



REQUEST FOR PROPOSAL

**Disaster Relief Video Production
for
Animated Cartoon Video Project**

Issued May 24, 2019

I. INTRODUCTION

Request for Proposal

The objective of this Request for Proposal (“RFP”) is to engage a qualified vendor to develop up to six (6) cartoon video segments of at least two minutes each to explain the six different legal areas related to disaster relief and demonstrate the legal process using the **South Carolina Legal Services (SCLS)** cartoon character “Clark”. Previous cartoon videos featuring Clark can be found at LearntheLaw.org under South Carolina Classrooms (see link below). The videos will provide necessary subject matter information with assistance in scripting and design provided by SCLS attorneys. Through this RFP process SCLS is soliciting written proposals that identify capabilities, capacity, deliverables, and pricing for this video project.

Background and Overview

South Carolina Legal Services (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 lawyers 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 120 number of persons. Total number of offices is ten (10), one being the statewide Telephone 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 provide disaster information that will be useful both before and after a disaster.

The videos will help introduce the viewer to each specific disaster and disaster recovery related subject area, explain the process, and include instructions for filling out disaster related forms. Users will be able to go to www.sclegal.org and/or www.lawhelp.org/sc to locate the videos and use them with or without assistance from SCLS staff.

Examples of the type of videos required for this project can be found in the classrooms found here: https://www.learnthelaw.org/classrooms?field_state_tid=2098&field_language_value=All

II. SCOPE OF THE VIDEO PROJECT

Overview

The over-arching project goal is for the viewer to get familiar with the subject area, processes, etc. Subject areas will tentatively include disaster issues in the areas of scams, employment rights during a disaster, housing, title to property, FEMA applications and Appeals.

Deliverables

1. Product: The video segments must be 6 (six) total, approximately 2 minutes each.

2. Usability: The videos must present materials in a manner that is user-friendly and explains each legal issue in simple, plain language, and 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 use by the LawHelp and LawHelp Interactive communities.
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 **September 1, 2019**.

Requirements

1. Vendor will work with SCLS to determine the scope and length of the video based on parameters of style and budget.
2. Vendor will present “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 will utilize production methods to duplicate the animation as reflected in the previous “Clark” videos on Learnthelaw.org. The Clark character will be used in each video.
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 video in the appropriate format to SCLS no later than **September 1, 2019**, unless the deadline is extended by mutual agreement.

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 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

Payment will be made available upon an agreed schedule subject to completion of applicable work, plan milestones and submission of detailed time records.

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

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. RESPONSES

The proposal responses 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 is to 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 its proposal. An unsigned proposal may be rejected.

Proposal Format

Responses to this RFP must contain:

1. a cost section
2. a technical section
3. an experience section, 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

Your proposal should be in the Proposal Format and include Deliverables.

Questions

Direct questions regarding your response can be addressed to Susan Ingles at susaningles@sclegal.org

Submission Deadline

Your response must be submitted on or before **June 7, 2019 at 5 p.m. EDT** Via email to: susaningles@sclegal.org

Late proposals will not be accepted. Any proposal received by SCLS after the submission deadline, no matter what the reason, will not be responded to.

We will finalize the selection process and choose our partner on or before **Friday, June 14, 2019** and promptly negotiate a contract.

Cost of Preparing Responses

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

Responses Property of SCLS

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

Proprietary Information / Public Disclosure

All responses received shall remain confidential until the evaluation process is completed and the vendor is selected and approved. Thereafter, responses 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 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 responses. 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

May 24, 2019	Distribute RFP
June 7, 2019	Deadline for receipt of proposals
June 14, 2019	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 question 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, an addendum will be posted on SCLS' website. 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.