



# REQUEST FOR PROPOSALS

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ADMINISTRATIVE OFFICE OF THE COURTS  
(AOC)

**REGARDING:**  
**TRANSLATION OF VIDEOS FOR SELF-**  
**REPRESENTED LITIGANTS**

**NUMBER:** ADR-032814-RB

**PROPOSALS DUE:**  
APRIL 15, 2014, NO LATER THAN 2:00 P.M.  
PACIFIC TIME

## 1 PURPOSE FOR THIS REQUEST FOR PROPOSALS (“RFP”)

- 1.1 The purpose of this Request for Proposals (**RFP**) is to solicit and award an 18-month contract to a qualified firm capable of translating and producing professional quality DVD and web streaming versions of existing videos into new language videos that promote self-represented litigants (SRLs) participation in mediation programs. Proposers can access the videos to be produced in translated languages at: <http://www.courts.ca.gov/20614.htm>.
- 1.2 Additional information about and documents pertaining to this solicitation, including electronic copies of the solicitation documents can be found on the California Courts Website, at [www.courts.ca.gov/rfps.htm](http://www.courts.ca.gov/rfps.htm).

## 2 BACKGROUND INFORMATION

- 2.1 Judicial Council of California. The Judicial Council of California, 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.
- 2.2 Administrative Office of the Courts (“AOC”). The AOC is the staff agency for the council and assists both the council and its chair in performing their duties. The AOC’s Legal Services Office provides support for superior court (trial court) Alternative Dispute Resolution (ADR) programs for unlimited and limited civil cases (general civil cases) and small claims, unlawful detainer, and civil harassment proceedings.
- 2.3 Mediation Programs for Self-Represented Litigants. Many California trial courts offer or collaborate with ADR programs to help litigants resolve general civil cases and small claims, unlawful detainer, and civil harassment proceedings by agreement. Trial courts and the Judicial Council have recognized that mediation programs can be very beneficial—for courts and for litigants—in the increasing number of cases involving self-represented litigants (**SRLs**). However, SRLs often need information or assistance to participate effectively in court-connected mediation programs.

The Judicial Council has awarded superior courts grants for pilot projects to help SRLs participate in mediation and settlement programs for limited civil cases and small claims, unlawful detainer, and civil harassment proceedings and to plan, implement, maintain, and improve ADR programs for these case types and unlimited civil cases. Courts have used these grants to facilitate SRLs participation in ADR, including through the development of service models, workshops, and materials.

- 2.4 Videos to Assist SRLs. The court projects to assist SRLs have included collaborative projects to produce videos (in English, Spanish, and Russian) to promote SRL’s participation in mediation programs for small claims and unlawful detainer proceedings

and to identify best practices and develop materials for civil harassment mediation programs. The videos, *Resolving Your Small Claims Case in the California Courts* and *Resolving Your Unlawful Detainer Case in the California Courts*, were completed in 2010. Similar videos to help SRL's resolve civil harassment and debt collection cases—*Resolving Your Civil Harassment Case in the California Courts* and *Resolving Your Debt Collection Case in the California Courts*—were completed in 2012 and 2013, respectively. These new videos are available in English, Spanish, and Vietnamese and the original small claims and unlawful detainer videos are now also available in Vietnamese. These videos have been viewed thousands of times on the California Courts' website (<http://www.courts.ca.gov/20614.htm>), the Judicial Council's YouTube channel, and participating courts' websites. DVDs of the videos have also been distributed to courts, self-help centers, small claims advisors, law librarians, and other organizations that serve SRLs.

### 3 DESCRIPTION OF SERVICES

- 3.1 Introduction. The AOC seeks the services of one firm with expertise in video production, language translation, and DVD authoring, and is capable of producing professional quality DVD and web streaming versions of the following four existing videos: i) small claims, ii) unlawful detainer, iii) civil harassment, and iv) debt collection, translated from their existing English version to Korean, Mandarin, and Russian.
- 3.2 If all of the translations specified in section 7.2.1 are produced, the monetary range of the Project is **\$50,000.00 to \$75,000.00**.
- 3.3 If contracts are awarded, the work is expected to begin on **June 29, 2014** and be completed by **December 30, 2015**.
- 3.4 Languages. The AOC requests separate pricing for translation and producing each of the videos in each of the languages specified in Section 7.2.
- 3.5 General requirements.
  - 3.5.1 The translations provided by the contractor must be complete and accurate. All work, including translations, narrations, and editing must be performed in accordance with industry standards by qualified professionals and must be reviewed for accuracy, completeness, and functionality by the contractor prior to submission;
  - 3.5.2 Professional broadcast quality recording, editing, and DVD authoring hardware and software must be used in all phases;
  - 3.5.3 Video must be edited, as necessary, to match the normal speed of narration in each language and to have the same look and feel as the existing videos;
  - 3.5.4 DVDs must be authored with menu options allowing the user to select the

following features:

