



REQUEST FOR PROPOSAL

#2021-07-21

Live Action Trial Video Production for

South Carolina Legal Services (SCLS)

Online Classrooms Expansion Project

Legal Services Corporation

Technology Innovation Grant #19053

Introduction

Request for Proposal

The objective of this Request for Proposal (“RFP”) is to engage a qualified vendor to provide final development of 9 live action trial videos (“Product”), each approximately 25 minutes or less in length, with multiple animated soliloquies, performed by the South Carolina Legal Services (SCLS) cartoon character “Clark,” inserted as separate clips between live action footage. Each video Product will also contain multiple static frames with explanatory graphics (10-15). This video will be used as educational material by SCLS and housed at www.lawhelp.org/sc, www.learnthelaw.org as well as the SCLS YouTube channel. Previous cartoon videos (not live action) featuring Clark can be found on those platforms under South Carolina Classrooms (see link below). Each video Product will provide necessary subject matter information with assistance in graphics text, soliloquy scripting and design provided by SCLS attorneys. It will be used to educate parties to litigation who represent themselves in divorce and other courtroom proceedings on what to expect and how to prepare. The final video Products will depict:

1. An uncontested one-year separation divorce where neither spouse is represented by a lawyer in a South Carolina Court of Law, and may refer to different challenges, procedures and potential outcomes of the divorce process.
2. A hearing for an Order of Protection where parties ARE NOT represented by attorneys.
3. A hearing for an Order of Protection where parties ARE represented by attorneys
4. An Eviction hearing (Best practices)
5. An Eviction (Worst practices)
6. A Default Foreclosure hearing (no defendants or defendants attorney)
7. A Foreclosure hearing where the Defendants are present with an attorney)
8. A non-jury hearing on a Motion for Summary Judgment in a Debt Collection case
9. A non-jury final hearing in a Debt Collection case

Through this competitive bidding process South Carolina Legal Services is soliciting written proposals that identify capabilities, capacity, deliverables, and pricing for this 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 9 law offices across the state of South Carolina staffed with advocates who represent low-income people at no charge 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 individuals. The total number of offices in South Carolina 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. By improving access to justice for all South Carolinians through this project, SCLS hopes to assist self-represented litigants. The goal of this project is to provide 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 add to our current online resources for the public.

Scope of the Video Project

Overview

The over-arching project goal is for the viewer to become familiar with the subject and the process required to represent oneself as a spouse in an uncontested one-year separation divorce where neither spouse is represented by a lawyer in a South Carolina Court of Law, along with the same goal for the other 8 courtroom proceedings listed above.

Requirements

1. Each video Product is estimated to be approximately 25 minutes or less in length
2. Raw video already filmed of 9 courtroom proceedings will be provided in a minimum resolution of Full HD (1920x1080) and may be converted to a higher resolution by Vendor if necessary.
3. Each video Product is to include (10-15) static graphic (infographic) frames at different points to explain upcoming material. Text to be provided by SCLS. Four of the videos are very short and will not require 10-15.
4. Each video Product will include approximately 5-8 animated soliloquies by the SCLS cartoon character "Clark," which will be separate frames from the live action. The soliloquies may have an animated or static courtroom background (see 30s mark of this video for example <https://bit.ly/2AusNZV>).
5. Each video Product may include approximately 5 "outtake" live action clips measuring 30s-60s in length in addition to the primary live action footage
6. Raw video footage to be provided by SCLS was shot from 3 camera angles. These angles covered:
 - a. Back of courtroom facing Judge
 - b. Point of View of Judge facing litigants
 - c. Variable side views of all action taking place within the scene
7. Vendor will create proposed visual concepts based on information to be provided by SCLS.
8. Animated scenes should be produced using a widely accepted digital visual effects, motion graphics, and compositing application (such as Adobe After Effects, Cinema 4D, Maya, Blender or similar)
9. Vendor will work with SCLS on any narration or music selections, as appropriate.
10. Video content for each final video Product may utilize any variety of production methods Vendor proposes in collaboration and agreement with the SCLS team based on the Vendor's expertise and skill utilizing still photography, graphics, animation or other creative means of explaining or conveying the courtroom process and concepts to users.
11. Vendor will be responsible for completing the project on time and within budget, submitting the final video in the appropriate format to SCLS no later than October 15, 2021, unless otherwise agreed to in writing.

