



## Recommendation for Action

**File #:** 21-2704, **Agenda Item #:** 48.

8/26/2021

### **Posting Language**

Authorize negotiation and execution of a contract with Film Society of Austin, Inc. d/b/a Austin Film Society, to provide media production training and public access television facilities management, for a term of five years in an amount not to exceed \$4,625,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C, Minority Owned and Women Owned Business Enterprise Procurement Program. For the required services for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

### **Lead Department**

Purchasing Office

### **Client Department(s)**

Financial Services Department

### **Fiscal Note**

Funding in the amount of \$475,000 is available in Fiscal Year 2020-2021 Operating Budget of the Financial Services Department for the first year of the contract. Funding in the amount of \$400,000 is available in the American Rescue Plan Act for the first year of this contract. Funding for the remaining contract term is contingent upon available funding in future budgets.

### **Purchasing Language:**

The Purchasing Office issued a Request for Proposals (RFP) 7400 JTH3010 for these services. The solicitation was issued on April 12, 2021 and it closed on May 18, 2021. The recommended contractor submitted the only responsive offer. A complete solicitation package, including a log of offer received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents <https://www.austintexas.gov/financeonline/account\\_services/solicitation/solicitation\\_details.cfm?sid=135303>](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=135303).

### **For More Information:**

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or [AgendaOffice@austintexas.gov](mailto:AgendaOffice@austintexas.gov) <<mailto:AgendaOffice@austintexas.gov>>

Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Persons: Jim Howard, at 512-974-2031 or [jim.howard@austintexas.gov](mailto:jim.howard@austintexas.gov) or Leyla Mammadova, at 512-978-1519 or [Lelya.mammadova@austintexas.gov](mailto:Lelya.mammadova@austintexas.gov) <<mailto:Lelya.mammadova@austintexas.gov>>.

**Additional Backup Information:**

The contract will provide continuing management of the City's public access television assets which include the City's community media production facility, state-of-the-art video production equipment, and training classes. A key feature of this contract will be the Austin Film Society engaging the Worksource Greater Austin Area Workforce Board for workforce development training in the creative sector.

Under the federal Cable Act and Chapter 66 of the Texas Utilities Code, State-issued Cable and Video Franchise, cable providers are required to set aside channels for public, educational, and government purposes. Public access channels provide the public a forum to distribute community information and local content, including socially underserved communities. The City currently has seven active public, educational and government access channels, of which the Council has allocated three for public access. Austin has the longest continually operating public access channel in the nation, and the 50th anniversary will occur in 2023.

This contract replaces an existing contract. The new contract will provide short-term occupational training and non-degree certification training to economically disadvantaged individuals for occupations related to Austin's creative sector. This will create a pathway to employment for qualified individuals.

An evaluation team with expertise in this area evaluated the offers and scored Film Society of Austin Inc. as the best to provide these services based on proposed solution, prior experience and personnel, cost, local preference, and service-disabled veteran business enterprise.

The current contract expires on September 30, 2021. If Council does not approve development of this 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 as there are minimum channel programming requirements to meet. The current provider will continue to be the provider under the new contract.

**Strategic Outcome(s):**

Culture and Lifelong Learning, Government that Works for All.