



Addendum No. 1
MJUD Master Contract – Video Production Services
K25-0071-25

02/14/2025

The purpose of this addendum is to amend and clarify certain portions of the above-referenced solicitation with all prospective Bidders/Offerors.

Clarifications:

C1. Delete: RFP, Section IV.B.3.f.

Replace with: RFP, Section IV.B.3.f. - Offeror Personnel Experience & Qualifications: Offeror shall identify the experience, qualifications, and types of staff proposed to be utilized under the contract. Specifically, the Offeror shall describe in detail how the proposed staff's experience and qualifications relate to their specific responsibilities, including any staff proposed by subcontractor(s). Offeror's description shall establish the proposed staff is capable to perform the services requested in this RFP.

Questions:

Q1. Will the Administrative Office of the Courts (AOC) provide any existing assets (e.g., footage, graphics, logos, branding guidelines), or is the contractor expected to develop everything from scratch?

A1. See RFP, Section III.D.1.a-b. The AOC shall provide logos and branding images or footage, as needed. The AOC may provide animated or still images of the Maryland Judiciary seal. However, the AOC expects the Offeror to provide all footage and graphics for a typical video project.

Q2. Does the AOC prefer using local Maryland-based actors for live-action talent, or are vendors allowed to source talent outside the state?

A2. The AOC does not prohibit using actors from outside of Maryland and does not have a preference for Maryland-based actors.

Q3. Does the AOC prefer union or non-union talent for on-screen roles?

A3. The AOC does not have a preference for union or non-union talent for on-screen roles.

Q4. Will the AOC provide a full script for each project, or should vendors expect to develop scripts based on an outline or key messaging points?

A4. The AOC shall provide a full script. Offerors are expected to assist the AOC with minor edits to scripts for readability on camera. The AOC does not ask for and does not expect Offerors to write scripts, heavily edit scripts, or weigh-in on substance.

Q5. If script development is required, how many rounds of revisions should vendors anticipate before final approval?

A5. Script development is not required.

Q6. Will the AOC allow milestone or progress payments for longer projects, or is full payment only issued upon final project approval?

A6. See RFP, Section III.D.4.a.(1).

Q7. If milestone (or progress) payments are permitted, what are the eligibility criteria?

A7. See RFP, Section III.D.4.a.(1).

Q8. Are there pre-set rates or price ceilings for certain services (e.g., hourly editing rates, voiceover fees, talent fees)?

A8. No.

- Q9.** Will travel expenses for Maryland-based shoots be reimbursed separately, or should they be included in the project costs?
- A9.** All anticipated expenses should be included in the project costs. A typical project will not require Maryland-based shoots.
- Q10.** How soon after submission does the AOC anticipate making award decisions?
- A10.** There is no set date for award. A contract will be awarded when the procurement process is completed.
- Q11.** Will the AOC issue individual Purchase Order Requests for Proposals (PORFPs) based on project needs?
- A11.** See RFP, Section III.E.
- Q12.** What is the expected frequency of the PORFPs?
- A12.** While there is no set frequency, the AOC issued 14 PORFPs in the last three fiscal years, FY24, FY23, and FY22.
- Q13.** Will vendors who win the Master Contract have the opportunity to compete for all PORFPs, or will only a subset of vendors be invited?
- A13.** See RFP, Section III.E.1.a.
- Q14.** What is the expected volume of projects per year under this contract?
- A14.** See the response to Q12 in this Addendum.
- Q15.** Are there pre-existing preferred vendors, or is the AOC open to working with new contractors?
- A15.** The AOC is seeking proposals from any prospective Offeror to provide video production services.
- Q16.** Will contract awardees be able to propose new ideas or concepts for video projects, or are all projects strictly predefined?
- A16.** The AOC welcomes creativity and new concepts for video projects. A Successful Offeror and the AOC project manager will set the parameters and expectations of the project after the contract is awarded.
- Q17.** Will compliance with specific accessibility standards, such as ADA and WCAG (Web Content Accessibility Guidelines), be mandatory for all video projects? If so, which particular standards or levels (e.g., WCAG 2.1 AA) must be followed?
- A17.** Yes, compliance with these standards is mandatory for all video projects. At minimum, compliance with WCAG 2.1 AA is required. See RFP, Section III.D.1.b.(9).
- Q18.** Are there security or confidentiality policies that vendors must follow when handling judiciary-related video content?
- A18.** See RFP, Section I.O.
- Q19.** Does the AOC require specific data storage protocols for video files, and are there any restrictions on cloud-based storage (e.g., Google Drive, AWS, Dropbox)?
- A19.** The AOC typically uses ShareFile to share and transfer video files. The AOC has used other platforms to review draft video files, such as Vimeo. The AOC prefers not to use Google products because we've experienced compatibility and formatting issues.
- Q20.** Can the AOC confirm whether background checks will be required for vendors working on video production projects?
- A20.** See RFP, Section I.S. The AOC does not anticipate the need for background checks.
- Q21.** What level of background screening will be necessary?
- A21.** See RFP, Section I.S.

