JUDICIAL COUNCIL OF CALIFORNIA

QUESTIONS AND ANSWERS
ADDENDUM 1

IT-2019-12-LB

California Statewide Self-Represented Litigants (SRL) Portal:
Interactive Instructional Content

*REVISED*
*April 30, 2019*

1.  How many vendors will be awarded for this contract?
    **ANSWER: Multiple vendors could be selected based on their expertise and the quality of work produced, per media type listed in section 2.2.  Preference will be given to vendors that can fulfill multiple or all media types well.**

2.  What is the estimated budget?
    **ANSWER: The JCC believes it has set aside ample funds to cover the required work deliverables, however, we did not determine a fixed budget amount.**

3.  Is there an incumbent working in this contract?
    **ANSWER: No**

4.  The types of media assets specified in the RFP – videos, graphics, and checklists – are not interactive in their own right (although the RFP does call out interactive assessments).  What level of interactivity is contemplated for video assets? Do you envision an interactive framework to contain and link the videos?
    **ANSWER: The use of the term 'interactive' simply refers to the nature of video instruction.  The assets will need to be hosted by the JCC.**

5.  To better estimate scope, the RFP mentions three types of video assets – live action, animated, and hybrid – and specifies a required number for each (6-8 for the first two types, and 5-7 for the hybrid type). Should we anticipate that all of the asset types are required in the numbers specified, or is there a mix and count of the various types to be determined through collaboration with subject matter experts? In other words, would we be safe in estimating 17-23 videos of the various types?
    **ANSWER:  These numbers are estimates and there may be adjustments based on the collaboration with subject matter experts.  These numbers consider that certain types of video may have be be priced differently than others, hence the differentiation.**

6.  The RFP asks for 100 sets of graphics. What is meant by "set?" Would that be a set of several related images for one concept? Or are you referring to a set as a Photoshop file with various layers?
    **ANSWER:  A set refers to several related images for one or more concepts; however, all deliverables will need to include editable source files, including (as referenced in the question), Photoshop images with layers (not flattened).  Please note, software is determined by the JCC's ability to edit assets without the need for expensive,**

**proprietary software or hardware.  The JCC currently has access to the Adobe Creative Suite.**

7.      Is there a budget in mind for the overall project, or for the individual RFPs?
          **ANSWER: See Question 2: The JCC believes it has set aside ample funds to cover the required work deliverables, however, we did not determine a fixed budget amount.**


8.      Section 2.7.3.2 **Translation** requires delivery of Spanish versions of all multimedia content assets. Do you expect a Spanish language version of each live action or hybrid video, with Spanish-speaking actors, or is an English version with Spanish captions preferred?
          **ANSWER: Pertaining to videos, the preference will be Spanish subtitles/captions.**

9.      Based on the cost worksheet, it's our understanding that 2.7.3.1 should provide estimate of cost per single unit (video, infographic, etc.). Is that correct?
          **ANSWER: Correct.**

10.     Also in 2.7.3.1, can you please clarify "Set of Images" (Does this equal 3, 10, 30 images per set?)
          **ANSWER: See answer to question 6; additionally, the number of images per set may vary depending on need.**

11.     Will test users be provided by the JCC, or should we plan to source test users?
          **ANSWER:  We anticipate the selected vendor will collaborate with the JCC to plan and test final products (per section 2.3).  JCC staff can help to source users.**

12.     Do you have any preferred software in mind for the assets to be developed in?
          **ANSWER: Preference in software is determined by the JCC's ability to edit assets without the need for expensive, proprietary software or hardware.  The JCC currently has access to the Adobe Creative Suite.**

13.     Please describe the team and SME's that we will be collaborating with.  How many team members, and how much available time do you anticipate them having?
          **ANSWER: The selected vendor(s) can anticipate working with a multitude of groups within the JCC, as well as collaborating with other vendors, as needed.  There will be full time roles for: Project Manager, Product Owner, UX Designer, Content Strategist, Data Scientist, and Developer in addition to a myriad of JCC staff.**

14.     Would you prefer our budget to include scope for some in-person meetings, or would you prioritize cost-savings (and rely on 100% remote meetings)?  We anticipate there will be some required onsite time for video production.
          **ANSWER: Recurring onsite project and status meetings should be anticipated, however services and work products can be developed remotely.**

15.     Are there existing videos, animation styles that are important for us to consider or emulate with our work?
          **ANSWER: The JCC can provide the winning vendor(s) with examples of existing work; however, it is not anticipated that new products will use the same styles.**

16.    Section 2.7.3.3 Accessibility, indicates that all multimedia assets, including video, must be ADA-compliant and adhere to standards and guidelines outlined in WCAG.2.0. What level of WCAG 2.0 should be met (A, AA, or AAA)?

**ANSWER: AA**

17.    In Section 2.1, the RFP indicates that you are seeking to "identify and retain multiple vendors" for this requirement. Will there be a minimum dollar value of work guaranteed for each of the vendors selected?  As requirements arise, how will you choose among the retained vendors?

**ANSWER:  We have not set a minimum dollar value of work for any selected vendor.  We will refer to the cost proposal to choose the appropriate vendor, depending on the asset type(s) needed.**

18.    For the Cost Template, are you asking for the cost to create one unit of each type of service? (i.e., the cost to create one infographic, the cost to translate one unit of any media type, etc.?)

**ANSWER: Yes. We are asking for the cost to create one unit of each type of service; however, please note for a "Set of Graphic Images," we are not anticipating a price for one gif, but rather a group of gifs for a content area.   See question 21 for more details.**

19.    The RFP indicates that proposals may include interactive content beyond the five types described by subsection 2.7.3.1. However, the Cost Template specifically asks for prices for only those media types, and doesn't appear to allow for additional line items/media

types to be added, particularly since a total "not to exceed" total is required. So, to the extent that a vendor proposes media types beyond the five types outlined in 2.7.3.1, how will you plan to evaluate the proposed costs (including the total "not to exceed" amount.)

ANSWER: **Vendors have the flexibility to add additional line items along with the proposed unit cost within the cost sheet. The proposals will be evaluated against the needs of the project.**

20.     For the Cost Template, do vendors have the flexibility to add additional line items? If so, how will these be evaluated?

**ANSWER: Please see question 19.**

21.     You've asked for the cost to develop a "set" of graphic images. How many images do you envision being included in a set?

**ANSWER: A "set" is defined as a collection of graphic images or "GIFs" that can assist a user as they complete the steps in a logistical or procedural legal task. Determining "how to make paper copies of court forms" or how to complete a specific form are both examples of where the JCC intends on using these image elements. The required number of the images of the set will vary based on the task and the user need. That said, the JCC anticipates a range of approximately 5-15 graphic images per set.**