REQUEST FOR PROPOSALS
CONTENT:
TRLA DISASTER UNIVERSITY

Texas RioGrande Legal Aid, Inc.
2022 LSC DISASTER SUPPLEMENTAL GRANT
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INTRODUCTION

Texas RioGrande Legal Aid (TRLA) is one of the largest 501(c)(3) legal aid providers in the United States, established in 1970 to serve the legal needs of low-income Texans. With a profound commitment to justice, TRLA strives to promote dignity, self-sufficiency, safety, and stability for vulnerable communities. Operating in 68 counties in Southwest Texas, TRLA delivers high-quality civil legal assistance and related educational services to low-income individuals and families.

Committed to breaking down barriers to justice, TRLA offers a range of legal services in various practice areas including housing, family law, consumer rights, employment, healthcare access, and more. Our team of dedicated attorneys, paralegals, and support staff ensures that clients receive tailored support regardless of language or cultural background. Empowering clients with knowledge, TRLA conducts outreach programs, workshops, and training sessions, promoting legal literacy and empowering individuals to assert their rights confidently.

Continuing to evolve with the changing needs of the community, TRLA remains steadfast in its mission to uphold justice and protect the rights of low-income individuals. Through strategic partnerships, cutting-edge legal strategies, and unwavering compassion, TRLA continues to leave a profound and lasting impact on the lives of countless Texans, promoting equal access to justice for all.

PROJECT OVERVIEW

TRLA has received funding to provide mentorship and collaboration services to other 2022 Disaster Supplemental Appropriation Grantees over a period of 24 months. With guidance from Legal Aid Services of Oklahoma (LASO) and Iowa Legal Aid (ILA), TRLA will develop digital informational materials and virtual training sessions for legal aid organizations who are less experienced in providing disaster legal assistance. The materials and training sessions developed by TRLA, LASO, and ILA will collectively create a curriculum called “Disaster University.”

The project is for the creation of a series of online interactive courses to effectively disseminate the informational materials and trainings that make up the Disaster University curriculum. The project will include the necessary brand development, content creation, training, and supplementary services required to ensure that Disaster University can be maintained and updated by TRLA, LASO, and ILA, and other organizations beyond the grant term.

This project is funded through a Disaster Supplemental Grant from the Legal Services Corporation.
**SCOPE OF WORK AND DELIVERABLES**

**Disaster University Course Creation**

TRLA established the scope of work outlined below to achieve and implement program goals and objectives described in this document. This scope should serve as a reference in the preparation of the proposal, but proposals submitted may offer additional services to support the goals of this RFP.

The scope of this project includes all design, development, equipment, training, of the Disaster University Courses. The scope of work may be accomplished by a single vendor or by multiple vendors in a consortium with a lead vendor. The vendor(s) is expected to work closely with TRLA’s Project Manager and staff in developing the content and deliverables of this project.

**User-Centered Design**

The vendor is expected to prioritize user-centered design in the creation of the Disaster University website and video content. User-centered design is critical to creating a successful website, particularly for adult learners. This approach focuses on designing the website around the needs, preferences, and behaviors of its users, rather than forcing users to adapt to the website's structure. Key principles of user-centered design include:

- Prioritizing clarity, simplicity, and ease of use in the website's navigation, layout, and content.
- Designing for accessibility to ensure that all users, including those with different abilities, can effectively use the website.
- Incorporating visual aids, multimedia content, and interactive elements – a key component of the proposed Disaster University project – to support different adult learning styles and engage users.
- Conducting usability testing throughout the development process to gather feedback and make iterative improvements.

**Digital Deliverables**

- Disaster University brand and motif development (including illustrations, animation, layout, typeface, etc.)
- Multimedia content creation for 5-8 robust courses selected by TRLA that incorporate best practices for instructional design and adult learning. Each course must include:
  - High-quality topic introduction video of 3-4 minutes in length.
  - Course videos on various disaster topics pertinent to the rendering of legal services to survivors of disasters.
  - PowerPoint deck for FEMA appeals training.
  - Audio-only versions and transcripts of all content.
  - Infographic summaries of presented content in PDF format.
  - Additional adult learning tools and materials that ensure a successful training experience.
  - A video interview with a 2022 LSC Disaster grantee highlighting a key issue and lessons learned.
• Training for identified TRLA staff on maintaining current content and creating new content.
This will include training on AI editing tools for maintaining/updating course content.

