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:	April 5, 2007
SUBJECT/PURPOSE OF MEMO:	**ADDENDUM NO. 1** **ANSWERS TO QUESTIONS REGARDING REQUEST FOR PROPOSALS FOR AOC WEB REDESIGN**
ACTION REQUIRED:	Project Title: **AOC Web Redesign** RFP Number: **EOP-0307-RB**
PROPOSAL DUE DATE:	Proposals must be received by no later than **1:00 p.m. on April 11, 2007** See Section 3.1of the RFP 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#EOP-0307-RB** **455 Golden Gate Avenue** **San Francisco, CA 94102**

1.   The due date is hereby changed to **1:00 p.m., April 11, 2007**.

        Proposals must be sent to:

        Judicial Council of California
        Administrative Office of the Courts
        Attn: Nadine McFadden, RFP#EOP-0307-RB
        455 Golden Gate Avenue
        San Francisco, CA 94102

2.   What is the total budget for the services requested in the RFP?

        Answer: The AOC has not developed a specific budget, nor determined an estimate of the funds available, for this project. The AOC expects vendors submitting proposals to provide their best pricing based on the vendor's work plan to complete the scope of services required by the RFP.

3.   "Is a fixed price bid response acceptable, as opposed to hourly rate?

        Answer: A fixed price response would not be acceptable. Due to the variability in approaches to perform the work, we will need the hourly rates as well projected man-hours to complete various tasks that each vendor should be proposing.

4.   What is the AOC's timing requirement for completing the deliverables specified in the RFP?

        Answer: The AOC is somewhat flexible in terms of timing requirements. In the broadest terms, the AOC expects all work to be complete no later than April, 2008, as outlined in the proposal; however, an earlier completion date is anticipated.

5.   "While several deliverables include implementation and/or migration to a Content Management System (CMS), this RFP is not intended to solicit bids from any vendor or party offering CMS services or solutions. The AOC is currently in the process of procuring an Enterprise Content Management System under a separate RFP." Where can I get a copy of this 'separate RFP' for a CMS solution? Has it been issued?

        Answer: http://www.courtinfo.ca.gov/reference/rfp/ecm-rfp.htm   Please note that the due date for submission of proposals has past.

6.   I would like to request a list of the names and contact information of any potential bidders on RFP "EOP-0307-RB - AOC Web Redesign" as soon as possible, so that I may contact them to offer my company's services as a subcontractor on this project.

        Answer: We do not provide this information while an RFP is in progress.

7.   You state the vendor must have prior experience "utilizing one of the top three or four Enterprise Content Management Systems (ECMS) for web publishing." We have

implemented numerous systems including: Serena Software's Collage, Paperthin's CommonSpot (ColdFusion based) and Ektron's CMS400

Do these qualify?

Answer: The AOC bases its designation of the "top three or four Enterprise Content Management Systems" upon the Gartner Research "Magic Quadrant for Enterprise Content Management White Paper, Publication Date: 11 October 2006 ID Number: G00143653. That paper recognizes the following four or five top ECM solution providers: EMC/Documentum, IBM/FileNet, Stellant, OpenText/Red Dot, Vignette, Interwoven.

8.   In your RFP you are looking for a firm or consultant that will provide web redesigns – does it matter where the vendor is located? We are an advertising agency and public relations firm located in the Midwest. Would our location be a problem?

Answer: Location does not matter so long as the vendor is capable of attending the required face-to-face meetings and the vendor is available by phone during AOC business hours. At this time, we do not have an estimate of the number of face-to-face meetings, however your proposal should include assumptions as to the number of meetings required, number of attendees, and travel expenses.

9.   Is there an estimated value / budgeted amount associated with this procurement?

Answer: See #1

10.   Was the existing website developed in-house, or was it developed by an outside contractor?

Answer: The current AOC web site system was created in 1998 using in-house resources.

11.   If it was designed by an outside contractor, could you provide the name of the vendor, as well as the value and dates of the contract?

Answer: The question is not applicable.

12.   What is the name of the program manager (and can you provide contact details)?

Answer: Contact with the program manager during an RFP is not allowed.

13.   To what degree are you valuing the project management, information design and architecture skills of the vendor vs. the visual design skills?

Answer: The AOC is seeking to select the best-qualified vendor with demonstrated expertise and excellence in each area outlined in the scope of services.

14.   Are you looking to this vendor to produce original artwork?

Answer: The AOC anticipates that original artwork will be required to complete the visual design scope of services.

15.   Do you have a sense of the volume of traffic that you expect on your various sites?

Answer: The AOC does not have a specific site traffic goal. Currently the public site receives approx 800,000 visits a month.

Do you value experience in delivering content-management sites for the public sector?

Answer: The AOC does value vendors with public sector experience, as noted in Section 5.0 Evaluation of Proposals of the RFP.

16.   Is there a plan for staff training and are you looking to your vendor to help with this?

Answer: No specific staff training is anticipated for the redesign project, other than the delivery of a new visual design styleguide, as noted in 4.2.10 Scope of Services.

