



REQUEST FOR PROPOSAL

#2017-17-03

**Video Production for
South Carolina Legal Services
Online Classrooms Project**

I. INTRODUCTION

Request for Proposal

The objective of this Request for Proposal (RFP) is to engage a qualified vendor to develop 5 video segments to explain the substantive law in five different legal areas and demonstrate the legal process. The videos will demonstrate to pro-bono attorneys, private attorneys and new South Carolina Legal Services (SCLS) attorneys, as well as pro-se litigants how to handle a case in a given substantive legal area. The videos may refer to pleadings, documents and other resources also available in the virtual Classrooms. The videos, as well as each Classroom, will be hosted on LearntheLaw.org. Through this RFP process South Carolina Legal Services is soliciting written proposals that identify capabilities, capacity, deliverables, and pricing for this video project.

Background and Overview

SCLS (www.sclegal.org) is a statewide non-profit law firm in South Carolina, working to increase access to justice for low-income South Carolinians who face civil legal problems. SCLS has law offices across the state of South Carolina staffed with advocates who represent-low income people in civil legal matters. SCLS is funded by grants from the federally funded Legal Services Corporation, the South Carolina Bar Foundation, local United Ways, state court filing fees, and other federal, state and local funding. SCLS employs approximately 110 persons. Total number of offices is ten (10), one being the statewide Intake Office.

Due to limited funding, SCLS does not have the staff to represent every eligible low-income person with a legal problem. To improve access to justice for all South Carolinians, through this project, SCLS hopes to increase Pro Bono and private attorney engagement. This Project has two goals: 1) provide training for pro-bono attorneys, private attorneys and new SCLS attorneys, increasing involvement and effectiveness; and 2) provide additional resources for the public including self-represented litigants. Utilizing the innovative and effective use of technology, SCLS will collaborate with other non-profit organizations in the legal sector to set up a portal with five (5) Classrooms in five (5) subject areas: Consumer, Family, Housing, Elder and Employment law.

The videos, for use by both attorneys and pro se litigants, will be a part of each Classroom to help introduce the viewer to each specific subject area, explain the court process, and provide instructions for completing the documents for use by both attorneys and pro-se litigants. Users will be able to go to sclegal.org and/or lawhelp.org/sc, find instructions, documents, guided interviews and videos, and proceed with their case.

Examples of the type of videos required for this project can be found here:

<https://www.youtube.com/watch?v=B2TlfMaoMlM>

<https://www.youtube.com/watch?v=KfNITjY519c>

II. SCOPE OF THE VIDEO PROJECT

Overview

The over-arching project goal is for the viewer to get familiar with the subject area and the process required to handle a case from beginning to end in each of the following 5 subject areas:

- a. Consumer – “Consumer Debt Collection: Claim and Delivery in Summery Courts”

- b. Elder – “Guardianship Actions in Probate Court”
- c. Employment – “Unemployment Benefits Appeals in South Carolina”
- d. Family – “The Effect of Domestic Violence on Custody and Visitation”
- e. Housing – “Getting a Landlord to Make Repairs”

SCLS is partnering with the South Carolina Bar to produce the bulk of the instructional videos which will consist of interview style and lecture style. The Vendor on this Project will produce supplemental video materials in collaboration with each of the five (5) subject matter team leaders. Said videos will include animation and other graphic style components.

Deliverables

1. Product: The video segments must be 5 (five) in total, approximately 3 to 5 minutes each.
2. Usability: The videos must present materials in such a manner that is user-friendly and explains each particular legal issue in simple conceptual style for low-literacy users.
2. Format: The video files must be delivered in a format or formats that are easily uploaded to YouTube and other video sharing sites.
3. Archival and Sharing: The videos must be produced for long term archival and use by the LawHelp and LawHelpInteractive community.
4. Ownership: The videos shall become the property of SCLS, including all rights to own, share, publish to the web or in any other formats, and the right to reproduce.
5. Completion date: The final videos must be submitted to SCLS no later than December 31, 2017.

Requirements

1. Vendor will work with SCLS to determine the scope and length of the videos based on parameters of style and budget.
2. Vendor will present two or three “story board” concepts to SCLS staff and partners containing story lines and proposed visual concepts.
3. Vendor will work with SCLS to develop the script and content.
4. Video content may utilize any variety of production methods Vendor proposes based on the vendor’s expertise and skill utilizing still photography, graphics, animation or other creative means of explaining or conveying the process and concepts to users.
5. Vendor will work with SCLS on any narration or music selections, as appropriate.
6. Vendor will be responsible for completing the project on time and within budget, and submit the final videos in the appropriate format to SCLS no later than December 31, 2017.

Vendors’ Minimum Desired Qualifications

1. Ability to conduct business in the State of South Carolina.
2. Knowledge and practical similar experience in the video production industry.
3. Ability to travel to, or meet with, SCLS staff in a meaningful way to facilitate the project evaluation.
4. Ability to deliver projects videos on time and within budget.
5. Familiarity with the non-profit legal services sector or non-profit community outreach projects.
6. Experience using resources effectively and efficiently.

