proposer’s (and any subcontractors’) current business licenses, professional certifications, or other credentials.

iv. Proof of financial solvency or stability (e.g., balance sheet and income statements.

v. Any of the required RFP Attachments referenced in Section 4.0.

8.2 Cost Portion. The following information must be included in the cost portion of the proposal.

IT Services:

i. A separate detailed line item budget showing total cost of the proposed deliverable services and travel expenses.

ii. A full explanation of all budget line items in a narrative entitled “Budget Justification.”

iii. A “not to exceed” total for all work and expenses payable under the contract, if awarded.

**NOTE:** It is unlawful for any person engaged in business within this state to sell or use any article or product as a “loss leader” as defined in Section 17030 of the Business and Professions Code.

**9.0 OFFER PERIOD**

A Proposer's proposal is an irrevocable offer for ninety (90) days following the proposal due date. In the event a final contract has not been awarded within this period, the Judicial Council reserves the right to negotiate extensions to this period.

**10.0 EVALUATION OF PROPOSALS**

The cost portion of proposals will be publicly opened at the date and time noted in Section 3.0 at The Judicial Council of California, San Francisco, CA.

The Judicial Council will evaluate the proposals on a 100 point scale using the criteria set forth in the table below. Award, if made, will be to the highest-scored proposal.

If a contract will be awarded, the Judicial Council will post an intent to award notice at www.courts.ca.gov.rfps.htm.

| **CRITERION** | **maximum number of points** |
| --- | --- |
| Quality of work plan submitted | 25 |
| Experience on similar assignments | 10 |
| Cost | 50 |
| Credentials of staff to be assigned to the project | 2 |
| Acceptance of the Terms and Conditions | 5 |
| Ability to meet timing requirements to complete the project | 5 |
| DVBE Incentive | 3 |

**11.0** **CONFIDENTIAL OR PROPRIETARY INFORMATION**

**Proposals are subject to disclosure pursuant to applicable provisions of the California Public Contract Code and rule 10.500 of the California Rules of Court.** The Judicial Council will not disclose (i) social security numbers, or (ii) balance sheets or income statements submitted by a Proposer that is not a publicly-traded corporation. All other information in proposals will be disclosed in response to applicable public records requests. Such disclosure will be made regardless of whether the proposal (or portions thereof) is marked “confidential,” “proprietary,” or otherwise, and regardless of any statement in the proposal (a) purporting to limit the Judicial Council’s right to disclose information in the proposal, or (b) requiring the Judicial Council to inform or obtain the consent of the Proposer prior to the disclosure of the proposal (or portions thereof). Any proposal that is password protected, or contains portions that are password protected, may be rejected. Proposers are accordingly cautioned not to include confidential, proprietary, or privileged information in proposals.

**12.0 DISABLED VETERAN BUSINESS ENTERPRISE (“DVBE”) INCENTIVE**

Qualification for the DVBE incentive is not mandatory. Failure to qualify for the DVBE incentive will not render a proposal non-responsive.

Eligibility for and application of the DVBE incentive is governed by the Judicial Council’s DVBE Rules and Procedures. Proposer will receive a DVBE incentive if, in the Judicial Council’s sole determination, Proposer has met all applicable requirements. If Proposer receives the DVBE incentive, a number of points will be added to the score assigned to Proposer’s proposal. The number of points that will be added is specified in Section 10.0 above.

To receive the DVBE incentive, at least 3% of the contract goods and/or services must be provided by a DVBE performing a commercially useful function. Or, for solicitations of non-IT goods and IT goods and services, Proposer may have an approved Business Utilization Plan (“BUP”) on file with the California Department of General Services (“DGS”).

If Proposer wishes to seek the DVBE incentive:

1. Proposer must complete and submit with its proposal the Bidder Declaration (Attachment 7). Proposer must submit with the Bidder Declaration all materials required in the Bidder Declaration.

