1. What are the actual contract start and end dates?
   Answer: The contract effective date will be no later than June 28, 2013, the date work may start. The contract effective date may be earlier, and work may begin earlier, if the selection and contracting process is completed before that date. The contract expiration date will be no later than March 31, 2015, and all work must be completed and all deliverables submitted by that date.
   Please see Addendum No. 1.

2. Paragraph 2.2.5 of the RFP references incorporating video into the vignettes. Is the video an absolute requirement or can high-end multimedia animation be used in place of video to help reduce the overall contract price? High-end multimedia animation has been proven to be just as effective as video in an eLearning environment as per Richard E. Mayer, Multimedia Learning, 2nd Ed., Cambridge Press.
   Answer: Proposals to use multi-media animation instead of video will be considered, but should be very specific about what the animation will consist of (e.g. 2 or 3 dimensional) and should include examples.

3. What is the status of the current content/information for the California court-connected mediation programs for self-represented litigants (SRLs)?
   Answer: Ten California courts received grants specifically 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. These courts submitted reports concerning their projects, including materials that they developed to help SRLs participate in their programs. Other California courts have also developed programs and materials to help SRLs participate in mediation and settlement programs, for which the AOC may or may not have reports and materials.
4. How will the contractor be granted access to this information?
   
   Answer: Electronic copies of the court reports and materials that the AOC has will be provided to the contractor by e-mail or another mutually agreeable file transfer method.

5. In RFP section 2.3, Tasks and Deliverables, subsection 2.3.1. Task 1 – Research and Development of Content:

   A. How many AOC staff members do you anticipate will be part of the focus group and/or interview group?
      
      Answer: Three to six

   B. How many subject matter experts (SME) are anticipated to be part of the focus group and/or interview group?
      
      Answer: In addition to the three to six AOC staff, the focus/interview group referred to in paragraph 2.3.1 of the RFP should include one or two members of each of the following groups: judicial officers, court ADR program staff, self-help center staff, legal service providers, attorney mediators, non-attorney mediators, and mediation trainers. The focus/interview group is therefore expected to consist of between 10 and 20 members.

   C. Where are the SMEs located?
      
      Answer: Throughout California, but primarily in or near major metropolitan areas.

   D. Is there an expectation or requirement that the focus group and/or interviews be conducted in person?
      
      Answer: In-person focus groups and/or interviews are not a specific expectation or requirement, but may be beneficial. (As examples, this may promote discussion of issues and it may be helpful to include video excerpts of interviews and discussions in the course.) The manner in which a bidder proposes to conduct focus groups and interviews will be considered in evaluating the proposals.

   E. If an in-person meeting is required, can it be conducted at our own facility?
      
      Answer: It may or may not be possible to conduct in-person meetings at the successful bidder’s facility, depending on the location of that facility and the meeting participants’ places of business or residence. It may also be possible to conduct in person or video conference meetings at AOC offices in San Francisco, Burbank and/or Sacramento.
6. In RFP section 2.3, Tasks and Deliverables, subsection 2.3.1. Task 1 – Research and Development of Content, subsection 2.3.1.1 Tasks:

   A. This Task requires the bidder to obtain input from judicial officers, court ADR staff, and attorney and non-attorney mediators. Can this be done via surveys, questionnaires, and/or web-hosted sessions rather than in-person meetings?

      Answer: Yes, the input referred to in paragraph 2.3.1.1 can potentially be obtained by surveys, questionnaires, and/or web-hosted sessions, as well as by telephone or video conference. The Contractor and the AOC Project Manager should determine the most suitable and cost-effective method of obtaining this input in consultation with the focus/interview group referred to in paragraph 2.3.1 of the RFP.

   B. What does the AOC believe to be the appropriate number of judicial officers, court ADR staff, persons who assist SRLs, and attorney and non-attorney mediators that the bidder should consult while completing this task?

      Answer: The AOC does not currently have an expectation regarding the number of persons who should be consulted in completing task 2.3.1.1. The Contractor and the AOC Project Manager should determine the number and identities of the persons to be consulted in consultation with the focus/interview group referred to in paragraph 3.2.1 of the RFP. The manner in which the persons will be consulted and the anticipated response rate should also be considered in determining the appropriate number of persons to consult. If fairly comprehensive input is obtained from carefully selected persons, the number of persons consulted may be relatively small.

7. In RFP section 2.3, Tasks and Deliverables, subsection 2.3.2. Task 2 – Proposed Curriculum Package, subsection 2.3.2.2 Deliverable 2:

   A. Will the review and feedback group from the AOC and SME be the same participants for the focus group and/or interview group from Task 1 or will it be a sub-group of those individuals?

      Answer: All members of the focus/interview group referred to in paragraph 2.3.1 of the RFP will be asked review and provide feedback on the proposed curriculum package, but some members may not do so.

**END OF QUESTIONS AND ANSWERS**