- Visual asset library including all of the visual materials created for the content, character designs, illustrations, infographic icons, type elements, template layouts, and any other associated assets needed for future content creation and communications.
- All content must be compliant with the Americans with Disabilities Act’s (ADA) guidelines on web content accessibility (ex: captions for all videos, alternative text for all images, etc.)
- Hosting platform for the course content that meets Modern Website Requirements (see below for more information).
- A marketing video to promote the project - a 1-2 minute “trailer” for the Disaster University, which can be used for various kinds of marketing (social media, email, partner distribution, and more).
- Evaluate Website Analytics and incorporate Continuous Improvement practices (see below).
- Work with the Project Manager to conduct Disaster U user research and stakeholder engagement work throughout the development process.

**Modern Website Requirements**

A modern website should incorporate various features and best practices to ensure its effectiveness and user-friendliness. Some key requirements are:

- Responsive design: The website should be optimized for various devices and screen sizes, providing a seamless user experience across desktop, tablet, and mobile platforms.
- Accessibility: The website should adhere to Web Content Accessibility Guidelines (WCAG) to ensure that it is accessible to users with different abilities.
- Intuitive navigation: The site structure and navigation should be logical, clear, and easy to use, allowing users to quickly find the information they need.
- Analytics and tracking: Integrating website analytics tools will provide valuable insights into user behavior, allowing for data driven decision-making and continuous improvement.
- Future Improvements: The website should be user friendly and flexible enough to allow for future content to be added seamlessly by TRLA staff.

**Website Analytics and Continuous Improvement**

To ensure the long-term success of Disaster University, monitoring and analyzing website performance through analytics tools, such as Google Analytics, is essential. This data can help identify improvement areas, such as:

- User engagement metrics: Analyzing bounce rates, time on site, and pages per session to understand how users interact with the website and identify potential issues or optimization opportunities.
- Traffic sources: Understanding where website traffic originates from (e.g., search engines, social media, referral sites) can help inform marketing and outreach efforts.
- User feedback: Collecting and analyzing user feedback through surveys, comments, or user testing can provide valuable insights into the website’s effectiveness and improvement areas.

**Pricing, Pricing Methodology and Billing**

- Charitable non-profit 501(c)(3) pricing plan.
- Contractual obligations or terms of service.
- Identify in an itemized format all expected expenditures as completely and transparently as
possible.

- Specify all associated costs to include both one-time and recurring costs:
- The costs must be all-inclusive for materials, labor (internal and contracted), and fees for the delivery of the finished project.
- Expected billing structure such as down payment and progress payments is to be included in the proposal, subject to contract negotiations.

**Delivery and Usage Information**

- Provide information regarding project management and delivery timeline.
- Provide reference guides for TRLA staff related to website content creation.
- Identify the training you will provide to TRLA staff before, during, and after project delivery.
- Identify ongoing technical support and issue resolution plan.
STRUCTURE AND PROJECT PROPOSAL TIMELINE

RFP Schedule

- TRLA Issues RFP 6/5/2024
- Vendor Question Period 6/5/2024 – 7/3/2024
- Deadline to Submit Proposal 7/5/2024
- Estimated Notification of Vendor Selection 7/19/2024
- Estimated AGREEMENT Date 8/2/2024

Proposal Structure

This is an open and competitive process. TRLA reserves the right to extend the deadline.

The quoted price should be inclusive. If the price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

A single vendor may submit for the entire project or multiple vendors in a consortium with a lead vendor. The proposal must clearly state if the execution of work requires the hiring of subcontractors. The proposal must identify all subcontractors, a description of the work they will perform, respective areas of expertise, and relevant credentials.