- Q22.** Will (background screening) apply to all vendor personnel or only those accessing judiciary locations or sensitive content?
- A22.** See RFP, Section I.S.
- Q23.** What is the capacity of the video services needed?
- A23.** Please see the response to Q12.
- Q24.** What is the content that is needed?
- A24.** The substantive content of AOC's video projects varies project to project. A typical AOC video project is educational in nature and explains an area of Maryland law or procedure to self-represented litigants. The AOC will provide the scripts and will typically require the video to have on screen talent to narrate, b-roll footage and stock images, and animated graphics, among other elements. See RFP, Section III.D.2.
- Q25.** If an MBE goal is set for a PORFP, can the percentage be self-performed by the Offeror?
- A25.** When a certified MBE firm participates as a prime contractor on a PORFP, the Judiciary may count the distinct, clearly-defined portion of the work of the PORFP that the certified MBE firm performs with its own workforce toward fulfilling up to, but no more than, fifty-percent (50%) of the overall MBE participation goal established for the PORFP.
- Q26.** How many task orders/PORFP's were issued under the previous Master Contract and what were the individual (PORFP) values?
- A26.** Please see the response to Q12. The PORFP values ranged from \$25,000.00 to \$75,000.00. The values provided are not indicative of future PORFP values.
- Q27.** Can you provide an overall price range for the PORFP's that were issued (on the previous contract)?
- A27.** Please see the response to Q25.
- Q28.** Please provide guidance on the types of files accepted for video upload in Bonfire? Will you accept YouTube links?
- A28.** Offerors may upload any file type, but the file size is limited to 1GB and below. Yes, web links are acceptable. See RFP, Section IV.B.3.e.(3).
- Q29.** Can you clarify where the "work plan" referenced in Section IV. Proposal Format (page 21) is located or is this in reference to a plan that will be created by the Offeror after award?
- A29.** See clarification C1 of this Addendum.
- Q30.** Is there a recording or transcript of the pre-proposal conference available?
- A30.** No.
- Q31.** Assuming (Successful Offerors) are included in the pool of master contractors, will (Successful Offerors) be able to ask questions about the individual video bids? Or do (Successful Offerors) need to ask those questions at this time? Examples: What is the process for invoicing? Do you have an existing stock footage library that you would like us to work with for the video projects?
- A31.** Yes, each PORFP will provide an opportunity for Master Contractors to submit questions regarding that particular PORFP.
- Q32.** Regarding the confidentiality clause - would it be possible to receive a non-watermarked version that we can use to submit so that the verbiage is the same as the sample? Will there be a Non-Disclosure Agreement ("NDA") for the individual videos or will this (NDA) cover (PORFP) projects?
- A32.** See Section I.O. An NDA is not a required submittal. Only Offerors recommended for award will be asked to complete an NDA. Successful Offerors will not complete an additional NDA for each PORFP.
- Q33.** For the bidder/offeror experience - is Vimeo an accepted platform for submitting the links to our work and can that be included in the description box?

