



REQUEST FOR PROPOSALS

JUDICIAL COUNCIL OF CALIFORNIA

Regarding:

*California Statewide Self-Represented
Litigants (SRL) Portal: Illustrator*

RFP Number: CFCC-2020-68-RB

PROPOSALS DUE:

MAY 1, 2020, NO LATER THAN 4:00 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 The Judicial Council maintains the California Courts On-Line Self-Help Center (www.courts.ca.gov/selfhelp) which receives more than four (4) million users per year. This website is being updated to provide mobile friendly assistance for Californians who come to court without a lawyer. This redesign requires illustrations that can be used to convey key legal concepts and processes. These illustrations may also be used for other informational sheets and handouts that are developed by the Judicial Council for use in court-based self-help centers or as part of Judicial Council forms.

2.0 DELIVERABLES DESCRIPTION

- 2.1 The Judicial Council seeks to engage the services of an illustrator to create visual ways to help non-lawyers understand where they are in a court process and how to take the next step, no matter what web-accessing device they are using. These illustrations will also help define the terminology the users will encounter in court or in legal papers.
- 2.2 The illustrator will work with the project team's Service Design Lead and Content Strategist to create a set of scalable vector icons and cartoon drawings to be used on the California Court's website and in informational handouts. The icons will extend standard icon sets by representing key court-only process elements, actors, and milestones. The cartoons/line drawings will develop a style of representing figures, faces, hands, papers, buildings, computers and phones, and flowchart elements that are informal and friendly but authoritative. Illustrations will be delivered as vector files with transparent backgrounds.
- 2.3 In collaboration with Judicial Council staff and legal subject matter experts, design and deliver production grade illustrations that will support and prepare self-represented litigants (SRLs) at critical junctures of their user journey through the court system.

- 2.4 Potential areas of the journey to focus on (See Attachment 10 for our Journey Map) will be junctures that cross several case types, including: 1) Working out their court matter, 2) Filing with the court, 3) Performing service on other parties, 4) Trial preparation, 5) Settlement, 6) Mediation, and 7) Writing up a judgement.

Examples of specific uses cases to support with supplemental content:

- The litigant has filed papers, now they have to correctly serve the other parties.
 - Collect financial information to share with the court to get a fee waiver or request a divorce, child/spousal support.
 - File paperwork at the right courthouse.
 - Come back for a Case Management conference.
 - Make the right number of copies of a filing
 - Write an order/judgment to memorialize a child custody ruling.
- 2.5 Respondents are expected to display expertise in user-centered design and be prepared to adapt illustrations based on user-feedback. Please include examples (as links of attachments) or a portfolio in your response of past illustrations produced.
- 2.6 Respondents must have at least three (3) years of experience in illustration including at least some work in the types of illustrations described above. They must have two (2) years of experience producing digital graphics for websites and fluency with Adobe Illustrator & Photoshop, Figma, and InVision.
- 2.7 Respondents must provide a proposal regarding how they intend to approach the project including iteration based on feedback. In addition, respondents must provide associated cost estimates in a Pricing Proposal referencing the deliverables below:
- 2.7.1 **Discovery and Research:** Collaborate with Judicial Council subject-matter experts to develop the scope and concepts for the illustrations.
 - 2.7.2 **Development of Icons:** Prepare and deliver at least 25-30 court specific icons.
 - 2.7.3 **Line Drawings to Explain Legal Procedures:** Prepare and deliver at least 30-40 drawings to illustrate legal concepts.
 - 2.7.4 **Illustration Style Guide** Develop a style guide for illustrations on the Self Help Website and informational handouts.

3.0 TIMELINE FOR THIS RFP

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

EVENT	DATE
RFP issued	April 2, 2020
Deadline for questions to solicitations@jud.ca.gov	April 17, 2020 No later than 1:00PM, Pacific Time
Questions and answers posted (<i>estimated only</i>)	April 23, 2020
Latest date and time proposal may be submitted to solicitations@jud.ca.gov	May 1, 2020 No later than 4:00PM, Pacific Time
Evaluation of proposals (<i>estimate only</i>)	May 4-7, 2020
Notice of Intent to Award (<i>estimate only</i>)	May 8, 2020
Negotiations and execution of contract (<i>estimate only</i>)	May 22, 2020
Contract start date (<i>estimate only</i>)	June 1, 2020
Contract end date (<i>estimate only</i>)	September 30, 2020

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 Council Standard Form agreement containing these terms and conditions (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: 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 6: DVBE Bidder Declaration	Complete and return this form with the proposal only if Proposer wishes to declare Disabled Veteran Business Enterprise (DVBE) status
Attachment 7: DVBE Declaration	Complete and return this form with the proposal only if Proposer wishes to make other declarations re its DVBE status
Attachment 8: Court User’s Journey	The Proposer may reference this Court User’s Journey guide to better understand the user journey or mental model of visitors coming to the court’s sites.

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. Please note that the contract price should ***not exceed \$25,000***
- Payments will be withheld until Deliverables are officially accepted by Judicial Council.
- A payment retention holdback of 10% may be applied to all Deliverables.

6.0 SUBMISSIONS OF PROPOSALS

- 6.1 Proposals should provide straightforward, concise information that satisfies the requirements of the “Proposal Contents” section below. Expensive 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 their proposal through **solicitations@jud.ca.gov**. It must be signed by an authorized representative of the Proposer. The Proposer must write the RFP title and number on the cover page.
- 6.3 Proposals must be delivered by the date and time listed on the coversheet of this RFP via email to **solicitations@jud.ca.gov** and addressed to:

Attn: Bid Desk: RFP Number: CFCC-2020-68-RB
Judicial Council of California
Branch Accounting and Procurement
455 Golden Gate Avenue, 6th Floor

San Francisco, CA 94102-3688

- 6.4 Late proposals will not be accepted.
- 6.5 Proposals may not be transmitted by fax.

7.0 PROPOSAL CONTENTS

7.1 Requirements: The following information must be included in 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. Detailed response to the statement requested in 2.7. including a portfolio or other examples of previous illustrations.
 - ii. Resumes and credentials of all key personnel to be assigned to the project.
 - iii. Two (2) client references from past projects.
- 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 with its proposal the Certification forms as noted in Section 4.0 RFP Attachments.

- 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.

7.2 **Budget.** The following information must be included in the proposal:

A budget ***not to exceed \$25,000*** total for the following:

Discovery and Research	\$ _____
Icon Set (25-30 court specific icons)	\$ _____
Line drawings to explain legal procedures	\$ _____
Illustration Style Guide	\$ _____

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

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.

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of work plan submitted and Proposer’s understanding of the problem or needs. <i>(Section 2.2.)</i>	30

Experience on similar assignments.	20
Reasonableness of cost projections. Proposals will be evaluated in terms of reasonableness of cost, best value, and proposed rate structure.	30
Credentials of staff to be assigned to the project	9
Acceptance of the Terms and Conditions	5
Ability to meet timing requirements to complete the project	3
DVBE	3

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 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.

11.0 DISABLED VETERAN BUSINESS ENTERPRISE 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 9.0 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 MISREPRESENTATION 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

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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:

Protest Hearing Officer
RFP Title: California Statewide Self-Represented Litigants (SRL)
Portal: Illustrator
RFP Number: CFCC-2020-68-RB
Branch Accounting and Procurement | Administrative Division
Judicial Council of California
455 Golden Gate Avenue, 6th Floor
San Francisco, CA 94102-3688