



City Council Agenda Item Staff Report

CITY OF SAN BRUNO

DATE: March 28, 2023

TO: Honorable Mayor and Members of the City Council

FROM: Jovan D. Grogan, City Manager

PREPARED BY: Sandeep Krishnamurthy, CityNet Services Director

SUBJECT: Consider Adoption of a Resolution Authorizing the City Manager to Execute a Contract With Millbrae Community Television (MCTV) for Television Production and Programming Services in an Amount Not to Exceed \$100,000 to Provide Services Through 06-30-2024 and Allocating \$100,000 From the Cable Enterprise Fund

BACKGROUND: The City of San Bruno owns and operates San Bruno CityNet Services (CityNet). On February 1, 2023, CityNet issued a Request for Proposal (RFP) for Television Production and Programming Services. The RFP was posted to the City's bid postings page, requesting proposals/qualifications from qualified individuals and/or consultant firms that can assist CityNet with television production and programming services. The RFP was also emailed out to three known service providers for their information, with a deadline to submit proposals set at February 24, 2023.

The RFP's scope of work included:

- Proposals/qualifications from qualified individuals and/or consultant firms that can assist CityNet with television production and programming services.
- Operate the City of San Bruno's CityNet Services local origination cable television channel in accordance with FCC regulations and City policies. (Available on local channel 1 SD | channel 10 HD)
- Operate and use applicable software and equipment related to direct video programming (such as CASTUS and TriCaster), live streaming and production operations, including but not limited to, electronic field production (EFP) production and electronic news gathering (ENG) live production.
- Provide video production support to City of San Bruno communications team.
- Direct and produce a variety of programs for both live and taped presentation on the cable television system network and web.
- Schedule program updates on local channel.
- Stream local channel live and City meetings to the web and other City platforms as needed.
- Oversee the local origination operation including training of video production staff.
- Meet with the Director of San Bruno CityNet Services to develop a full programming schedule for the promotion of City business on local channel 1 SD | channel 10 HD
- Potential Deliverables: In the course of project work, Consultant may be called upon to create any, some, or all of the following deliverables:
 - Outlines

- Treatments
- Scripts
- Storyboards
- Graphics
- Rough cuts
- Finished Public Service Announcements (PSAs)
- Audio recordings (e.g. voice, sound clips)
- Inventory of Current Equipment and Systems: Please note that although the following list of equipment is limited, it is not intended to be complete. There may be other types of equipment or systems that will require support.
 - CASTUS Telecast Platform
 - Provide expertise for need of rental equipment and other resources as required for temporary use
 - LIVE streaming services
- Availability for broadcasting and streaming services for all regular and special City Council meetings, as well as Planning Commission meetings.
 - Regular City Council meetings are held on the second and fourth Tuesdays of each month, and Special meetings are scheduled on an as needed basis.
 - Regular Planning Commission meetings are held on the third Tuesday of each month, and Special meetings are scheduled on an as needed basis (mostly on the first Tuesday of each month).
- Other meetings upon request

Television production and programming services for San Bruno's Public, Educational and Government (PEG) Channel 1 have been provided by the Cable Programming Manager position in CityNet Services. The Programming Manager position has been vacant since September 2022 requiring the need to pursue external assistance. The Programming Manager position is represented by Teamsters Local 350 IBT Mid-Management (Teamsters). Prior to issuing the RFP, the local Teamsters Representative was contacted for a meet and confer. The Representative indicated the unit agreed with contracting external services on a non-precedent setting basis for a set duration, and not permanent.

DISCUSSION: In response to the Request for Proposal (RFP) for Television Production and Programming Services, CityNet Services received two qualified proposals by 5:00 PM on February 24, 2023.

The City of San Bruno's RFP stated that the Consultant selection process would be based on the following criteria:

- Presentation, completeness, clarity, organization, and conformance to the RFP/Q content and requirement.
 - § Both proposals/bids met this criterion
- Demonstrated ability and specific experience in the management of broadcasting and telecasting of public meetings.
 - § Both proposals/bids met this criterion
- Work plan and compensation.
 - § Work plan: Both proposals/bids met this sub-criterion
 - § Compensation:

Contractor	Quote to provide services per RFP
Millbrae Community Television	\$100,000 (estimated from Rate Card)
Defining Moments Video	\$485,000 (quoted)

- Strength of written and verbal communication/presentation skills (if requested).
 - § Not specifically requested in RFP/Q
- Availability and depth of staff and resources to deliver quality products on schedule, including work and short notice and under time constraints.
 - § Both proposals are backed by a sufficiency of stated resources, either in place or able to be deployed per requirement
 - § Location of bidders:

Contractor	Location of main operation
Millbrae Community Television	Millbrae, CA
Defining Moments Video	San Pedro, CA

- Qualifications and experience of key personnel.
 - § Both proposals are backed by experienced Team/Project Leaders
- Demonstrated professional work examples.
 - § Adequately covered by both proposals
- Available to begin work in April 2023.
 - § Both proposals express availability per the RFP/Q

Based on the City of San Bruno's needs as well as proposed pricing, Staff is of the opinion that Millbrae Community Television (MCTV) meets the RFP/Q requirements. Therefore staff recommends the execution of a general consultant services contract with MCTV for services to be provided through 06-30-2024.

FISCAL IMPACT: The amount recommended to be authorized from the Cable Enterprise fund to compensate the winning bid is in lieu of the salary of \$101,688 - \$124,788 authorized for the Programming and Technology Manager in the approved 2022-23 Salary Schedule for the City of San Bruno.

ENVIRONMENTAL IMPACT: There is no environmental impact

RECOMMENDATION: Staff recommends Adoption of a Resolution Authorizing the City Manager to Execute a Contract with Millbrae Community Television (MCTV) for Television Production and Programming Services in an Amount Not-to-Exceed \$100,000 to Provide Services through 06-30-2024 and Allocating \$100,000 from the Cable Enterprise Fund

ALTERNATIVES:

1. Direct staff to not pursue a contract for television production and programming services and potentially reduce remote access of public meetings
2. Direct staff to consider other means of streaming City Council meetings and general public service announcements.

ATTACHMENTS:

1. Resolution