

Media Production Training and Public Access Television Facilities Management

City of Austin, Purchasing Office & Telecom & Regulatory Affairs

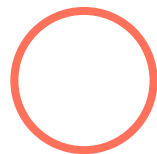
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Introduction and Purpose

Public Access Television in Austin

Digital Inclusion Vision

The City of Austin Vision is for every Austin resident to be fully engaged in digital society, accessing and using digital and communications technology.

Digital Inclusion Goals

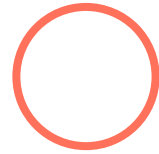
- Increase **internet** usage
- Reduce **barriers** to digital access
- Support digital literacy **training**
- Promote **access** to technology devices
- Promote **accommodations** for non-english speakers and persons with disabilities
- Develop **relevant** digital inclusion programming and advocate for continued community support



The City of Austin Public Access Television and Media Production Facility is open to the public in Council District 1.

Media Production Training and Public Access Television Facilities Management

- Federal Cable Act and Chapter 66 of the Texas Utilities Code.
- Seven active public, educational and government access channels, of which the City Council has allocated three for Public Access.
- Austin has the longest continually operating public access channel in the nation, and the fiftieth anniversary will occur in 2023.
- Contract will provide continuing management of the City's public access television assets
- A key feature of this contract will be the Austin Film Society engaging Workforce Solutions of the Capital Area for workforce development training in the creative sector.



Research & Engagement

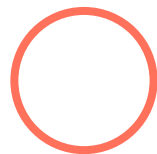
Research and Engagement

Insights, Opportunities and Needs from:

- Digital Empowerment Community of Austin (working group of nonprofits, educational institutions and private tech companies)
- Economic Development Department
- Austin Public Library
- Communications & Technology Management Department

Key Findings

- Need for more structured workforce training programming
- Address principles of equity and inclusion
- Support creative sector employment pipeline



Request for Proposals

Recommended Vendor and Timeline

- **April 12, 2021:** Solicitation Issued
- **May 18, 2021:** Solicitation Closed
- The four member evaluation team with expertise in this area completed their process and recommended award to: Film Society of Austin.

Solicitation Number: RFP7400 JTH3010
Description: MEDIA PRODUCTION TRAINING AND PUBLIC ACCESS TELEVISION FACILITIES MANAGEMENT

		Film Society of Austin D/B/A Austin Film Society	
Evaluation Criteria	Max Points		
Proposed Solution	37	25	
Prior Experience and Personnel	30	25	
Cost	20	20	
Local Preference	10	10	
SDVBE	3	0	
Total	100	80	

NOTE: As per Section 252.049 of the local government code, contents of a proposal shall remain confidential until a contract is awarded. Therefore, the matrix will include points awarded for price but exact pricing will not be disclosed.

Thank you.

City of Austin, Office of Telecommunications & Regulatory Affairs
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