17.   In section 4.2.21 you indicate that the vendor will, "work in coordination with the AOC Enterprise Content Management (ECM) implementation team to deliver new sites." Who will actually be tasked with producing the pages and integrating them with the ECM (i.e., the design vendor or the ECM implementation team?) And do we know when the ECM implementation team will be identified and ready to start working with the design team?

Answer: The AOC Web Communications team will be working in tandem with the selected Web design agency and the ECM implementation team. The ECM implementation team will be comprised of AOC Information Services staff and the selected ECM vendor's implementation team. We anticipate some collaboration and integration between the Web design agency and the ECM implementation team.

18.   In Section 2.0 under Project Objectives you state that the selected vendor, "must have demonstrated experience working with sites that utilize one of the top three or four ECMS for web publishing." There does not seem to be a definitive source for which are the top three or four ECMS -- would the AOC please indicate which Systems you believe to be the top three or four?

Answer: See response to question #6.

19.   A significant portion of the scope of work relates to the Education Portal, including COMET; Serranus and the Business Extranet. Is it possible for vendors to get access to these sites so we can accurately assess

Answer: The AOC will accommodate this request once vendor finalists are selected.

20.   Which ECMS systems does the AOC consider as the "top three or four" per RFP section 2.0?

Answer: See response to question #6.

21.   Does the AOC consider the development of HTML templates based on the new designs
        within the scope of this project?

        Answer: Yes, we anticipate the creation of new site templates and style sheets.

22.   Please enumerate current page number counts for the sites impacted by the scope of this
        project (RFP Section 1.1).

        Answer:

        CourtInfo: approx 3,855 pages;
        Education Portal: 3,846 pages;
        COMET 1,715 pages;
        Serranus 925 pages;
        (Several smaller sub-sites: 170 pages).

23.   Please clarify the meaning of RFP section 4.2.3: "optimize search function for each site
        to offer users better overall performance." Does this refer to a technical request (tuning
        of the Google Mini search appliance) or a user interface design request (such as designing
        a more intuitive search results page)?

        Answer: The AOC is hoping to improve search result effectiveness through a
        combination of information design and template/content metadata. The web agency will
        focus more on the IA.

24.   Please clarify the level of Section 508 adherence the AOC desires. Does the AOC
        require full, site-wide compliance with Section 508 (1194.22) standards?

        Answer: Yes, the AOC is aiming for a Section 508 compliant site.

25.   How many pages are associated with each site and does this RFP include the Spanish
        equivalents like www.sucorte.ca.gov/?

        Answer: See response to question #21. The page number for CourtInfo includes the
        Spanish Online Self-Help Center.

26.   Does AOC currently have a Blue Print of each site including detailed architecture,
        functions, paths, and database structure? If yes, are they current? Will they be made
        available to the selected vender?

        Answer: No. The AOC only has site maps, some of which may not be up to date.

27.   Please list the top 3-4 Enterprise Content Management Systems AOC is
        referencing/considering in the following statement?

        Location-Project Objectives 5th paragraph-

"In addition, the selected vendor <u>must have demonstrated experience</u> working with sites that utilize one of the top three or four Enterprise Content Management Systems (ECMS) for web publishing."

Answer: See response to question #6.

28.   How many different layouts will be required for each site?

Answer: The AOC is aiming to create a single extensible visual identity system that can be applied across all our web sites. However, each site must have the flexibility for the various site managers to customize.

We anticipate that the use of templates and style sheets will help keep the actual page layout number to a manageable number.

29.   Does the scope of this redesign project include the coding required to update the sites for the new designs and architecture?

Answer: We anticipate code being required on template pages and the overall information architecture. We do not expect the vendor have to recode applications that have a web front end.

30.   Does AOC already have the desired photos for the sites or will the vender be expected to find, acquire, and purchase. Will the vender be required to physically take photos of any unique imagery?

Answer: Design directions will be up to the selected vendor. If a certain design calls for photographs, then we expect the vendor to provide art.

31.   Please answer these questions if coding is part of this RFP-

a.   If coding is required will the selected vender be given full access to all source code, FTP access to hosting servers, and remote access to all SQL Servers via Query Analyzer tool?

Answer: No. We anticipate receiving mostly html coding that can be delivered via ftp, email or CD.

b.   How is content currently being updated for all sites?

Answer: Today the sites are maintained by a combination of hand coding and server-side includes.

c.   What is the technical background of the AOC staff responsible for maintaining all sites?

Answer: AOC sites are maintained by qualified web programmers and business analysts on the IT side, and by Web Communications professionals from the business side.

d. Is the content management system to be built so that a non-technical person would be able to update the site?

Answer: Yes.

e. Will the content management system include permissions?

Answer: Yes.

f. Is there 1 super admin per site or is there a team of administrator level individuals?

Answer: There will a team of administrators, represented by the key web publishing Divisions of the agency.

32. Will the vendor be given all documentation relating to the previously performed AOC Web Assessment mentioned on page 2?

Answer: Yes.

33. Will prospective vendors be given access to (or further details of) the AOC Web sites that are not publicly accessible (i.e. the Education Portal, including COMET, Serranus, and the Business Extranet)?