Payment

1. The contract resulting from this proposal solicitation will be a fixed-price contract.

2. Payment will be made available upon an agreed schedule, subject to completion of applicable work, plan milestones and submission of detailed time records.
3. SCLS reserves the right to reduce or withhold contract payment in the event that Vendor does not provide SCLS with all required deliverables within the time frame specified in the contract or in the event that the Vendor otherwise materially breaches the terms and conditions of the contract.

III. PROPOSAL RESPONSES

The proposal shall be used to determine the Vendor's capability of rendering the services to be provided. Failure to fully comply with the instructions in this RFP may eliminate the Vendor's proposal from further evaluation as determined at the sole discretion of SCLS.

SCLS reserves the right to evaluate the contents of proposals submitted in response to this RFP and to select a successful Vendor, or none at all. SCLS reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of SCLS.

The proposal must include contact information, including principle contacts and officers, main and local business addresses, tax identification number, voice and fax phone numbers and email addresses. Vendor must sign their proposal. An unsigned proposal may be rejected.

Proposal Format

Responses to this RFP must contain:

1. A cost section;
2. A technical section;
3. A section detailing vendor's experience, including links to examples of similar work, describing expertise with different forms of presentations including animation or similar style choices; and,
4. References, including contact information for at least two references for similar work.

Questions

Direct questions regarding your response can be addressed to Vladimir Maslyanchuk at vladimirmaslyanchuk@sclegal.org.

Submission Deadline

1. Your proposal must be submitted by Thursday, April 13, 2017.
2. Your proposal should be submitted via email to: vladimirmaslyanchuk@sclegal.org
3. All proposals are due and must be received by SCLS by 5 p.m. Eastern Standard Time on Thursday, April 13, 2017.
4. Late proposals will not be accepted. Any proposal received by SCLS after the submission deadline, no matter what the reason, will be returned unopened.
5. SCLS will finalize the selection process, choose the vendor and negotiate a contract on or before Friday, May 12, 2017. Your proposal should be in the Proposal Format and include Deliverables.

Cost of Preparing Proposals

SCLS will not pay any vendor for costs associated with preparing proposals submitted in response to this RFP.

Proposals Property of SCLS

All proposals, accompanying documentation and other materials submitted in response to this RFP shall become the property of SCLS and will not be returned.

Proprietary Information / Public Disclosure

All proposals received shall remain confidential until the evaluation is completed and the vendor is selected and approved. Thereafter, proposals shall be deemed public records.

IV. EVALUATION AND SELECTION PERIOD

Evaluation Committee

Evaluation of the proposals will be performed by a committee established for that purpose and will be based on the criteria set forth below. The contract resulting from this RFP will be awarded to the Vendor whose proposal is the most advantageous to SCLS, considering price, experience and technical factors set forth herein. SCLS' evaluation committee will make the final determination about acceptability of proposals.

Evaluation Criteria

The Evaluation committee will evaluate the technical proposals using the criteria below. The committee shall determine which proposals have the basic requirements of the RFP and shall have the authority to determine whether any deviation from the requirements of the RFP is substantial in nature. The committee may reject in whole or in part any and all proposals and waive minor irregularities.

Total maximum score is 100 points. Award is to the highest scoring Vendor.

SCLS evaluates and weighs the follow criteria when evaluating Vendor's proposals. These standards are listed in descending order of importance.

Evaluation Criteria	Weight
Cost effectiveness of service	50%
Vendor proposal meets minimum specifications	25%
References, experience and capabilities of vendor	25%

Right of Rejection

SCLS will review the proposals for compliance with the procedural requirements set forth in this RFP and will reject any proposal that fails to meet the minimum bid requirements. Any deviation from the performance requirements or other terms of the RFP, informalities or defects, if in substantial compliance with the terms and intent of the RFP, may be accepted by SCLS at its discretion. SCLS reserves the right to accept or reject any and all proposals, or any part of any proposal, without penalty.

Notification of Successful Vendor

SCLS will notify the successful Vendor of selection through the issuance of a notification of award letter via email. Any notification of the selection of the successful Vendor shall have no legal effect unless and until the parties negotiate a mutually acceptable agreement.

Calendar of Events

The following table summarizes calendar of events for this RFP

March 17, 2017	Distribute RFP
April 13, 2017	Deadline for receipt of proposals
May 12, 2017	Approval and announcement of Vendor selection

V. GENERAL TERMS AND CONDITIONS

This RFP is not a contract offer. Receipt of a proposal neither commits SCLS to award a contract to any Vendor, nor limits our rights to negotiate in our best interest. SCLS reserves the right to contract with a Vendor for reasons other than price. Failure to answer any questions in this RFP may subject the proposal to disqualification. SCLS reserves the right to request additional information that is necessary and pertinent to the project or to assure that the Vendor's adequate competence to perform according to the bid specifications are met.

Products and services which are not specifically requested in the RFP but which are necessary to provide the functional capabilities proposed by the Vendor shall be included in the proposal.

RFP Revisions

Should it become necessary to revise any part of this RFP, addenda will be posted on <http://www.sclegal.org/Home/RequestForBids/tabid/2442/language/en-US/Default.asp>. All addenda, amendments or changes issued shall be deemed received by Vendor provided they are posted to SCLS' website. Failure of any Vendor to receive or acknowledge receipt of such addenda or interpretation shall not relieve any Vendor from any obligations under this RFP as amended by all addenda. All addenda so issued shall become part of the award.