- 3.5.4.1 Narration language of choice
- 3.5.4.2 Subtitles display in the selected language, with on/off option
- 3.5.4.3 Play of entire video or individual chapters
- 3.5.4.4 Repeat play
- 3.5.5 Web streaming versions of the videos must be playable in their entirety or in individual chapters, with or without subtitles, and must be delivered on DVD-Rom optical data discs in the following formats:
  - 3.5.5.1 For the AOC website: Source files, in standard definition 4:3 Microsoft DV .AVI format
  - 3.5.5.2 For the www.YouTube.com website: Source files in high definition 16:9 Microsoft DV .AVI, .FLV, or .WMV format.
- 3.5.6 The contractor(s) must obtain and provide releases from all “talent” i.e., individuals appearing in or contributing to the video.
- 3.5.7 The contractor must provide a warranty to promptly correct, at no additional charge, any contractor errors in translations identified by the AOC within one calendar year from delivery of videos to the AOC.
- 3.6 Scope of work. If a contract is awarded, the number of videos and language translations specified in the scope of work will depend on the proposed cost of deliverables and the availability of funds. For each completed video, the work required by the contractor is expected to include, but not be limited to:
  - 3.6.1 Translation of the narration script, screen text and captions and review of translation for accuracy and completeness;
  - 3.6.2 Narration;
  - 3.6.3 Editing of existing AOC owned videos, including screen text and captions to match narration pace as necessary;
  - 3.6.4 Creating and reviewing caption files;
  - 3.6.5 DVD authorizing;
  - 3.6.6 Revising and reproducing AOC owned DVD artwork;
  - 3.6.7 DVD duplication; and

3.6.8 DVD assembly and packaging.

3.7 Deliverables.

3.7.1 Intermediate deliverables. The contractor must submit the following intermediate deliverables for approval by the AOC:

3.7.1.1 Translated script, screen text, and captions;

3.7.1.2 Audio file of narration;

3.7.1.3 DVD and cover art; and

3.7.1.4 Draft of the video Master DVD.

3.7.2 Final project deliverables. The final project deliverables will consist of the four videos: i) small claims, ii) unlawful detainer, iii) civil harassment, and iv) debt collection, with narration and subtitles in the specified languages, in the following formats:

3.7.2.1 Four approved master DVDs, suitable for replication and duplication;

3.7.2.2 200 copies of each DVD title, in DVD cases with DVD Case and disc artwork; and

3.7.2.3 Digital formats for streaming on the AOC website and www.YouTube.com website, as specified in section 3.3.1.5.

**4 TIMELINE FOR THIS RFP**

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

**Table 1: RFP Timeline - Event, Date**

<b>EVENT</b>	<b>DATE</b>
RFP issued	March 28, 2014
Deadline for questions to Solicitations@jud.ca.gov	April 4, 2014
Questions and answers posted (estimate only)	April 8, 2014
Latest date and time proposal may be submitted	April 15, 2014 at 2:00 P.M.
Evaluation of proposals (estimate only) This period shall include any interviews.	April 16 through April 30, 2014
Notice of Intent to Award (estimate only)	May 1, 2014

**Table 1: RFP Timeline - Event, Date**

EVENT	DATE
Negotiations and execution of contract (estimate only)	May 1 through May 9, 2014
Notice of Award (estimate only)	May 16, 2014
Contract start date (estimate only)	June 29, 2014
Contract end date (estimate only)	June 30, 2015

**5 RFP ATTACHMENTS**

The following attachments are included as part of this RFP:

**Table 2: RFP Attachments and Descriptions**

ATTACHMENT	DESCRIPTION
Attachment 1: Administrative Rules Governing RFPs (Non-IT Services):	These rules govern this solicitation.
Attachment 2: AOC Standard Terms and Conditions	If selected, the person or entity submitting a proposal (the “Proposer”) must sign this AOC Standard Form agreement.
Attachment 3: Proposer’s Acceptance of Terms and Conditions	Proposer must indicate acceptance of the Terms and Conditions in Attachment 2 or identify exceptions, sign, and submit the completed form with its proposal.
Attachment 4: General Certifications Form	Proposer must complete the General Certifications Form, sign, and submit the completed form with its proposal.
Attachment 5: Darfur Contracting Act Certification Form	Proposer must complete the Darfur Contracting Act Certification, sign, and submit the completed certification with its proposal.
Attachment 6: Payee Data Record Form	Proposer must complete the Payee Data Record, sign, and submit the completed form with its proposal. This form contains information the AOC requires in order to process payments.