TRLA will negotiate contract terms upon selection. There will be no project award without the execution of a contract. The contract will outline terms, scope, budget, deadlines and other necessary items.

Proposals should contain the following:

- Vendor name, address, Federal Tax Identification Number, and description of legal status (e.g., corporation, sole proprietor, etc.).
- Vendor primary contact name, telephone number and email.
- A statement guaranteeing the proposal constitutes a firm offer valid for one hundred and twenty (120) days following receipt and that TRLA may accept the offer at any time within the 120-day period.
- Vendor qualifications and background (see below).
- Scope of work and proposed approach. Vendors may take the liberty of submitting a proposal with multiple options. Vendors are encouraged to provide their own unique ideas and suggestions to improve this project.
- Description of expectations and deliverables.
• Overview of the timeframe and major steps for completion of the project. Specify production time and estimated delivery date.

• Vendor Qualifications
  o Description of experience in designing and building digital course content.
  o List of how many full-time, part-time and contractor staff in your organization.
    o Include a description of the portion of the scope of work for which each of these professionals will be responsible.
  o Examples of similar projects completed with photographs, specifications, and references; please provide at least three (3) examples.

• Timeline/schedule, including an approximate start date.

• Project Budget and cost estimates.
  o If a vendor chooses to submit a proposal with multiple options, a budget for each option should be included.

• Disclosure of any relevant conflicts of interest, such as relatives who work at TRLA, are TRLA Board members, do business with TRLA as contractors or in any other capacity.

• State whether the vendor has been a party in any litigation during the past five (5) years: describe all such incidents and outcomes. Present the vendor's position on the matter.

Submission of Proposal

All proposals shall be in PDF format and submitted electronically to Texas RioGrande Legal Aid (TRLA) at:

GrantsManager@trla.org and carbon copy (cc) Brittanny Perrigue Gomez at Bperrigue@trla.org

We will accept proposals until 5:00 p.m. on July 5, 2024.

To be considered, proposals must be submitted electronically in accordance with these instructions:
• Submit proposals as an attachment to an email, submitted to the email address stated above.
• The subject line of the email must state “Proposal – DSG Disaster U RFP.”
• Submit proposal documents in PDF format only.
• Proposals may not include .zip files.
• Total size of proposal email should not exceed 30MB.

TRLA may issue addendums to modify or add to the terms of the RFP, or to change the submission date for proposals.

TRLA shall issue any such addendums in writing, not less than five (5) days prior to the deadline for receipt of proposals and post to the RFP posting location.

Each vendor proposer is responsible for verification of any issued addendum prior to submission of its proposal. TRLA is not responsible for notifying possible proposers of any addendums issued.

The requirements or clarifications contained in any issued addenda must be included in the proposals received and will become a part of any resulting contract.

Exceptions

Submit all exceptions to this solicitation on separate pages. Each exception shall reference the RFP section and briefly explain the reason for taking exception as appropriate.

Vendor should note that the submittal of an exception does not obligate TRLA to revise the terms of the RFP or agreement.

Grounds for Rejection

Any deviation from specification requirements or any other item, whether or not stipulated herein, that affects form, fit, function, finish, durability, reliability, safety, performance, or appearance shall be cause for rejection.

All proposals must be complete and submitted following these instructions. Proposers may also submit any additional documentation they would like to support their proposal, but such submission should be timely and in the stated format.

TRLA will not consider proposals not conforming to these requirements.

TRLA reserves the right to reject the proposal of any proposer who previously failed to perform properly to our satisfaction or who previously failed to timely complete agreements of a similar nature, and to reject the proposal of a proposer who is not able to perform such an agreement satisfactorily as determined by TRLA.

Proposers are advised to review all sections of this RFP carefully and to follow instructions completely. Failure to make a complete submission as described elsewhere herein might result in rejection of the proposal.

Alternative approaches and/or methods to accomplish the desired results of this procurement are
solicited. However, proposals that materially alter the terms, requirements, or scope of work defined by this RFP may be rejected as being non-responsive.