- A33.** For the Attachment M – Bidder/Offeror Experience, web link to work has not been requested. Offerors shall provide links to work per RFP, Section IV.B.3.e.(3).
- Q34.** If there is no single award, when a project pops up will you send out another bid to those who have been selected and then we bid again?
- A34.** Yes. See RFP, Section III.E. This RFP is to establish a pool of Master Contractors who will compete on PORFPs issued to Master Contractors.
- Q35.** Can you please speak to when you feel final decisions will be made/vendors will be contracted regarding chosen contractors/subcontractors?
- A35.** See A10 of this Addendum.
- Q36.** Do you prefer for all principal photography to take place inside of Maryland?
- A36.** AOC does not have a preference for all principal photography to take place inside of Maryland. External footage of courthouses or obvious geographical locations should be shot in Maryland. These types of shots are not usually required.
- Q37.** Can you speak to the MBE and VSBE goals of each project - will you provide MBE/VSBE certified (subcontractors) that have been vetted through this RFP, or will contracted companies be expected to partner independently?
- A37.** If a PORFP has an MBE and/or VSBE goal, the Master Contractor will be required to source the MBE/VSBE, and complete the required documents for submission with their response to a PORFP.
- Q38.** Please provide further clarity on what offerors should submit for pricing. Should offerors submit pricing for the sample purchase order, or should they provide their standard pricing rates for our services?
- A38.** No pricing information shall be provided in response to this RFP.
- Q39.** Do you anticipate having concurrent videos being produced at the same time, or will production be sequential?
- A39.** AOC may have overlapping projects in production concurrently. Each project may require the production of more than one video, produced concurrently.
- Q40.** If videos are produced concurrently, do you estimate of how many videos a firm would be responsible for creating at once?
- A40.** Each project will have different requirements as to the number of videos required to be produced. Past AOC projects have required production of a series of videos, typically 5-10 minutes in length each. As examples, some past projects have required two videos and others seven videos.
- Q41.** We understand the technical requirements of the bidding process and that the technical proposal should not include pricing information. Could you clarify what the cost volume should contain? Typically we provide hourly rates for technical roles (e.g. Director, voiceover, camera operator, etc).
- A41.** No pricing information shall be provided in response to this RFP. Pricing will be requested at the PORFP level.
- Q42.** Approximately how many PORFPs does the Judiciary anticipate issuing per year under this Master Contract?
- A42.** Please see the response to Q12 in this Addendum.
- Q43.** Will every pre-qualified vendor be invited to respond to each PORFP, or will the Judiciary select a subset of vendors for each request?
- A43.** See RFP, Section III.E.1.a.
- Q44.** Will awarded vendors have access to Judiciary staff for content approvals during production, or will approvals be handled solely by the Procurement Office?
- A44.** Awarded vendors will work with the AOC project manager for content approvals.

- Q45.** What is the expected turnaround time for Judiciary feedback on submitted videos (e.g., script approvals, rough-cut revisions, etc.)?
A45. The turnaround time will vary project to project. The AOC project manager and the awarded vendor may set a timeline. PORFPs issued will provide as much information as possible about timelines.
- Q46.** In some of the video examples, for example the Expungement Video, previous footage has been captured and used in a series. For future revisions, will it be acceptable to use a new location, narrator and other talent?
A46. Successful Offerors will typically be expected to shoot new footage.
- Q47.** We are a Canadian company that services clients across the globe. Is there anything preventing us from bidding?
A47. No.
- Q48.** Do you give preference to local companies, or are all companies given equal consideration?
A48. All Offerors are given equal consideration.
- Q49.** How many vendors will be awarded?
A49. See clarification C1 of this Addendum.
- Q50.** Can a weighted evaluation criteria be provided?
A50. The evaluation criteria are listed in Section V.B in descending order of importance. Beyond that, no weighting information will be provided.
- Q51.** Can you give an example of an acceptable timeline for the production of one video?
A51. Timelines vary significantly depending on the PORFP. The AOC project manager shall work with the awarded Master Contractor on the timeline.
- Q52.** Will on-site filming be required, and have any production dates been identified?
A52. Historically, on-site filming is not required.
- Q53.** Are there specific accessibility requirements that must be adhered to for video production?
A53. Please see the response to Q17 of this Addendum.
- Q54.** Is there a preference for original b-roll footage or stock footage for different types of video content?
A54. See RFP, Section II.D.1.b. Preference for original b-roll footage or stock footage will vary project to project. Historically, AOC projects have used stock footage.
- Q55.** Will scripts for videos be provided, or will vendors be expected to develop scripts?
A55. See response to Q4 of this Addendum.
- Q56.** Can you share the annual budget for these services?
A56. No.
- Q57.** Will MJUD be providing notes, a recording and/or presentation information from the pre-proposal conference held on Jan. 30th?
A57. No.
- Q58.** Is it required that the vendor is a Maryland-based company?
A58. No.
- Q59.** If we are registered to do business in Maryland but located in a different state (ie: DC) can we still bid and possibly be awarded a contract?
A59. Yes.

- Q60.** It's stated that the Divorce video is currently being updated by the vendor and an overview of a number of other past projects is also provided. What vendor is currently working on the Divorce project and what vendor(s) produced the other video projects listed?
- A60.** The Divorce video was completed as part of a PORFP that was awarded to Sandbox – La Boite a Films Inc. The incumbent Master Contractors for the current Video Production Services Contract are Boyd Productions LLC, Banyan Communications, Sandbox – La Boite a Films Inc., and Rockhouse Inc.

All addenda will be incorporated into the final contract documents and will be binding on all Bidders/Offerors responding to this solicitation. Each Bidder/Offeror submitting a bid/proposal must acknowledge receipt of all addenda on the Procurement Portal; failure to acknowledge addenda may result in the rejection of the bid/proposal.

If you have any questions regarding this addendum, please contact me at (410) 260-1263 or email me at Marsha.Rowe@mdcourts.gov

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