**Table 2: RFP Attachments and Descriptions**

ATTACHMENT	DESCRIPTION
Attachment 7: Pricing Proposal Form	Proposer must complete the Pricing Proposal form and submit it as part of the Cost Proposal.

## 6 PAYMENT INFORMATION

- 6.1 Subject to the terms in Attachment 2, Exhibit C, Payment Provisions, payment will be made in the form of not-to-exceed amounts after completion and the AOC's acceptance of each Deliverable.
- 6.2 Travel and lodging will not be reimbursable.

## 7 PROPOSAL CONTENTS

- 7.1 **Technical Proposal.** The following information must be included in the Technical Proposal. A Proposal lacking any of the following information may be deemed non-responsive.
  - 7.1.1 Proposed method to complete the Work containing:
    - 7.1.1.1 Proposed overall project plan and organization. Include: (1) a plan for translating English script, screen text and captions to each translated language; and (2) a plan for production of each video into the translated languages.
    - 7.1.1.2 Proposed methodology. Describe the process or method that would be used to carry out this project. List the major tasks that would be performed to complete the project and identify the person(s) who would perform each, including who will be responsible for preparation of translated script, screen text and captions and who will be responsible for reviewing translations for accuracy and completeness.
    - 7.1.1.3 Proposed timeframes to perform tasks and deliverable completion dates.
  - 7.1.2 Experience on similar assignments, with an emphasis on experience relevant to this project, including a description, and the duration and extent, of the Proposer's activities.

- 7.1.2.1 A description of three (3) similar projects that the Proposer has completed and, if feasible, short examples of the project deliverables.
- 7.1.2.2 Names, addresses, and telephone numbers of a minimum of three (3) clients for whom the Proposer has conducted similar services. The AOC may check references listed by the Proposer.
- 7.1.3 The Proposer's name, address, telephone and fax numbers, and federal tax identification number. Note: 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. If Proposer is a sole proprietor using his or her social security number, the social security number will be required before finalizing a contract.
- 7.1.4 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.
- 7.1.5 For each key staff member, provide their resume with background and experience as well as the individual's ability and experience in conducting the proposed activities.
- 7.1.6 If no subcontractors are contemplated, include a statement to that effect. If subcontractors are contemplated:
  - 7.1.6.1 Provide the names of those persons or firms that will be subcontracted;
  - 7.1.6.2 Provide the portions and monetary percentages of the work to be performed by subcontractors;
  - 7.1.6.3 Explain how and why those subcontractors were selected;
  - 7.1.6.4 Provide resumés of each major subcontractor participant; and
  - 7.1.6.5 Provide description of how subcontracted work will be controlled, monitored, and evaluated;
- 7.1.7 Acceptance of the Terms and Conditions.

On Attachment 3, Proposer's Acceptance of Terms and Conditions, 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.

Note: If exceptions are proposed in Attachment 3, the Proposer must also submit (i) a redlined version of the Terms and Conditions with Attachment 2 that shows all proposed changes, and (ii) a written explanation or rationale for each exception and/or proposed change.

7.1.8 Certifications, Attachments, and other requirements.

- 7.1.8.1 Attachment 2 – AOC Standard Terms and Conditions (submit only if there are exceptions/modifications as indicated on Attachment 3)
- 7.1.8.2 Attachment 3 – Proposer’s Acceptance of Terms and Conditions
- 7.1.8.3 Attachment 4 – General Certifications Form
- 7.1.8.4 Attachment 5 – Darfur Contracting Act Certification Form
- 7.1.8.5 Attachment 6 – Payee Data Record Form
- 7.1.8.6 If Proposer is a California corporation, limited liability company (“LLC”), limited partnership (“LP”), or limited liability partnership (“LLP”), proof that Proposer is in good standing in California. If Proposer is a foreign corporation, LLC, LP, or LLP, and Proposer conducts or will conduct (if awarded the contract) intrastate business in California, provide proof that Proposer is qualified to do business and in good standing in California. If Proposer is a foreign corporation, LLC, LP, or LLP, and Proposer does not (and will not if awarded the contract) conduct intrastate business in California, proof that Proposer is in good standing in its home jurisdiction.
- 7.1.8.7 Proof of financial solvency or stability (e.g., balance sheets and income statements).