TRLA RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS.

Modification of Proposal

TRLA will accept written modifications of submitted proposals only while the proposal period remains open.

Any modifications shall be prepared on the vendor letterhead; be signed by an authorized officer; clearly state the new document supersedes or modifies the prior proposal; and follow the same guidelines for submitting a proposal.

To ensure the integrity of the Request for Proposal process, the emails containing any modifications to a proposal shall be clearly indicated or marked accordingly in the correspondence.

Withdrawal of Proposal

Proposers can withdraw their proposal at any time. Any withdrawals shall be prepared on the vendor letterhead; be signed by an authorized officer; clearly state that the proposal is withdrawn in its entirety; and follow the same guidelines for submitting a proposal.

To ensure the integrity of the Request for Proposal process, the emails containing any proposal withdrawals shall be clearly indicated or marked accordingly in the correspondence.
EVALUATION AND SELECTION CRITERIA

The contract will be awarded to the vendor who provides the best value – the most advantageous balance for TRLA of price, simplicity, flexibility, support, innovation, quality, value-added feature set, and performance. Proposals will be evaluated based on the following criteria:

Price

- The reasonableness and completeness of the prices submitted for the proposed services.
- Whether the price is realistic (especially if it is an estimate), reflects a clear understanding of TRLA’s need, and is consistent with other parts of the proposal.

Quality

- Qualifications and experience of proposed staff – account, support, and training assets.
- Technical expertise of the proposer.
- Project plan and approach.
- Level of detail in response.

Performance

- Resource capacity to complete project as proposed.
- Understanding of and ability to meet TRLA’s needs.
- Responsiveness to TRLA.

Professionalism

- Reputation for excellence in price, performance, and quality.
- Willingness to accept TRLA and LSC terms.
TERMS AND CONDITIONS

General Terms and Conditions

Preparation of a response to this RFP will be at the sole cost, expense and risk of the proposer. Proposer waives all claims whatsoever for reimbursement from TRLA for any cost or expense incurred in the preparation of its proposal and any subsequent contract negotiation.

The issuance of this RFP is not, and shall not be construed as, an offer or an enforceable contract. All materials and ideas submitted as part of this proposal and during the performance of any award shall be the property of and owned by TRLA, which may use any such materials and ideas. All proposals received shall remain confidential until the evaluation is completed, the vendor selected, and the vendor approved. Thereafter, proposals shall be deemed public records.

The selection of a vendor does not constitute an endorsement of the vendor’s services. The vendor will not refer to TRLA in any written materials, promotions, or presentations without TRLA’s express written consent.

TRLA reserves the right to change the RFP Schedule or issue amendments to this RFP at any time. TRLA also reserves the right to cancel or reissue the RFP. TRLA will note all RFP related actions on its website.

TRLA and the successful vendor will negotiate payment terms and incorporate said terms into the contract agreement. TRLA will not pay for work not properly authorized, contracted or performed.

Proposers certify that the individual or business entity submitting a proposal have not received compensation for participation in the preparation of the Request for Proposal; is not ineligible to receive the award or payments; and acknowledges that an agreement may be terminated, and payment withheld if this certification is inaccurate.

The successful vendor will not make any press releases, public statements, advertisements or other promotional materials using LSC’s or TRLA’s name or logo or the name of any employee or referring to the agreement or to the purchase of goods or services without prior written approval. Requests for prior written approval of any such releases, public statements, advertisements or other promotional materials must be directed to TRLA’s Director of Communication.

Award of Contract

Upon selection of a vendor, TRLA will notify the successful vendor and enter into contract negotiations.

Confidentiality
During the vendor selection and project execution phases, TRLA may provide you with access to confidential or proprietary information. You agree not to use any information obtained for your or any third party’s benefit. You agree to sign an agreement to protect the interests and information of our clients and our proprietary information, and you further agree not to disclose any proprietary information to any person without prior and approved need to know.

