

REQUEST FOR PROPOSAL

Video Production for Legal Services Vermont TIG “Classrooms” Project 2020-2021

RFP release date: May 5, 2020

Due date for proposals: June 5, 2020

Legal Services Vermont
274 No. Winooski Avenue
Burlington, Vermont 05401

I. INTRODUCTION

Request for Proposal

The objective of this Request for Proposal (“RFP”) is to engage a qualified Vendor to develop a total of 13 short videos to explain the law in five different legal areas and demonstrate the legal process. The videos will demonstrate how Vermonters can handle a legal problem on their own. The videos will be an integral part of five online self-help “Classrooms” being developed by Legal Services Vermont.

We’ll create multiple videos for each of the five topics, and three of the videos created will be shared among the legal areas. The videos will each be at least 2 minutes long, but no longer than 4 minutes long.

Through this RFP process, Legal Services Vermont is soliciting written proposals that identify creative ideas, capabilities, capacity, deliverables, and pricing for this video project. Companies with expertise in any kind of instructional, educational or outreach videos may submit a proposal.

About Legal Services Vermont (LSV)

Legal Services Vermont is a nonprofit legal services law firm based in Burlington, Vermont. We were established in 1996. We provide free consultation, advice and community education for low-income Vermonters. We are supported by a grant from the Legal Services Corporation in Washington, D.C. We are available to any low-income Vermonter with a civil legal problem.

Legal Services Vermont works to:

- empower individuals and families
- help them earn knowledge and skills that will let them stand up for themselves, and
- enable them to take power by controlling and managing their civil legal matters.

Legal Services Vermont believes that the legal system must be open to everyone whether or not they have lawyers. We are concerned about barriers to justice such as high court fees, inaccessibility, lack of good, clear information, and any other problems people face when trying to exercise their right to be heard. Legal Services Vermont works with clients to narrow the gap between the promise of justice and the difficult reality of achieving it.

II. SCOPE OF THE VIDEO PROJECT

Overview

Through this one-and-a-half-year project, LSV aims to provide additional resources for the public including self-represented litigants. Due to limited funding, LSV does not have the staff to help every eligible low-income person with a legal problem. It is our hope that with detailed information and videos on our website, Vermonters will better be able to navigate five common legal problems on their own with more confidence.

LSV will create five “Classrooms” on its legal help website at VTLawHelp.org. The Classrooms will have a slightly different look from the other legal help pages. They will focus on a particular legal problem and will walk people through the steps to take to solve the problem.

At this time the Classrooms will address these five topics:

1. How to file a claim to recover your security deposit from a landlord.
2. How to file a small claims action.
3. How to file for a Relief from Abuse order.
4. How to file for divorce.
5. How to file an initial appeal of a Social Security disability denial.

The videos will be an essential part of the Classrooms. In an engaging way, they will explain the steps to take to solve the problem and they will refer to written instructions, forms, pleadings and other resources available in the Classrooms. The videos will each be at least 2 minutes long, but no longer than 4 minutes long. At this time the intent is to host the videos on LSV’s YouTube Channel and to embed them in the Classrooms on VTLawHelp.org. The videos may also be embedded on other non-LSV websites.

Videos could make use of:

- live-action video
- b-roll or stock footage
- animation
- still photography
- motion graphics
- whiteboard videos
- Zoom or webinar kinds of videos
- a mix of the above
- or other creative means of explaining or conveying the process and concepts to users.

COVID-19 In-Person Filming Restriction

A main consideration is how to create these videos **without** in-person meetings, interviews or shoots. This is a year-and-a-half-long project that happens to coincide with the COVID-19 crisis. We do not want the vendor to do in-person filming. This encourages vendors to propose solutions that can be completed remotely.

Legal Services Vermont would like to see proposals that identify creative ideas, capabilities, capacity, deliverables, and pricing for this video project. Companies with expertise in any kind of instructional, educational or outreach videos may submit a proposal.

The Vendor will work closely with an LSV attorney and web manager to create scripts and storyboards that will go through a testing and approval process before the videos are shot and/or produced. The LSV attorney will be the legal content expert. The web manager has communications and plain language experience, in addition to overseeing the content of the website, and she will be the project point person at LSV. The project will also have supervision by LSV’s executive director.

The draft Classrooms and draft videos will undergo user testing before they are finalized. LSV has some experience with website user testing but will need some help with testing story boards and videos.

An essential part of the project is to use plain language, including short words, sentences, simple explanations and easy-to-read graphics. Our goal is to have content that is accessible to someone with 6th-grade literacy.

Also key to the project is to make the videos and classrooms accessible to people with disabilities. Everything produced must meet WCAG 2.1 Level AA standards. Videos must have accurate captions and full transcripts.

All the videos should share a similar look and feel and “branding.” They should appear to be a family of videos.

The production of the Classrooms and videos is spread out over a year and a half. We will allow the first Classroom and videos the most time so we can work out details and project management before diving into the remaining Classrooms and videos. See the project timeline below.

