



Agenda Report

Fullerton City Council

MEETING DATE: MAY 19, 2020

TO: CITY COUNCIL/SUCCESSOR AGENCY

SUBMITTED BY: KENNETH A. DOMER, CITY MANAGER

PREPARED BY: ANTONIA GRAHAM, DEPUTY CITY MANAGER

SUBJECT: AGREEMENT WITH TRIPEPI SMITH FOR
CABLECASTING SERVICES

SUMMARY

The City broadcasts City Council and Planning Commission meetings on Spectrum Cable Channel 3 and AT&T U-verse Channel 99. The City has been utilizing MC Video for a number of years and their contract had expired. Thus, a Request for Proposal was issued and the successful respondent, Tripepi Smith, is recommended for contract award.

RECOMMENDATION

Approve and authorize City Manager to execute three-year contract with Tripepi Smith, in a form approved by the City Attorney, for cablecasting services in an amount not to exceed \$109,517.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statements:

- Fiscal and Organizational Stability
- Infrastructure and City Assets.

FISCAL IMPACT

No General Fund impact from this contract award. Funds are available in the Fiscal Year 2020-21 Proposed Budget. These costs are covered by restricted Public, Educational, and Governmental (PEG) funds. The three year contract provides a not-to-exceed amount of \$109,517, although this could be less based on actual hours used.

BACKGROUND

The City currently broadcasts City Council and Planning Commission meetings on Channel 3 and Channel 99. In order to meet the changing needs in technology, in 2018-19, the City purchased a new playback system called Cablecast/Tightrope. This new system was integrated with Granicus and enabled the City to program and schedule content along with running a carousel (aka Bulletin Board). This programming has included re-broadcasting of the City Council meetings, Planning Commission meetings, and since the COVID-19 health crisis, Public Service Announcements and programming for the Fullerton School District. The Channel now features weather, calendar and social media information along with community announcements and programming. Additionally, if one does not have cable, residents can watch the stream on the website and Staff is exploring the deployment of an application for those who stream their programming via AppleTV or Roku in FY 2020-21. This application will broaden the reach of City programming and communications.

In the 2006, the California legislature approved the Digital Video Infrastructure Competition Act. This Act established statewide cable franchises and set fees. Cable subscribers pay a 5% franchise fee and a 1% Public Educational Government fee. These fees are remitted to the City. The PEG fee is restricted in its use and can be used for the equipment and programming costs associated with broadcasting public meetings and PEG related content, among other public information / public access efforts. Additionally, DIVCA sets requirements for the amount of programming on the channel. This requirement states that, "any PEG channel provided pursuant to this section that is not utilized by the local entity for at least eight hours per day measured on a quarterly basis may no longer be made available to the local entity, and may be programmed at the holder's discretion." While the channel has been revamped with new programming and graphics, it is the intent of Staff to continue to meet this programming requirement with new content that engages the community.

City staff issued a Request for Proposal (RFP) for cablecasting services on March 9, 2020. The RFP sought a qualified consultant to assist the City in producing and directing the live public City Council and Planning Commission Meetings and potentially other meetings (e.g. Town Halls, Citizen Academy, etc.) as determined by the Office of the City Manager and/or City Council. The City received only one proposal from Tripepi Smith. MC Video the City's current contractor were notified that the RFP was posted but did not submit a proposal.

Tripepi Smith has a track record of working with public agencies throughout California. This work includes full-scale video production, evaluating existing communication platforms, developing strategic messaging, developing and maintaining social media sites and working to promote community involvement. In addition to this successful track record, Tripepi Smith has staff experienced with the Cablecast/Tightrope product and the nuances associated with programming the carousel.

The team brings expertise in council meeting video production and non-meeting event and educational format video production. Examples of work include city council meeting recordings, community event recordings, State of the City videos, interview formats and community Public Service Announcements. Tripepi Smith currently provides similar

services to the cities of Bellflower, Huntington Beach, Placentia, Villa Park, Culver City and Indian Wells.

The Tripepi Smith contract will go into effect on July 1, 2020 to give time for a transition between MC Video and Tripepi Smith.

Attachments:

- Attachment 1 – Professional Services Agreement with Tripepi Smith