**Conflict of interest**

No TRLA board member, employee or consultant of TRLA will take part or have an interest in the award of any procurement transaction if a conflict of interest, real or apparent, exists. A conflict of interest occurs when the official or employee of TRLA, partners of such individuals, immediate family members, or an organization which employs or intends to employ any of the above has a financial or other interest in any of the competing firms.

No TRLA board member and employee of TRLA may acquire a financial interest in or benefit in any way from any activity, nor shall they have an interest in any contract, subcontract or agreement for themselves or any family members.

These rules apply to all named parties and shall be effective for the period of service and for one year after leaving said position.

**Freedom of Information Act**

The Freedom of Information Act (FOIA) and associated federal regulations may require TRLA to disclose certain documents to the public, including portions of your proposal. Generally, TRLA will make an effort not to release any documents that would cause you competitive harm.

You are encouraged to label any confidential information contained in your proposal to help with TRLA’s ability to withhold it from disclosure.

**Commitment To Diversity**

TRLA is proud to be an equal opportunity employer, committed to building a diverse workplace.

We strongly encourage women, persons of color, LGBTQ individuals, veterans, persons with disabilities, and persons from other underrepresented groups to submit a proposal.
Locally Owned, Minority Owned, Female-Owned and Small Businesses

All necessary affirmative steps will be taken and documented to solicit participation of locally owned, minority owned, female owned, and small businesses. Where feasible, evaluation criteria will include a factor with an appropriate weight for these firms.

TRLA Rights

TRLA reserves the following rights:

- To accept or reject any and or all responses, or any part thereof.
- To waive any informalities or technicalities contained in any response received.
- To conduct discussion with responders.
- To accept revisions of proposals after the closing date.
- To make an award based upon various selection criteria determined by TRLA.
- To request clarification from any proposers on any or all aspects of its proposals.
- To cancel or re-issue this RFP at any time.
- To retain all proposals submitted in response to this RFP.
- To invite some, all, or none of the proposers for interviews, demonstrations, presentations, and further discussion.
- To select the proposal it believes to be most beneficial to TRLA. The decision-making and selection process will be discretionary and based on a variety of factors within TRLA’s evaluation criteria.
- To waive or extend deadlines.
- To conduct investigations with respect to the qualifications of each proposer.
- To make field investigations with respect to such proposals.
- To supplement, amend or otherwise modify this RFP.
- To issue additional or subsequent RFPs with regard to the subject matter of this RFP.
- To negotiate with any proposer, or with all or none of the proposers.
- To request new or revised proposals, including monetary terms from any proposer at any time.
TRLA CONTACT FOR QUESTIONS AND COMMENTS

TRLA considers the objectives and requirements of this RFP to be complete, clear, and understandable.

The contract, when executed, shall be deemed to include the entire agreement between the parties, and the successful vendor shall not claim any modification thereof resulting from any representation or promise made at any time by any TRLA officer, agent or employee, or by any other person, unless such modification is in writing and is signed by both parties.

Prior to submitting a proposal, Proposer shall contact TRLA on or before July 3, 2024 for clarification, irregularities, or apparent errors that may be contained in the Request for Proposals documents.

TRLA reserves the right to waive minor irregularities or errors contained in the submitted proposal.

Failure on the proposer’s part to request clarification shall obligate the proposer to abide by TRLA’s decision as to the intended meaning of any portion of the proposal documents.

The evaluation of proposals shall be TRLA’s sole responsibility, based on information furnished by the proposer as well as on other information available.

The preferred method of communication is by email. As the proposal process progresses, we will make ourselves available for phone calls and virtual and in-person meetings as necessary.

During the Question Period, please submit questions relating to this RFP by email to GrantsManager@trla.org and Brittanny Perrigue Gomez (Bperrigue@trla.org) by 7/3/2024. Subject line should state “DisasterU Course Creation RFP”.

The individuals involved in this process are available Monday – Friday between 8:00 a.m. and 5:00 p.m. Central Standard Time. Please allow 48 hours for response time.
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