Deliverables

1. Story boards and scripts: Vendor will work closely with an LSV attorney and web manager to create story boards and scripts for each video and will revise as necessary prior to production.
2. Testing of story boards: Vendor will help test the story boards with potential users.
3. Testing of draft videos: Vendor will provide draft videos for user testing and help test the videos with potential users.
4. Final Videos: After final approval, Vendor will deliver **13 videos in total, between 2 to 4 minutes each**. If professional videographers, voice overs, illustrators, graphic designers, animators, transcript makers, or other professionals are recommended by the Vendor to do the job, the Vendor will pay for them and oversee them as part of their contract.
5. Usability and Accessibility: 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. Our goal is 6th-grade reading level. The videos must work well on smartphones. The videos must meet WCAG 2.1 Level AA standards. They must include accurate closed captions and a full transcript that we can link to.
6. Format: The video files must be delivered in a format or formats that are easily uploaded to YouTube and other video sharing sites.
7. Archival and Sharing: The videos must be produced for long-term archiving and for use by the broader legal aid community and community advocates.
8. Ownership: The videos shall become the property of LSV, including all rights to own, share, publish to the web or in any other formats, and the right to reproduce. LSV will also have the right to edit the videos as needed as laws change.
9. Completion dates: The one-and-half-year project is funded by a Legal Services Corporation TIG grant. The grant provides funding every six months. Funding comes in after six-month project milestones are met. The LSV staff assigned to this project are only spending part of their working hours on the project. For these reasons, **the project is spread out over a year and a half**.

Project Timeline

The following table summarizes the project schedule at this time.

Date	Activity
May 5, 2020	Distribute RFP
June 5, 2020	Deadline for receipt of proposals
By June 30, 2020	Contract signed with selected Vendor
July 1, 2020	Project work can begin
By October 30, 2020	1 st Classroom on recovering a security deposit from a landlord: Create 4 videos. Put draft videos online for user testing.
By December 15, 2020	1 st Classroom: Refine and produce final videos and classroom
By April 30, 2021	2 nd , 3 rd and 4 th Classrooms: Create 5 videos total. Put draft videos online for user testing.
By June 15, 2021	2 nd , 3 rd and 4 th Classrooms: Refine and produce final videos
By October 29, 2021	5 th Classroom: 4 videos total. Put draft videos online for user testing
By December 15, 2021	5 th Classroom: Refine and produce final videos and classrooms

Project Requirements

1. Vendor will work with LSV to determine the scope and length of each video based on parameters of content, style and budget.
2. Vendor will present “story board” concepts to LSV, containing story lines and proposed visual concepts for each video.
3. Vendor will work with LSV to develop the script and content.
4. Video content may use any kind of production methods based on the Vendor’s expertise and skill, as discussed in their proposal and agreed to in a contract.
5. Videos are to be created without in-person meetings, interviews or shoots. This is a year-and-a-half-long project that happens to coincide with the COVID-19 crisis. We do not want the vendor to do in-person filming.
6. Vendor will help with user testing of the story boards and videos before they are finalized.
7. Vendor will work with LSV to get approval for and coach any professional actors or LSV staff members who may be featured in the videos, and choices for professional voice overs or music selections, as appropriate.
8. Vendor will make all the videos share a similar look and feel and “branding.”
9. Vendor will be responsible for completing the milestones of the project on time and within budget.

Vendors’ Minimum Desired Qualifications

1. Ability to conduct business in the State of Vermont.
2. Knowledge and practical similar experience in the video production industry.
3. Ability to meet with LSV staff in a meaningful way to facilitate the project.
4. The ability to deliver projects on time and within budget.
5. Familiarity with the nonprofit legal services sector or nonprofit community outreach projects.
6. Experience using resources effectively and efficiently.
7. Comfort with managing long-term projects with six-month milestones.

Budget

Legal Services Vermont has a budget of up to \$32,000 to create these 13 videos. Competitive proposals should come in below that maximum figure. The most cost-effective proposals will be looked upon favorably.

Payment

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

Payment will be made available as the project progresses. Six-month project milestones will be put in place and Vendor will submit invoices for payment every six months.

LSV reserves the right to reduce or withhold contract payment in the event that Vendor does not provide LSV with all required deliverables within the time frames specified in the contract or in the event that the Vendor otherwise materially breaches the terms and conditions of the contract.

Examples of Other Classrooms and Videos

See these links to see a wide variety of examples how other organizations have approached these kind of Classrooms and/or videos. LSV is open to considering any style of videos that will meet the goals of the project.

