

REQUEST FOR PROPOSALS

JUDICIAL COUNCIL OF CALIFORNIA

REGARDING:

Communications Support Services for Keeping Kids in
School and Out of Court Initiative.

PROPOSALS DUE:

October 5, 2016 NO LATER THAN **3:00** P.M. PACIFIC TIME

1.0 BACKGROUND INFORMATION

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

- 1.2 In May 2014, following a December 2013 multi-county summit on the issues, Chief Justice Tani G. Cantil-Sakauye announced the launch of the Keeping Kids in School and Out of Court Initiative (KKIS), a five-year initiative to encourage court leadership, in partnership with education and other key multidisciplinary agencies, in each of California’s counties to focus their efforts on lowering suspension and expulsion rates, decreasing chronic absenteeism, and increasing graduation rates by improving school climate through implementation of effective and promising practices designed to engage students and improve their school experiences. The initiative is about to enter its third year and staff and the steering committee want to improve its communications with and among the more than 30 county multidisciplinary teams that are currently participating in it.

2.0 DESCRIPTION OF SERVICES AND DELIVERABLES

- 2.1 The Center for Families, Children & the Court (CFCC) seeks the services of a person or entity with expertise in communications to provide communications support services for the KKIS Initiative including but not limited to:
 - a. The development of an outside web presence:
 - i. Design, establishment, and maintenance of an outside website
 - ii. Develop appropriate "blogs" and/or other effective communications devices for use on the website and for distribution to teams and other interested parties
 - iii. Provide weekly email blasts of all relevant material including weekly news roundup, funding opportunities, information on new and pending legislation, etc.
 - iv. Publicize and maintain Listserv for county teams;
 - v. Social media development, including setting up and maintaining Facebook presence; develop and maintain Twitter presence with

- @CaKKIS and #IBelonginSchool; and develop and maintain other social media options;
- vi. Develop op-eds and news articles on behalf of the initiative and the county teams;

Provide public relations and communications support, including Do-It-Yourself Press Kits for KKIS county teams; and other partners in the initiative. The selected individual or organization will work remotely and work closely with staff to the initiative to set up and maintain effective communication with and among the individuals and teams working on the initiative. Communication will take place via conference calls, emails and scheduled meetings either on-site at 455 Golden Gate Avenue, San Francisco, CA 94102 or at the Contractors Site. Determination on where meetings will take place is at the discretion of the Project Manager.

3.0 TIMELINE FOR THIS RFP

The Judicial Branch Entity (JBE) has developed the following list of key events related to this RFP. All dates are subject to change at the discretion of the JBE.

EVENT	DATE
RFP issued	September 20, 2016
Deadline for questions	September 27, 2016
Questions and answers posted (<i>estimate only</i>)	October 3, 2016
Latest date and time proposal may be submitted	October 5, 2016 3:00 P.M. Pacific Time
Evaluation of proposals (<i>estimate only</i>)	October 13, 2016
Notice of Intent to Award (<i>estimate only</i>)	October 25, 2016
Negotiations and execution of contract (<i>estimate only</i>)	November 3, 2016
Contract start date (<i>estimate only</i>)	December 1, 2016
Contract end date (<i>estimate only</i>)	December 31, 2017

4.0 RFP ATTACHMENTS

The following attachments are included as part of this RFP:

ATTACHMENT	DESCRIPTION
Attachment 1: Administrative Rules Governing RFPs (Non-IT Services)	These rules govern this solicitation. Proposers shall follow the rules set forth in this attachment in preparing their proposals.
Attachment 2: Contract Standard Terms and Conditions	This attachment contains Terms and Conditions, Special Provisions, Payment Provisions, Work to be Performed Scope of Work for this RFP.
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: Darfur Contracting Act Certification	The Proposer must complete the Darfur Contracting Act Certification and submit the completed certification with its proposal.
Attachment 6: Payee Data Record Form	This form contains information the JBE requires in order to process payments and must be submitted with the proposal.
Attachment 7: DVBE Declaration	This form is optional and only needs to be submitted if proposal meets DVBE requirements.
Attachment 8: Bidder Declaration	This form is optional and only needs to be submitted if proposal meets DVBE requirements.

5.0 PAYMENT INFORMATION

- 5.1 The Judicial Council intends to award one (1) Agreement with an initial term of one (1) year, commencing on the Effective Date set forth on the Standard Agreement coversheet with two (2) one-year options to extend the term. Option(s) may be exercised by the Judicial Council in its sole discretion any time prior to the expiration of the initial term or any option term.

Subject to the terms in Attachment 2, Exhibit C Payment Provisions, except for the first payment all other payments will be made on a monthly basis upon completion of deliverables listed in Attachment 2 Contract Terms and Conditions, Exhibit D Work To Be Performed and after receipt of a valid invoice, referencing the appropriate purchase order, and will be based on deliverables achieved, the first payment will follow the meeting with initiative staff and the contractor's development of a detailed work plan for the deliverables;

- 5.2 If contract is awarded, the contract amount for the initial 1-year period, estimated to be January 1, 2017 through December 30, 2017 ("Initial Term") is expected to be in the range of \$30,000.00 to \$50,000.00, which includes any required travel expenses.

- 5.3 All fees and charges proposed must be inclusive of any and all anticipated travel, lodging, transportation, clerical support, materials, fees, overhead, profits, and other costs and/or expenses incidental to the performance of the specified requirements of this Request for Proposal (RFP).
- 5.4 Additional payment information and terms and conditions applicable to this RFP are found in Attachment 2, Standard Terms and Conditions, Exhibit C, Payment Provisions.

