

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council

Item ID:

47812

Agenda Number

35.

Meeting Date:

August 20, 2015

Department:

Purchasing

Subject

Authorize negotiation and execution of a 24-month contract with the FILM SOCIETY OF AUSTIN, INC. DBA AUSTIN FILM SOCIETY, or one of the other qualified offerors to Request for Proposal No. MPM0308, to provide public access television and community media management services in an amount not to exceed \$950,000, with two 24-month extension options in an amount not to exceed \$950,000 per extension option, for a total contract amount not to exceed \$2,850,000.

Amount and Source of Funding

Funding in the amount of \$475,000 is available in the Fiscal Year 2015-2016 of the Austin Cable Access Fund 7110 through the Telecommunications and Regulatory Affairs Department. Funding for the remaining 12-months of the original contract period and extension options are contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing
Language:

Best evaluated proposal received.

Prior Council
Action:



For More
Information:

Jonathan Dalchau, Senior Buyer, 512-974-2938

Boards and
Commission
Action:



Related Items:

MBE / WBE:

This contract will be awarded in compliance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

Additional Backup Information

The contract is for public access television and community media management services, which involves the management of the City's public access television video production equipment and studio facilities located at 1143 Northwestern Avenue. The services include multimedia education training programs and providing equipment and resources to community members, for the production of non-commercial programs and videos for television and the web using existing and emerging technologies.

Under the 1984 Cable Act and Chapter 66 of the Texas Utilities Code, cable television and video service operators are required to set aside video channel access for parties other than the cable operators to provide locally originated video programming over their cable systems. The City currently has seven public, education, and government access channels, of which the Council has allocated three for public access. Access channels provide citizens as well as educational and governmental institutions a way to bring the classroom, public, and government programming directly to the viewers. Since 1974, public access television in Austin has provided a platform and resources for individuals and organizations as a means of promoting communications diversity, civic involvement, artistic and cultural expression and community development. Channel 10 is the longest continually-operating public access channel in the nation.

The evaluation panel, which included Telecommunications and Regulatory Affairs Department personnel, Economic Development Department personnel, and personnel from ATXN, evaluated the proposals based on company experience, a management and operations plan, an outreach and marketing plan, and cost.

This request allows for the development of a contract with a qualified offer or that Council selects. If the City is unsuccessful in negotiation a satisfactory contract with the selected offer or, negotiations will cease with that provider. Staff will return to Council so that Council may select another qualified offer or and authorize contract negotiations with this provider.

The current contract expires on September 30, 2015. If Council does not approve development of the contract the continued cablecast of the three public access channels provided by Title 2 Public Utility Regulatory Act, Subtitle C. Chapter 66 could be in jeopardy.

MBE/WBE solicited: 55/44

MBE/WBE bid: 0/0

PRICE ANALYSIS

- a. Adequate competition.
- b. 1,511 notices were sent including 55 MBEs and 44 WBEs. Five proposals were received, with no response from the MBEs/WBEs.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal.
- b. The Purchasing Office recommends contract award.
- c. Advertised in the Austin American Statesman and on the internet.