Acknowledgements

1. SCLS will provide Vendor with a written transcript along with the video footage
2. SCLS will provide Vendor with access to raw footage available on Panopto platform used by U of SC Law School where video footage was filmed.
3. SCLS will deliver to Vendor illustrations of the animated character "Clark" in .svg format, to be used in animated scenes

Deliverables

1. Product: Each final video Product must be approximately 25 minutes in length and include static graphic, live action and animated scenes.
2. Usability: Each final video Product must present materials in a manner that is user-friendly and explains each legal issue in simple conceptual style for low-literacy users
3. Format: The video files must be delivered in a format or formats that are easily uploaded to YouTube and other video sharing sites. Additionally, for each final video Product Vendor will provide SCLS with an editable video file, for making future edits if necessary.
4. Archival and Sharing: Each final video Product must be produced for long term archival use by the LawHelp & LawHelp Interactive community.
5. Ownership: Each final video Product 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.
6. Completion Date: The final video must be submitted to SCLS no later than October 15, 2021, unless otherwise agreed to in writing.

Optional Considerations

The following items are not required to be included in Vendor's general proposal for the video project, nor is Vendor required to have the ability to complete these items to submit a proposal. However, Vendor may provide additional quotes for the following items if interested in completing in conjunction with primary video project:

1. English subtitle addition to all speaking parts throughout the videos to condition the videos for hearing impaired individuals
2. Spanish dubbed voice overs for all speaking parts throughout the videos, to create a separate version of the video for Spanish-speaking individuals

Vendors' Minimum Desired Qualifications

1. Ability to conduct business in the State of South Carolina, which will be the governing law of the contract.
2. Knowledge and practical experience in the video production industry
3. Ability to travel to, or meet with, SCLS staff in a meaningful way if necessary to facilitate the project evaluation.
4. The ability to deliver projects on time and within budget.
5. Familiarity and experience with the non-profit legal services sector or non-profit community video resource projects
6. Experience using media and resources effectively and efficiently
7. Prior experience in working on projects funded by Technology Innovation Grants from Legal Services Corporation.

Payment

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

Scheduled payments for completed milestones will be made by check.

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 Vendor does not provide SCLS with all required deliverables within the time frame specified in the contract or in the event Vendor otherwise materially breaches the terms and conditions of the contract.

Responses

The proposals 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 content of proposals submitted in response to this RFP and to select a successful Vendor, or none. 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 principal contacts and officers, main and local business street addresses, tax identification number, voice and fax phone numbers and email addresses. Vendor must sign proposal. An unsigned proposal may be rejected.

Proposal Format

Responses to this RFP must contain:

1. a cost section with proposed payment schedule,
2. a technical section,
3. an experience section, including links to examples of similar work, describing expertise with different forms of videos including a mix of live action, 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 to Susan Ingles at susaningles@sclegal.org.

Submission Deadline

Submit your proposal by Friday, August 13, 2021. Your response should be submitted:

Via email to: susaningles@sclegal.org;

OR

Via regular mail to:

Susan Ingles
701 South Main Street
Greenville, SC 29601

All responses are due and must be received by SCLS by 5 p.m. Eastern Standard Time on Friday, August 13, 2021. Vendors submitting proposals via mail or other ground delivery shall allow sufficient carrier delivery time to ensure timely receipt of their proposal prior to the deadline.

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

We will finalize the selection process and choose our partner on or before Friday August,20, 2021. A contract will be negotiated within 10 days of selection. Your proposal should be in the Proposal Format and include Deliverables.

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.

Evaluation and Selection Period

Evaluation Committee

Evaluation of the proposals will be performed by a SCLS committee of 3 or more 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 following 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%
Acceptable 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 schedule for this RFP is short due to time restrictions resulting from the pandemic. The following table summarizes calendar of events for this RFP

July 27, 2021	Distribute RFP
August 13, 2021	Deadline for receipt of proposals
August 20, 2021	Approval and announcement of Vendor selection

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 www.sclegal.org . 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.