Austin Community Technology and Telecommunication Commission

Public Access Management Contract Recommendations

September 8, 2010

1. City Direction

Policy and implementation recommendations to the City.

1.1. Fund public access operations through a framework that combines several elements:

1.1.1. Cost reductions, especially through the use of new technologies.

1.1.2. Increased grant and foundation funding.

1.1.3. Leverage capital funds for operating revenue.

1.1.4. Utilize facility and resources for revenue generation.

1.1.5. City should investigate whether certain operating costs of the City-owned facility, such as janitorial and utilities, should be paid directly by the City.

1.1.6. City to provide sufficient funding to allow for transition to sustainable funding model.

1.2. Structure funding agreements, if possible, to recover some portion of funds if revenues become unencumbered (e.g. through state or federal action).

1.3. Commission to review and offer possible recommendations on interlocal agreements. City to execute new interlocal agreements with PEG managers.

1.4. City to manage periodic producer satisfaction surveys.

1.5. City to conduct periodic audits of finance, operations and services, and provide recommendations for improvements.

1.6. City to provide service standards such as fees, operating hours, training, programming. As time permits, gather additional producer input on these items.

2. Open Issues

2.1. Develop capital projects that offer revenue opportunity. (1.1.3)

2.2. Guidelines for revenue generation activities and use of facilities. (1.1.4)

2.3. Develop production and cablecast metrics that can be used as benchmarks to ensure revenue generation activities do not compromise public purpose.

3. Financial

Recommendations for the RFP related to funding.

3.1. Demonstrate history and credible plan to acquire diverse funding sources, such as grants, partnerships, sponsorships, and other means to raise operational funds.

3.2. Describe technology plan that would reduce the cost of providing service.

4. Operational

Recommendations for the RFP related to operations.

4.1. Demonstrate history and credible plan of developing partnerships with non-profit and community organizations. Describe plan to deliver services that meet the needs of this community to communicate with the public.

4.2. Provide a plan for communication between the access management board of directors and producer community.

4.3. Describe process for setting producer Policies and Procedures. Describe how producer community will participate in that process.

4.4. Provide a process for dispute resolution that provides for final resolution by a trusted, independent third party.

4.5. Provide an emergency contact procedure for receiving notification and responding to service problems and interruptions. Provide a process to notify producers of technical problems and resolutions.

4.6. Describe process to facilitate distribution of surveys and other communications requested by the City to producer community.

4.7. Describe process for staff training to deliver excellent service to producers, and procedure to verify results.

4.8. Describe plan for equipment maintenance and equipment acquisition process.

5. Services

Recommendations for the RFP related to services.

5.1. Provide a process that encourages new producers and new program development, while supporting equitable access to resources and programming.

5.2. Describe any plans to deliver new online services for producers and community groups.

5.3. Describe video archive and digitization plan, and public access to archive.

5.4. Describe licensing and rights process for content.

5.5. Provide minimum targets for producer fees, facility operating hours, studio availability, equipment availability, training schedules, and programming.

5.6. Describe new producer training process, including expected schedules and costs.

5.7. Describe plans for online program guide and any other schedule services for viewers.

5.8. Describe plans for online content delivery.

5.9. Describe any plans to deliver programming and services for flagship Austin creative endeavors (e.g. music, film, interactive).

5.10. Describe any plans to allow for remote services, such as editing and content submission. Discuss feasibility of partnering with city departments and other organizations for these services.