

**MARYLAND JUDICIARY  
ADMINISTRATIVE OFFICE OF THE COURTS (AOC)  
REQUEST FOR PROPOSALS (RFP)**

This procurement is being conducted as a Small Procurement as described in the Maryland Judiciary Procurement Policy, not to exceed \$25,000.

1. Background

The Maryland Judiciary's Office of Communications and Public Affairs is seeking visual design services for its website—mdcourts.gov. The objective is to create an aesthetically pleasing home page and two secondary page templates to present a unified identify for the organization. The visual designs will be incorporated into an information architecture already determined by a usability study conducted over the last two years. The study will be provided for background. The information architecture is not expected to change as a result of this project.

1.2 Scope of Work

*1.2.1* Contractor shall provide two choices for a fully designed home page and two secondary page templates that meet the following requirements:

*1.2.1.1* Contractor shall use standard coding and software such as Dreamweaver and Photoshop to produce html, CSS, PHP, graphics and other design elements used in the home page and secondary pages.

*1.2.1.2* Contractor shall use cascading style sheets for standardized layout and appearance in its web pages designs.

*1.2.1.3* Contractors shall use editable, high quality format graphics.

*1.2.1.4* Contractor shall create web page designs that are browser independent.

*1.2.1.5* Contractor shall create web page designs that are optimally viewable on mobile devices and that integrate well with social media and other emerging technologies.

*1.2.1.6* Contractor shall create web page designs that comply with the Non-Visual Access Standards. (see <http://doit.maryland.gov/webcom/Pages/Accessibility.aspx>)



1.3.4 Meeting Three: Shall be conducted within 2 weeks of Meeting Two. Contractor shall present a third home page draft of the design selected by the Office of Communications and Public Affairs during Meeting One.

1.3.4.1 The Contractor shall submit drafts to the Office of Communications and Public Affairs at least 3 days prior to a scheduled meeting, to allow the Judiciary staff sufficient time for review.

1.3.5 Meeting Four: Shall be conducted within 2 weeks of Meeting Three. Contractor shall present the final home page draft of the design selected by the Office of Communications and Public Affairs during Meeting One.

1.3.5.1 The Contractor shall submit drafts to the Office of Communications and Public Affairs at least 3 days prior to a scheduled meeting, to allow the Judiciary staff sufficient time for review.

1.3.6 Meeting Five: Shall be conducted within 1 week of Meeting Four. Contractor shall present two of each secondary page template drafts.

1.3.6.1 The Contractor shall submit drafts to the Office of Communications and Public Affairs at least 3 days prior to a scheduled meeting, to allow the Judiciary staff sufficient time for review.

1.3.7 Meeting Six: Shall be conducting within 1 week of Meeting Five. Contractor shall present a second draft of each of the secondary page templates.

1.3.7.1 The Contractor shall submit drafts to the Office of Communications and Public Affairs at least 3 days prior to a scheduled meeting, to allow the Judiciary staff sufficient time for review.

1.3.8 Final Meeting: Shall be conducted within 1 week of Meeting Six. Contractor shall deliver to the Office of Communications and Public Affairs the final home page and secondary page designs; including the style guide, executive summary, source code, style sheets, graphic files, fonts and any other design elements created for this project.

#### 1.4 Contract Type

The resulting Contract (Purchase Order) shall be fixed price per deliverable.

#### 1.5 Contract Term

The term of the Contract that results from this RFP shall be for three months upon award of the Contract and the AOC's issuance of a notice to proceed (Purchase Order). Payment shall be made within 30 days of receipt of an invoice for each deliverable and upon the Office of Communications and Public Affairs' acceptance of each deliverable.

## 1.6 Procurement Officer

The sole point-of-contact for purposes of this RFP prior to the award of any Contract shall be the Procurement Officer at the address listed below:

Anna Pfeifer, Procurement Specialist  
Administrative Office of the Courts  
Telephone: 410-260-1416  
Email: anna.pfeifer@mdcourts.gov

## 1.7 Form of Response

Proposals must be in writing. Two volumes must be separately prepared and submitted.

1.7.1 Volume I – Technical proposals must not exceed five (5) pages in length (excluding attachments). Volume I must include:

- A written response to the Scope of Work that demonstrates the offeror’s capabilities and experience in providing the required services
- Three (3) current customer references for whom work similar to the services sought by the Maryland Judiciary via this RFP is/was provided. Provide the following information for each client reference: name of Client Organization, name, title, e-mail address and telephone number of Point-of-Contact for client organization, value, type, and duration of contract(s) supporting client organization, and the scope of the services provided
- Example of code written for other web designs created by the Contractor. **If deemed by the Offeror to be confidential, please mark the source code example as “Confidential” and print the copy on yellow paper.**
  - An Offeror shall give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets, and provide justification why such materials, upon request, should not be disclosed by the Judiciary under the Public Information Act, Title 10, Subtitle 6, Part III of the Judiciary Government Article of the Annotated Code of Maryland or Rules 16-1001 through 16-1011, the Court Access Rules. Offerors are advised that, upon request for this information from a third party, the Procurement Officer is required to make an independent determination whether the information can be disclosed.
- The selected Offeror shall be responsible for all products and services required by this RFP. All subcontractors must be identified and a complete description of their role relative to the proposals must be included in the Offeror’s proposal. If an Offeror that seeks to perform or provide the services required by this RFP is the subsidiary of another entity, all information submitted by the Offeror, such as but not limited to, references, shall pertain exclusively to the Offeror, unless the parent organization will guarantee the performance of the subsidiary. If applicable, the Offeror’s proposal must contain an explicit statement that the

parent organization consents to the terms of the RFP and will guarantee the performance of the subsidiary.

- If a subcontractor will be used by the prime contractor to conduct any part of the services required under this RFP and the resulting Contract, the prime contractor must ensure that the subcontractor is available for all meetings (see RFP Sections 1.3.1 through 1.3.8) either in person or via telephone.

1.7.2 Volume II – Price proposals must include the fully loaded fixed price for the services proposed using Attachment A (Price Proposal Form).

#### 1.8 Proposal Closing Date

All proposals must be received via Email to the Procurement Office at the email address listed in Section 1.6, no later than 2:00 PM (local time) on May 30, 2012 in order to be considered.

1.9 Award Determination The Contract resulting from this RFP will be awarded to the Offeror whose proposal is determined to be the most advantageous to the Judiciary based on the evaluated spectrum of services proposed and price.

## Attachment A – Price Proposal Worksheet

<b>Deliverable</b>	<b>Fully Loaded Fixed Price</b>
Preliminary Meeting Reference RFP Section 1.3.1	\$ _____
Meeting One Reference RFP Section 1.3.2	\$ _____
Meeting Two Reference RFP Section 1.3.3	\$ _____
Meeting Three Reference RFP Section 1.3.4	\$ _____
Meeting Four Reference RFP Section 1.3.5	\$ _____
Meeting Five Reference RFP Section 1.3.6	\$ _____
Meeting Six Reference RFP Section 1.3.7	\$ _____
Final Meeting Reference RFP Section 1.3.8	\$ _____
<b>TOTAL EVALUATED PRICE</b>	\$ _____ (sum of all deliverables above)