PROJECT OVERVIEW

INTRODUCTION

The City of Coronado (City) seeks proposals from qualified firms/individuals for Media Production Services, Photography Services and Podcast Services.

The City intends to create a pool of qualified firms/individuals that will be used at the City’s discretion. The selected qualified pool of firms/individuals would have the ability to respond to task orders issued by the City Manager’s Office under this scope of work. Qualified firms/individuals can perform work under multiple tasks.

Proposers are invited to respond to all or select tasks.

Tasks include:

- Assist with the Operating Functions of the City’s 24/7 Government Cable Channel
- Ad Hoc Video Programming and Production
- Photography Support
- Podcast Production and Consultation

It is the City’s intention to award a contract with an initial term of three (3) years, with an option to renew for up to an additional two (2) years.

It is the City’s intent to enter into said contract for service with a start date of on or before March 1, 2020.

BACKGROUND | CITY CABLE CHANNEL

The City’s Cable TV channel operates on a 24/7 basis throughout Coronado on Time Warner Cable Channel 19 and AT&T Cable Channel 99.

Coronado’s local government channel broadcasts municipal meetings, workshops, events, news, public service announcements, as well as educational programming. Actively managing and producing new programming for the City’s cable channel will greatly enhance its ability to attract viewership, inform and build community trust.

The City hopes to continue providing programming as well as to enhance the quantity and quality of original cable programming with the goal of informing and engaging viewers. It is the City’s desire for the selected contractor to plan and produce regularly scheduled programming that will allow for the communication of useful, timely and interesting information for the entire community. The contract will be administered via the City Manager’s Office.

BACKGROUND | CITY MEDIA COMMUNICATIONS

The City of Coronado seeks to provide timely and relevant communications to residents. Communications are centralized in the City Manager’s Office and primarily overseen by a Senior Management Analyst. The City Manager’s Office issues all news releases and handles all media inquiries. The City publishes three issues of Coronado Currents, a six-page, full-color newsletter that is mailed to every address in Coronado three times a year.
The City is active in its use of social media to communicate with the public and engages through both Twitter and Facebook accounts. The City Manager’s Office publishes a weekly newsletter called the Weekly Update, a compendium of news, upcoming events, and planned City activities that is issued every Friday on the City’s website and via social media. The City also initiated a City Manager’s Weekly Update Video in 2015. The weekly segment features the City Manager providing a video preview of the Weekly Update, highlighting the top featured stories that week. The City Manager’s Office also oversees the management and operation of Coronado TV. These tasks and the overall direction of communication activities, including additional services obtained through the RFP, will remain in-house, under the direction and oversight of City staff.

Coronado seeks to enhance the communication services currently offered to the public through the issuance of this RFP. The successful proposers will support and expand the City’s efforts to provide timely, relevant information in diverse forms to the community.

SCOPE OF SERVICES

TASK #1 – CITY CABLE TELEVISION CHANNEL PRODUCTION
a. Provide scheduling services for the City’s 24/7 Government Cable Channel using the Tightrope Cablecast SX2, TV Automation System, including organizing and managing City and School District provided content to be scheduled live and for re-broadcast and reviewing pre-recorded programming for appropriateness before being broadcast;
b. Coordinate with the City Manager’s Office on programming ideas and schedules. Brainstorm ideas with City staff and discuss a rough outline of the segment;
c. Produce eight (8) video recordings of live City meetings each month. It is the responsibility of the qualified firm/individual to reschedule filming if a meeting is cancelled for any reason. The Meeting Video Production will include the following:
   • Produce two live City Council meetings per month.
   • Produce two live Planning Commission meetings per month.
   • Produce four live City Commission meetings per month;
d. Produce one Public Workshop per month. Examples include filming a workshop, special meeting or special presentation;
e. Produce and manage a city Bulletin Board on upcoming events and notices to be aired to fill airtime between regular programming, or in the case of a loss of a cable signal;
f. Oversee and maintain video production equipment, including all audio, recording and related technology in City Council Chambers, and portable equipment. Make recommendations on equipment needs and repairs;
g. Maintain reasonable office hours to respond to questions and work schedules, emails and inquiries from staff regarding the Government Channel;
h. Prepare monthly reports on programming produced, on-air schedule, hours worked, expenses, and workload priorities; and
i. Duplicate video content in response to public records requests.

