



# Administrative Office of the Courts

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## Operations Division

### Questions/Responses No. 1 to the Request for Proposals (RFP) K21-0033-26N Digital Marketing Campaign

Ladies and Gentlemen:

The following questions for the above referenced RFP were received by e-mail and are answered and posted for all prospective Offerors. The statements and interpretations contained in the following responses to questions are not binding on the Maryland Judiciary unless the RFP is expressly amended. Nothing in the Maryland Judiciary's response to these questions is to be construed as agreement to or acceptance by the Maryland Judiciary of any statement or interpretation on the part of the Offeror asking the question.

1. Question: Can you confirm if Attachment G, on page 47 of the RFP, is required as part of our technical proposal submission?

**Response:** Attachment G is not required to be submitted with technical proposals.

2. Page 14, 2.8 regarding background checks. Will sub-contracting staff be required to complete and pass a background check?

**Response:** Personnel will not be accessing any of the Judiciary's locations or IT systems. Accordingly, background checks will not be required for this RFP.

3. Question: On page 20 of the RFP for "References," is "the number of employees serviced" to mean the number of our staff on the project?

**Response:** The number of employees serviced is in reference to the number of employees serviced by the Client Organization.

4. Question: Can you please provide an estimate of your budget for labor and for ad buys?

**Response:** The Judiciary cannot disclose any information relating to the budget.

5. Question: Section 2.1 notes an integrated marketing plan was developed. Can that plan be shared with us? Is the Maryland Judicial Center using this plan as a roadmap for their campaign? Are media budgets in the plan?

**Response:** The Judiciary is using an integrated marketing plan that was developed as

a roadmap. The Judiciary cannot share this information because it contains information relating to the budget.

6. Question: Are you using a call tracking system internally? If so, which system are you using? If not, will we be able to implement a call tracking system to measure campaign success?

Response: The Judiciary is currently utilizing Amazon Connect to track call metrics.

7. Question: How is success defined? Are there goals established for the campaign? As measured by engagement, inbound telephone calls, chat sessions, or form submissions?

Response: Success is defined as an increase in service utilization in all respects (telephone calls, chat sessions, and forms submissions), as well as an increase in service utilization among typically marginalized communities. At this time, there are no specific goals for the campaign.

8. Question: MDCourts.gov is coded with Google Tag Manager and Google Analytics. Data there is critical to creating an SEO (Search Engine Optimization) strategy. Will we have access to view data during the proposal process?

Response: The data generated by Google Analytics and the Google Tag Manager are not available during the proposal process.

9. Question: Is the intent to leverage MDCourts.gov for this campaign or create an independent website? Have website landing pages or social media landing pages been created? If so, please forward the URLs or locations of these pages/destinations.

Response: There is no intent to leverage mdcourts.gov for this campaign, nor to create an independent website. There are no Access to Justice branded social media landing pages. The Access to Justice website landing page can be accessed here: <https://www.mdcourts.gov/accesstojustice>

10. Question: For SEO, how will on-site changes be implemented? Will the vendor be responsible, or will we be working with internal resources? Or other vendors?

Response: The chosen vendor will work with internal resources for on-site changes.

11. Question: Regarding SEO, will the vendor be responsible for website content? Are there editorial guidelines already established? Will we be creating content to address multiple languages supported by translators?

Response: The chosen vendor will not be responsible for website content. There are no editorial guidelines established. The vendor will not need to create content to address multiple languages supported by translators.

12. Question: Are you anticipating that the vendor will create the digital marketing assets for the ads?

Response: No.

13. Question: Are video ads being used as well?

Response: Yes, video ads will be used in the advertising campaign.

14. Question: Is the bid open to all organizations or only those based in Maryland and having a current MBE certification?

Response: This solicitation is open to all vendors.

15. Can you clarify the insurance component of the bid requirement?

Response: In regard to section 2.10 "Insurance", the Judiciary requires that the vendor at all times during the term of the Contract maintain, in full force and effect, the policies of all the insurances listed in section 2.10.

Issued by: 1/5/2021

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