6.0 SUBMISSIONS OF PROPOSALS

- 6.1 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.
- 6.2 The Proposer must submit its proposal in two parts, the technical proposal and the cost proposal.
 - a. The Proposer must submit **one (1) original and three (3) copies** of the technical proposal. The original must be signed by an authorized representative of the Proposer. The original technical proposal (and the copies thereof) must be submitted to the JBE in a single sealed envelope, separate from the cost proposal. 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 three (3) copies** of the cost proposal. The original must be signed by an authorized representative of the Proposer. The original cost proposal (and the copies thereof) must be submitted to the JBE in a single sealed envelope, separate from the technical proposal. 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/DVD-ROM or USB memory stick/flash drive. The files must be in PDF, Word, or Excel formats.
- 6.3 Proposals must be delivered by the date and time listed on the coversheet of this RFP to:

Attention: Stephen Saddler, Branch Accounting and Procurement | Administrative Division

RFP No: CFCC-2016-08-LV

Judicial Council of California

455 Golden Gate Avenue, 6th Floor

San Francisco, CA 94102-3688

- 6.4 Late proposals will not be accepted.
- 6.5 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.

7.0 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.
 - 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. Provide a brief history of your firm.
 - c. Provide experience and history on similar assignments.
 - d. 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.
 - e. For each key staff member including the person(s) that will perform the work a resume describing the individual's background and experience, as well as the individual's ability and experience in conducting the proposed activities.
 - f. Qualified individuals or organizations shall state the qualifications that demonstrate their competence and experience in communications support services, general public relations, web design and maintenance, social media development and expertise for the benefit of multi-county court led multidisciplinary teams focused on keeping kids in school and out of court by improving educational outcomes through effective interventions that improve school culture and climate; improving the knowledge and understanding of the system and organizational partners about the issues that affect student attendance and thriving.
 - g. Names, addresses, and telephone numbers of a minimum of **three (3)** clients for whom the Proposer has conducted similar services. The Judicial Council will check references listed by the Proposer.
 - h. Proposed method to complete the work.
 - i. Describe proposed method to complete the work including a detailed work plan with milestones and deliverables.

- ii. Provide an estimated timeline of Services and Deliverables from contract award date until December 31, 2017. Firm timelines will be formalized upon award of contract and consultation with Project Manager and KKIS staff.
 - iii. Describe development of detailed plans for communication support; development and maintenance of communications support.
 - iv. Provide an explanation of proposers approach to problems.
 - v. Provide descriptions of any applicable required quality control standards.
 - vi. Regular meetings with KKIS staff and Project Manager with firm dates will be formalized upon award of contract and consultation with KKIS staff.
 - vii. Detailed weekly reports on progress will be required and must be approved by the Project Manager for payment based Services.
 - viii. Provide a description of your firm's services and capabilities
 - ix. Provide any requirements as to where the work may be performed other than listed in this RFP under Section 2.0 c.
- i. 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.
- j. 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. The Proposer must complete the Darfur Contracting Act Certification (Attachment 5) and submit the completed certification with its proposal.
 - iii. 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.

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

- i. A detailed line item budget showing total cost and fees of the proposed services. Cost and fees should take into account the difference of the first payment cost and then provide a monthly cost for deliverables as described in Attachment 2, Exhibit C Payment Provisions, Paragraph 2.
- 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.

8.0 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.

9.0 EVALUATION OF PROPOSALS

At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.

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 <http://www.courts.ca.gov/rfps.htm>.

CRITERION	MAXIMUM NUMBER OF POINTS	REFERENCED RFP SECTION
Quality of work plan submitted	15	Section 7.1
Experience on similar assignments	14	Section 7.0, e, f

CRITERION	MAXIMUM NUMBER OF POINTS	REFERENCED RFP SECTION
Cost	30	Section 7.2
Credentials of staff to be assigned to the project	13	Section 7.1, (j) (iv)
Acceptance of the Terms and Conditions	10	Section 7.1 (i) and Attachment 3 Proposers Acceptance of Terms and Conditions
Ability to meet timing requirements to complete the project	15	Section 7.0, f (e)
“DVBE” Disabled Veteran's Business Enterprise	3	Section 11.0, Exhibit B, (J) and Attachments 7 and 8 DVBE Declaration

10.0 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 JBE 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.

11.0 DISABLED VETERAN BUSINESS ENTERPRISE INCENTIVE

- 1.1 Qualification for the DVBE incentive is not mandatory. Failure to qualify for the DVBE incentive will not render a proposal non-responsive.
- 1.2 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 9 above.

- 1.3 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”).
- 1.4 If Proposer wishes to seek the DVBE incentive:
 - 1.4.1 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.
 - 1.4.2 Proposer must complete and submit with its proposal the Bidder Declaration (Attachment 8). Proposer must submit with the Bidder Declaration all materials required in the Bidder Declaration.
- 1.5 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.
- 1.6 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.
- 1.7 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 MISREPRETATION 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.

12.0 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

RFP Title: **Communications Support Services**

RFP Number: **CFCC-2016-08-LV**

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:

Attention: Stephen Saddler, Branch Accounting and Procurement | Administrative Division

RFP No: CCFCC-2016-08-LV

Judicial Council of California

455 Golden Gate Avenue, 6th Floor

San Francisco, CA 94102-3688