Answer: See response to question 18.

34. On page 4 of the RFP, it says: <<In addition, the selected vendor must have demonstrated experience working with sites that utilize one of the top three or four Enterprise Content Management Systems (ECMS) for web publishing.>>

Please name the specific ECMSs are you referring to. Is the specific experience with the <<top three or four>> ECMSs a mandatory requirement or a <<preferred>> requirement? We have ample experience with content management systems, but perhaps not with the specific ones you are referring to.

Answer: See response to question #6. Previous experience is a preferred requirement.

35. If you have already procured an ECMS vendor, please inform us of the CMS you propose to use, if known.

Answer: Vendor selection for the ECMS is still in progress at the AOC.

36. On page 7: <<4.2.3 Optimize search function for each site to offer users better overall performance. >>

What is meant by the term "optimize"? The efficacy of a search function will be reliant on the selected CMS, so programmatic changes would seem to be outside the standard scope of information design. Or is this a request to improve the usability of the search function on the site?

Answer: The AOC anticipates that a combination of usability improvements and CMS metadata will be applied to the improvement of our search function.

37.   Regarding <<4.2.4 Develop a strategy for improving access to extensive web document and image "libraries" (e.g. publications, opinions, videos, photographs, etc.) >>

Is only a strategy requested, which would then be implemented by AOC personnel? Or will the vendor be responsible for the process of improving access?

Answer: The AOC anticipates that such a solution would be developed in part through strategy and in part through integration with our CMS.

38.   Regarding <<4.2.8 Create and deliver wireframe prototypes and test sites to evaluate and refine design concepts and site navigation. >>

Are prototypes requested as part of the review process, or as a deliverable once a design has been agreed upon?

Answer: Protoypes are requested for review and usability testing, prior to launch.

39.   Regarding <<4.2.21 Work in coordination with the AOC Enterprise Content Management (ECM) implementation team to deliver new sites. >>

Will the vendor be responsible for integrating final web pages with the ECM, or will they turn over coded pages to the ECM team for integration?

Answer: The AOC anticipates the latter, that pages will be turned over to the ECM team for implementation.

40.   Regarding <<Exhibit D4. <<The State's Project Manager will be responsible for managing, scheduling, and coordinating all Project activities, including Project plans, timelines, and resources, and escalating issues for resolution to AOC management.>>

We would appreciate reviewing the Project Timeline and associated Reimbursement (Payment) Schedule prior to our bidding on this project. Is such Timeline and payment schedule available and if so, how may we obtain it?

Answer: A detailed Project Timeline is not available at this time. Bidders should include proposed milestones, estimated hours, rates, extended amounts and totals in their proposal. Since the AOC must submit invoices to another agency for payment, once invoices are received, payment usually occurs within 45 days, but sometimes longer.

41.   Where does the AOC have a listing of DVBE's?

Answer: The AOC does not have its own listing of DVBE's. Please see page 12, Paragraph 12.

42.   10. With respect to Attachment A (Contract Terms), No. 19 (page 24): <<Ownership of Results. Any interest of the Contractor in Data in any form, or other documents and/or recordings prepared by the Contractor for performance of services under this Agreement shall become the property of the State. Upon the State's written request, the Contractor shall provide the State with all this Data within thirty (30) Days of the request.>>

Please define the word <<Data>> and provide some examples.

Answer: Please see page 15, Paragraph F.

43.   What format do you need your Web Style Guide in?

Answer: In PDF and html format for posting to our Intranet.

44.   Are you going to continue with the use of ColdFusion connected to Oracle? Is this an essential skill set?

Answer: Continued integration with ColdFusion is likely, but the AOC will be providing the integration, not the Web design agency.

45.   What type of deliverables are you looking for regarding the design? Are you looking for PhotoShop templates or working HTML templates? Quite often your chosen CMS will generate the code so HTML templates may not be required?

Answer: At this point, the AOC anticipates receiving working html templates.

46.   How many conceptual designs would you like to choose from? Three is common.

Answer: Three design directions would be acceptable.

47.   Who will provide the test subjects for the usability testing?

Answer: AOC Web Communications team.

48.   Can you please elaborate on the CMS Migration/Implementation scope of work? How much time should we allocate for doing the following?

   a. Contribute to overall content migration strategy to a new CMS.

   Answer: Minimal: Design and deliver page designs that will integrate well with the CMS, once it is selected.

   b. Contribute to establishing metadata and site taxonomies.

   Answer: Minimal: We anticipate the ECM implementation team will lead this initiative. However, previous experience that a vendor could contribute would be valued.

   c. Contribute to designing content contributor workflows and approval processes.

Answer: Moderate: The AOC would like to work with a web design agency that has some background and understanding of web publishing workflows.

49. You are requesting that the vendor have experience with the top three or four ECMS'. Can you explain how that experience would be utilized? Can you also name the top four that you have in mind?

Answer: The AOC would like to leverage the knowledge of vendors who have previous CMS implementation experience to help us make informed choices during our redesign project. Please see response to Question # 6 for further background.

50. Is there a specified budget for the project?

Answer: See question #1.