Examples of the type of Classrooms LSV will create and incorporate video into:

<https://www.learnthelaw.org/group/502/classroom/2247> SC debt collection defense

<https://ctlawhelp.org/en/identity-theft> CT identity theft

<https://ptla.org/classroom/divorce-and-parental-rights-Maine> Maine divorce

Variety of videos that are currently used by legal aid and other organizations:

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

<https://www.youtube.com/watch?v=KfNITjY519c> FTC car title loans

<https://youtu.be/8VXJOkADedo> SC debt collection defense

<https://youtu.be/nnoTfRytyiw> SC getting landlord to make repairs

<https://youtu.be/KhqXGVRB3x4> SC going to court

<https://www.youtube.com/watch?v=xPYPgRLBZ9w> Maine divorce

<https://www.youtube.com/watch?v=vPnxkg9VOZs> Vermont Judiciary divorce

https://www.youtube.com/watch?v=uzuy5GiMpCQ&feature=emb_title SNV small claims court

https://www.youtube.com/watch?v=VnftIGT_5PM SNV file small claims case

<https://www.youtube.com/watch?v=ISqUb8030FM&t=9s> Illinois going to court

<https://www.youtube.com/watch?v=6m3NDIzCaOE> Jacksonville security deposit

https://www.youtube.com/watch?v=ALAQOGUuB90&feature=emb_title GA being sued

<https://www.youtube.com/watch?v=7iZL1PEIfOw> Hawaii respond to divorce

<https://youtu.be/LIjnShW4r98> CT workers' rights and wages

<https://youtu.be/PNDZ0XaqAG0> CT getting ready for court

<https://www.youtube.com/watch?v=s1grD6BgBdg> NC security deposits

https://www.youtube.com/watch?v=plhEPEdzWYs&feature=emb_title GA medical debt

<https://www.youtube.com/watch?v=OoLoRGWIXDo> WA H2A health insurance

https://www.youtube.com/watch?v=h1KGLcO_HnA&feature=emb_logo FL file a civil complaint
<https://www.youtube.com/watch?v=0JYCTPelIqA> MN landlord notice to do repairs
https://www.youtube.com/watch?v=5gYPI-NHbv0&feature=emb_title MA summons and complaint
https://www.youtube.com/watch?v=fv_BQGC6q78 MA bankruptcy
<https://www.youtube.com/watch?v=CobvK-MOPQ> BC giving testimony in court
<https://youtu.be/k3q7SxwBrLE> EITC informational campaign
<https://www.youtube.com/watch?v=HLtQa0JsTJ4> IRS advocate tax filing tips

III. RESPONSES

The proposals shall be used to determine the Vendor's recommendations and 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 LSV. LSV 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. LSV reserves the right to waive any requirements of this RFP when it determines that waiving a requirement is in the best interest of LSV.

The proposal is to include contact information, including principle contacts and officers, main and local business addresses, tax identification number, phone and fax numbers and email addresses. Vendor should identify the staff member(s) who would be working on this project. Vendor must sign its proposal. An unsigned proposal may be rejected.

Proposal Format

Responses to this RFP must contain:

1. A **creative concept section**, explaining the ideas you have for executing the video work and whether it includes live-action video (done remotely), animation, still photography, motion graphics, whiteboard, Zoom or webinar video, a mix, or other creative means
2. A **project management section** that explains how you would see the project through its long timeframe
3. A **cost section** (including any subcontractors and equipment needed to complete the work)
4. A **technical section**, explaining the technical aspects of what you will deliver
5. An **experience section**, including links to examples of similar work, and describing expertise with different forms of video presentations
6. **References**, including contact information for three references for similar work

Vendor proposals should be in the format outlined above and include the desired deliverables.

Questions

Direct any questions to Kris Surette at ksurette@lawlinevt.org.

Submission Deadline & Email

Proposals must be submitted by **5 p.m. Eastern time on Friday, June 5, 2020**. Your response should be submitted via email to Kris Surette, Web Manager, Legal Services Vermont, at ksurette@lawlinevt.org.

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

LSV plans to finalize the selection process, choose a Vendor and negotiate a contract by June 30, 2020.

Cost of Preparing Responses

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

Responses Property of LSV

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

Proprietary Information / Public Disclosure

All responses received shall remain confidential until the evaluation 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 LSV, considering price and technical factors set forth herein. LSV's evaluation committee will make the final determination about acceptability of proposals.

Evaluation Criteria

The Evaluation committee will evaluate the 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.

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

Evaluation Criteria	Weight
Creative concepts for the project	30%
Cost effectiveness of service	30%
References, experience and capabilities of Vendor	20%
Vendor proposal meets minimum specifications	20%

Right of Rejection

LSV 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 LSV at its discretion. LSV reserves the right to accept or reject any and all proposals, or any part of any proposal, without penalty.

Notification of Successful Vendor

LSV 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 contract.

V. GENERAL TERMS AND CONDITIONS

This RFP is not a contract offer. Receipt of a proposal neither commits LSV to award a contract to any Vendor, nor limits our rights to negotiate in our best interest. LSV 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. LSV 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 at www.legalservicesvt.org/video-classrooms-rfp. All addenda, amendments or changes issued shall be deemed received by Vendor provided they are posted to LSV's 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.