



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Cultural Affairs

To: City Council

From: City Manager & Staff

Council Meeting Date: December 6, 2021

Re: Request for Proposals for public access channel and community access center

Executive Summary

An updated request for proposals has been drafted for local, 501(c)(3) nonprofit organizations or other governmental agencies to operate a public access channel and community access center. Before issuing the RFP, input from Council is requested.

Discussion

BACKGROUND

The City of Columbia has previously contracted Columbia Access Television and most recently VidWest for services to operate the public access channel and community access center. At its November 1, 2021 meeting, City Council voted to accept the performance of VidWest under contract dated October 11, 2019 as fulfilled and relieved the organization of any further contract obligations. At that same meeting, Council voted not to approve a new contract agreement be executed with VidWest. Thus, a new Request for Proposals is planned to be issued. Input from Council is requested on the desired services before moving forward with issuing the RFP.

OVERVIEW OF RFP

An updated request for proposals has been drafted for local, 501(c)(3) nonprofit organizations or other governmental agencies to operate a public access channel and community access center. The resulting contract award will be \$35,000 to the contractor to fulfill services for a one year term, and the City may renew the agreement for up to two additional one year terms at the same contract price. Invoicing by the contractor will occur as certain performance measures as they relate to the scope of services have been met.

SCOPE OF SERVICES

The RFP requests a narrative explaining how the organization plans to fulfill the listed scope of services, summarized below:

Operate Public Access Channel or other Broadcast Format: Contractor shall demonstrate its capacity to operate a public access channel dedicated by video service providers operating in Columbia or an online streaming broadcast format. Contractor shall operate the channel or online streaming broadcast format in accordance with all federal, state and local laws and shall exert its best effort to substantially utilize the public access channel as required by Missouri law (a minimum of forty hours per week of local programming for at least three consecutive months. In determining whether a PEG channel is substantially utilized, a program shall be counted not more than four times during a calendar week.) All



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videos produced must be compliant with the Americans with Disabilities Act (ADA) and its implementing regulations.

Operate an ADA Compliant Community Access Center: Contractor shall manage a video production facility and equipment, available for public use at such hours and times as it determines. Access to equipment and facilities shall be open to all those who satisfactorily complete training classes provided by organization, pay a membership fee, or who receive a certification from the organization, stating that they have satisfied training requirements through means other than organization training. The Community Access Center must be constructed in a manner that is compliant with the American with Disabilities Act and its implementing regulations.

Provide Equal Access: The contractor shall provide access to the equipment, facilities, channel and services provided under an agreement with the City on a non-discriminatory basis to all members of the community for non-commercial programming purposes, whether individuals, groups or organization, on a first-come, first-served, non-discriminatory basis, pursuant to operating rules promulgated by the organization and consistent with federal, state and local law.

Develop Operating Policies and Procedures: The contractor shall develop policies and procedures for use and operation of the public access equipment, facilities and channel and file such policies and procedures with the City's Cultural Affairs Manager.

Training: The contractor shall train city residents in the techniques of video production, and provide technical advice in the execution of productions.

Maintenance of Equipment: The contractor shall provide regular maintenance and repair all video equipment purchases with monies received pursuant to the contract agreement.

Promotion: The contractor shall actively promote and use the benefit of the public access channel and facilities to cable subscribers, local media outlets, the public, public access users and local video service providers.

Additional Services for Community Organizations: The contractor shall provide services to community organizations who are funded by the City in the form of complimentary full-year membership to the organization, annual consultations, appearances on one of eight, 30-minute shows co-produced by the Office of Cultural Affairs, and participation in one of two "Public Service Announcement (PSA) Days" to produce template 30-second PSAs for the organizations. A total of eight Arts Focus shows will be produced and two PSA Days offered during the original term, and if the agreement is renewed, during each renewal terms

These services are substantially similar to past contracts for services. It is of note that the plan for broadcast could either be use of the PEG cable access channel or another proposed online streaming format.



Fiscal Impact

Short-Term Impact: \$35,000 has been allocated in miscellaneous contractual in the FY22 budget (General Fund)

Long-Term Impact: \$35,000 allocated in subsequent fiscal year budgets.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Inclusive Community, Tertiary Impact: Organizational Excellence

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Inter-Governmental Cooperation

Legislative History

Date	Action
11/1/2021	R174-21 Accepting the performance of VidWest under contract dated October 11, 2019 and relieving VidWest of any further contract obligations [Action: Approved]
11/1/2021	R175-21 Directing the City Manager to execute a new contract with VidWest to provide public access channel programming and community media services [Action: Did not approve]

Suggested Council Action

Direct staff to take necessary steps to issue the Request for Proposals or make revisions as needed.