**7.2 Cost Proposal.** The following information must be included in the Cost Proposal.

7.2.1 Using Attachment 7, Pricing Proposal Form, provide firm fixed prices for each deliverable described in 3.7 for reproducing each existing video in translated languages, as follows:

- 7.2.1.1 Small Claims Video, which is approximately 2,350 English words,:
  - Korean
  - Mandarin
- 7.2.1.2 Unlawful Detainer Video, which is approximately 2,650 English words, in each of the following languages:
  - Korean
  - Mandarin

7.2.1.3 Civil harassment video, which is approximately 4,500 English words, in each of the following languages:

- Korean
- Mandarin
- Russian

7.2.1.4 Debt Collection Video, which is approximately 5,200 English words, in the following languages:

- Korean
- Mandarin
- Russian

7.2.2 On a separate page, provide an explanation of any discounts that would be offered and the conditions under which those discounts are applicable.

7.2.3 On a separate page entitled “Budget Justification,” in a narrative, fully explain and justify all budget line items and include an overall breakdown of costs describing Key Personnel, anticipated hours, rates, other expenses such as equipment rental (if not owned), and subcontracted expenses including voice over talent, and translations services.

**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.

## 8 SUBMISSIONS OF PROPOSALS

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

8.2 The Proposer must submit its proposal in two parts, the Technical Proposal and the Cost Proposal.

8.2.1 The Proposer will submit **one (1) original and three (3) copies** each of the Technical and Cost Proposals with the RFP title and number written on the outside of the envelope.

8.2.2 The Proposer must submit a complete electronic version of the Technical and Cost proposal on CD-ROM. *Except for Attachment 7, Pricing Proposal Form, all files contained on the CD-ROM must be in editable/unprotected Word format. Attachment 7, Pricing Proposal Form must be submitted in Excel format.*

- 8.3 Only written, hard copy Proposals will be accepted. Proposals may not be submitted by facsimile or email. Proposals must be sent by registered or certified mail, courier service (e.g. FedEx), or delivered by hand to the following address:

Judicial Council of California  
Administrative Office of the Courts  
Fiscal Services Office, Business Services  
Attn: Nadine McFadden, RFP: ADR-032814-RB  
455 Golden Gate Avenue, 6th Floor  
San Francisco, CA 94102-3688

- 8.4 Proposals must be delivered by the date and time listed on the coversheet of this RFP. Late proposals will not be accepted.

## 9 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 AOC reserves the right to negotiate extensions to this period.

## 10 EVALUATION OF PROPOSALS

- 10.1 At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.
- 10.2 Proposals will be evaluated by an evaluation team and ranked by score. The highest scoring proposal will be identified and awarded a contract for the services in this RFP.
- 10.3 The AOC will evaluate proposals on a 100-point scale using the criteria set forth in the table below. Although some categories are weighted more than others, all are considered necessary, and a proposal must be technically acceptable in each area to be eligible for award. The evaluation categories, maximum possible points for each category, and evaluation criteria for each category are set forth in the table below. Award, if made, will be to the highest-scored proposal.

**Table 3: Evaluation Criterion, RFP Reference, and Maximum Points**

<b>CRITERION</b>	<b>RFP REFERENCE</b>	<b>MAXIMUM # POINTS</b>
Cost	3.2, 7.2, 7.1.6.2, Attachment 7	30

**Table 3: Evaluation Criterion, RFP Reference, and Maximum Points**

<b>CRITERION</b>	<b>RFP REFERENCE</b>	<b>MAXIMUM # POINTS</b>
Quality of work plan submitted	7.1.1.1 and 7.1.1.2, and 7.1.6.5	25
Experience on similar assignments	7.1.2, 7.1.3, 7.1.4, and 7.1.6.1, 7.1.6.3,	20
Ability to meet timing requirements to complete the project	3.3 and 7.1.1.3	10
Acceptance of the Terms and Conditions	7.1.7, 7.1.8 and Attachments 3, 4, 5, and 6	10
Credentials of staff and any subcontractors to be assigned to the project	7.1.5, and 7.1.6.4	5

10.4 If a proposer is selected for award of this RFP, the AOC will post an Intent to Award notice on the Courts’ Website.

**11 INTERVIEWS**

The AOC may conduct interviews with Proposers to clarify aspects set forth in their proposals or to assist in finalizing the ranking of top-ranked proposals. The interviews may be conducted in person or by phone. If conducted in person, interviews will likely be held at the AOC’s San Francisco office. The AOC will not reimburse Proposers for any costs incurred in traveling to or from the interview location. The AOC will notify eligible Proposers regarding interview arrangements.

**12 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 AOC 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 AOC’s right to disclose information in the proposal, or (b) requiring the AOC 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.

**13 DISABLED VETERAN BUSINESS ENTERPRISE INCENTIVE**

The AOC has waived the inclusion of DVBE participation in this solicitation.

## **14 PROTESTS**

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

AOC – Business Services  
Attn: Protest Hearing Officer  
455 Golden Gate Avenue, 6th Floor  
San Francisco, CA 94102-3688

***END OF RFP***