2. Proposer must submit with its proposal a DVBE Declaration (Attachment 8) completed and signed by each DVBE that will provide goods and/or services in connection with the contract. If Proposer is itself a DVBE, it must complete and sign the DVBE Declaration. If Proposer will use DVBE subcontractors, each DVBE subcontractor must complete and sign a DVBE Declaration. **NOTE**: The DVBE Declaration is not required if Proposer will qualify for the DVBE incentive using a BUP on file with DGS.

Failure to complete and submit these forms as required will result in Proposer not receiving the DVBE incentive. In addition, the Judicial Council may request additional written clarifying information. Failure to provide this information as requested will result in Proposer not receiving the DVBE incentive.

If this solicitation is for IT goods and services, the application of the DVBE incentive may be affected by application of the small business preference. For additional information, see the Judicial Council’s Small Business Preference Procedures for the Procurement of Information Technology Goods and Services.

If Proposer receives the DVBE incentive: (i) Proposer will be required to complete a post-contract DVBE certification if DVBE subcontractors are used; (ii) Proposer must use any DVBE subcontractor(s) identified in its proposal unless the Judicial Council approves in writing the substitution of another DVBE; and (iii) failure to meet the DVBE commitment set forth in its proposal will constitute a breach of contract.

**FRAUDULENT MISREPREPRETATION IN CONNECTION WITH THE DVBE INCENTIVE IS A MISDEMEANOR AND IS PUNISHABLE BY IMPRISONMENT OR FINE, AND VIOLATORS ARE LIABLE FOR CIVIL PENALTIES. SEE MVC 999.9.**

**13.0 SMALL business preference**

Small business participation is not mandatory. Failure to qualify for the small business preference will not render a proposal non-responsive.

Eligibility for and application of the small business preference is governed by the Judicial Council’s Small Business Preference Procedures for the Procurement of Information Technology Goods and Services. The Proposer will receive a small business preference if, in the Judicial Council’s sole determination, the Proposer has met all applicable requirements. If the Proposer receives the small business preference, the score assigned to its proposal will be increased by an amount equal to 5% of the points assigned to the highest scored proposal. If a DVBE incentive is also offered in connection with this solicitation, additional rules regarding the interaction between the small business preference and the DVBE incentive apply.

To receive the small business preference, the Proposer must be either (i) a Department of General Services (“DGS”) certified small business or microbusiness performing a commercially useful function, or (ii) a DGS-certified small business nonprofit veteran service agency.

If the Proposer wishes to seek the small business preference, the Proposer must complete and submit with its proposal the Small Business Declaration (Attachment 5). The Proposer must submit with the Small Business Declaration all materials required in the Small Business Declaration.

Failure to complete and submit the Small Business Declaration as required will result in the Proposer not receiving the small business preference. In addition, the Judicial Council may request additional written clarifying information. Failure to provide this information as requested will result in the Proposer not receiving the small business preference.

If the Proposer receives the small business preference, (i) the Proposer will be required to complete a post-contract report; and (ii) failure to meet the small business commitment set forth in its proposal will constitute a breach of contract.

**FRAUDULENT MISREPREPRETATION IN CONNECTION WITH THE SMALL BUSINESS PREFERNCE IS UNLAWFUL AND IS PUNISHABLE BY CIVIL PENALTIES. SEE GOVERNMENT CODE SECTION 14842.5.**

**14.0 PROTESTs**

Any protests will be handled in accordance with Chapter 7 of the Judicial Branch Contracting Manual (see *www.courts.ca.gov/documents/jbcl-manual.pdf*). Failure of a Proposer to comply with the protest procedures set forth in that chapter will render a protest inadequate and non-responsive, and will result in rejection of the protest. The deadline for the Judicial Council to receive a solicitation specifications protest is the proposal due date. Protests must be sent to:

Judicial Council of California

Attn: Protest Hearing Officer

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Branch Accounting and Procurement | Administrative Division

455 Golden Gate Avenue, 6th Floor

San Francisco, CA 94102-3688