



City of Culver City

Staff Report

File #: 16-1179, Version: 1

Item #: C-20.

CC - (1) Approval of a Three-Year Agreement with Imagery Video Productions (Imagery Video) for Cable Operator Services in an Amount Not-to-Exceed \$75,000 (\$25,000 per Fiscal Year); and (2) Authorization to the City Manager to Approve Amendments to the Agreement for Two Additional One Year Terms in an amount Not-to-Exceed \$25,000 per fiscal year.

Meeting Date: June 26, 2017

Contact Person/Dept: Shelly Wolfberg/City Manager's Office

Phone Number: (310) 253-6000

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Douglas Nielsen/Imagery Video; Robert Schwieger/Pegasus Studios; Meetings and Agendas - City Council (06/21/17);

Department Approval: John M. Nachbar

RECOMMENDATION

Staff recommends the City Council (1) approve a three-year agreement with Imagery Video for cable operator services in amount not-to-exceed \$75,000 (\$25,000 per fiscal year); (2) and authorize the City Manager to approve amendments to the agreement for two additional one year terms in an amount not-to-exceed \$25,000 per fiscal year.

BACKGROUND

The City has maintained a functioning Audio/Visual room on City Hall property since 1995, broadcasting primarily public meetings, announcements, and other specific, City sponsored programming. In Culver City, the channel is available on Spectrum Channel 35; Frontier FiOS Channel 37; and on AT&T U-verse Channel 99.

Imagery Video began providing video operator services to the City in 1997. In March 2007, the City

released a Request for Proposals (RFP) for Video Operator Services and received two bids. On May 29, 2007, the City Council approved an amendment to the existing Professional Services Agreement with Imagery Video. On April 2, 2012, the City Council approved another amendment to Imagery Video's Agreement.

DISCUSSION

Generally, professional services are exempt from competitive bidding procedures, pursuant to Culver City Municipal Code (CCMC) Section 3.07.085.A. However, pursuant to CCMC Section 3.07.050, where the same consultant has been utilized for a period of five years or more, the formal or informal bidding procedures, as applicable, shall apply. Therefore, on May 11, 2017, RFP #1630 was advertised for Video Operator Services.

The primary scope of work for these services includes:

1. Coordinating and completing the production, broadcast and scheduling of all programming for public meetings;
2. Ensuring adequate staff are available to operate the studio, control room facilities, and scheduled production of programs;
3. Ensuring equipment is regularly maintained and repaired and consulting with staff and the City's maintenance contractor as necessary;
4. Participating in meetings with the City or City representatives as required;
5. Coordinating channel operations needs with either the City's equipment maintenance contractor or City staff for emergency or programming operations issues;
6. Maintaining the schedule and other marketing and informational content on the channel;
7. Creating and/or maintaining operating policies and procedures for use and operation of the equipment, facilities, and channels, and making modifications as necessary;
8. Scheduling of the playback of programs produced by the City, the Culver City Unified School District Board meetings, and other governmental agencies on an as-needed basis; and
9. Providing scheduled and unscheduled remote (on-location) production and editing services, using camera(s) and equipment not provided for by the City, for the production of remote programming as described herein.

On June 1, 2017, the City Clerk publicly opened the proposals for Video Operator Services. Imagery Video Productions and Pegasus Studios responded to the RFP, with the following summary of their cost proposals:

Imagery Video Productions - Manhattan Beach, CA

1. Price for meeting coverage at City Hall: Minimum three hour flat fee of \$200; \$40 per hour for each hour after three hours.
2. Fees for additional services upon request:
 - a. \$40 per hour labor charge for additional services.
 - b. \$100 Imagery video equipment package rental fee for taping outside of City Hall Council Chambers.
 - c. Cable TV Page Display \$150 per week.

Pegasus Studios - Moorpark, CA

1. Price for meeting coverage at City Hall: \$80 per hour, with a minimum of four hours (\$320). \$600 minimum for the startup phase and training.
2. Fees for additional services upon request:
 - a. \$395 per month for coordination with City and Cable companies, preparing schedules, requesting equipment and supplies, and maintaining video archives.
 - b. \$95 per hour with a four hour minimum for technical services and maintenance.
 - c. \$110 per hour with a four hour minimum for emergency technical services.
 - d. \$100 per hour for use of Pegasus equipment for filming and editing.
 - e. \$1,200 estimated for special video projects.

Following the review of both proposals, the Chief Information Officer, City Clerk, and Assistant to the City Manager interviewed both firms on June 5, 2017. Proposals were evaluated on the basis of the following criteria, in no particular order: qualifications and experience; questions/response to scope of services; fees; and references, schedule, and required forms.

While the Committee found Pegasus Studios to be a professional firm, potentially capable of providing high quality services, the Committee chose Imagery Video due to its overall distinction in each of these categories:

Qualifications & Experience: Imagery Video demonstrated the most applicable experience out of all respondents, having 20 years' experience working with the City of Culver City. Imagery Video is currently focused entirely on providing municipal services solely for the City of Culver City, the Culver City Unified School District, and the City of Redondo Beach. Imagery Video's overall 25-year experience includes multi-camera robotic meeting coverage every month for the past 25 years to five local area cities, two school districts and one health district.

Questions/Response to Scope of Services: Imagery Video provided complete, detailed, and thoughtful responses to all elements of the scope of services outlined in the RFP.

Fees: Imagery Video proposed the lowest fees in its proposal.

Imagery Video personnel have provided excellent service relative to the scope of work required to operate the Council Chambers' system. Mr. Nielsen, the principal of Imagery Video, has coordinated repair efforts with staff, the City's Audio Visual Room maintenance contractor, and other vendors which have systems in place as part of the operating system. Generally, services with Imagery Video has been centralized around the use of one video operator per meeting and occasional video recording of off-site meetings. Staff considered the costs for the base level video operator services and compared the fees of both firms in these areas.

FISCAL ANALYSIS

Should the City Council adopt the Budget for Fiscal Year 2017-18, there are sufficient funds available for this Agreement.

ATTACHMENTS

None

MOTION

That the City Council:

1. Approve a three-year agreement with Imagery Video Productions to cable operator services in an amount not-to-exceed \$75,000 for Fiscal Years 2017-18, 2018-19 and 2019-20 (\$25,000 per fiscal year);
2. Authorize the City Manager to approve optional fourth and fifth years for Fiscal Year 2020-2021 and 2021-2022 (in an amount not-to-exceed \$25,000 per fiscal year).
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City