TASK #2 – AD HOC VIDEO PROGRAMMING AND PRODUCTION
Oversee the production of ad hoc video programming and production as well as public service announcements (PSAs) by writing, filming and editing the final product for broadcast on social media and airing on the City’s Cable Channel.

a. Produce one 2-to-10-minute Public Service Announcement per month.
b. Produce one 30-to-60-minute Special Event feature per month. Note: these events may run longer than 60 minutes.
c. Produce the 5-to-10-minute Weekly Update feature. When no Weekly Update is planned due to holidays or for other reasons, qualified firm/individual will film another 5-10-minute feature.
   Examples: Department Highlight, Recreation Highlights, Ask the City a Question, etc.

d. Produce an annual budget video with graphics

e. Produce a calendar of upcoming events updated on a weekly basis.

f. Produce one 30-to-60-minute Special monthly feature per month.
   Examples: Armchair Travel, Coronado Library Feature, Public Safety Spotlight, In Depth Coronado, etc.

g. Aid in preparation and in response to emergencies as it relates to emergency response communications; i.e., emergency alert crawls, bulletin board announcements, etc.

h. Maintain a video library of previously broadcast programming, used and unused b-roll and images for use in future media and video productions.

i. Offer creative consulting to ensure City audio and visual media communications are in line with current style and design.

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**TASK #3 – PHOTOGRAPHY SUPPORT**

Capture photos for use on all media channels including, but not limited to, the City’s website, social media accounts, promotional publications, the City newsletter and the City’s public access channel.

a. Provide on-call photography services as directed by the City, including but not limited to:
   a. Submit finished images in a format and at a time acceptable to the City.
   b. Photofinishing, editing, color correcting, and other post-production work as needed.

Qualified firms/individuals will be included on a list of pre-qualified list of photographers from which the City may select on an as-needed basis for City events, such as grand openings and ribbon-cutting events, annual festivities, such as the Fourth of July and Holiday parades, and news events, such as road closures and emergency situations.

Photographers will be selected based on availability and be limited to providing no more than $2,500 in services to the City annually.

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**TASK #4 – PODCAST PRODUCTION AND CONSULTATION**

Produce at least one podcast episode monthly, approximately 15-20 minutes in length, including but not limited to:

a. Audio editing and sound design for all episodes

b. Conducting audio interviews, recording contributors and voice tracking the host - including associated scheduling and logistics

c. Participation in content development meetings with City

d. Coordinating and collaborating on scriptwriting for all episodes

e. Production of music, sound effects and obtaining any associated licenses

f. Mastering for dissemination on various outlets, including City website, social media, podcast apps, etc.

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**SUBMITTAL REQUIREMENTS**

**TRANSMITTAL LETTER**
Proposers are invited to respond to all or select tasks. Submittals should include a cover letter indicating the contact information for the entity proposing.
Include at a minimum:
   a. Key names, including title and position;
   b. Complete mailing addresses;
   c. Telephone and fax numbers (including office and cell numbers as appropriate);
   d. Email addresses, and any other information needed by City staff to contact Proposers;
   e. References; and
   f. A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions.

PROPOSAL RESPONSE
Proposers are to submit complete, detailed responses addressing the scope of services as outlined above. Proposers are encouraged to provide expansive responses.

Submittals should be organized in a clear and concise manner within a single binder. Five (5) copies should be provided. The format for the submittal should be as follows:

Firm Profile
Provide a description of the firm, including number of professional personnel, years in business, office location(s), organizational structure (e.g., corporation, partnership, sole practitioner, etc.), areas of expertise, etc.

Key Personnel
Provide a summary description of the key personnel who will be involved in this project, their roles and responsibilities, and their experience in similar past projects. In addition to this summary, full resumes should be provided.

Examples of Similar Work Produced or Services Rendered
Include a summary describing at least three (3) relevant past projects. These examples should include a summary of each project, and a sample of images or other media.

References
Provide a minimum of three (3) references including the name of person(s) who may be contacted, title of the person, addresses and phone number

Appendix/Portfolio
Applicants may provide a portfolio of work, either on USB or via weblink to highlight the artists’ past work as applies to this proposed project. Applicants may also use this section to provide any additional information regarding qualifications or methods relevant to this project.

Cost Summary
Include a detailed summary of costs broken down into product and service costs. Also, provide a full day and half day rate including any and all other costs pertinent to the scope of work required for this project.

SUBMISSION INSTRUCTIONS
Interested individuals/companies are required to submit five (5) hard copies and one (1) electronic copy of the proposal.

Complete proposals shall be placed in a sealed envelope and delivered to:
City of Coronado
Office of the City Manager
Proposals must be submitted no later than 5:00 p.m. on Friday, January 10, 2020. Faxed submittals will not be accepted.

For any questions or additional information, please contact the City Manager’s Office at (619) 522-7335 or via email at cm@coronado.ca.us.

REQUEST FOR CLARIFICATION

If a Proposer has questions regarding the meaning of any part of this RFP, the Proposer shall submit to the Office of the City Manager by email at cm@coronado.ca.us, by December 16, 2019 no later than 5:00 p.m. Responses to questions submitted before the deadline will be posted on the City’s website. Interested parties should subscribe via the City’s website to receive updates on the RFP.

ADDENDUMS

Any change to or interpretation of the RFP by the City will be posted on the City’s website at www.coronado.ca.us and any such changes or interpretations shall become a part of the RFP for incorporation into any agreement awarded pursuant to the RFP.

DISCLOSURE

All responses to this RFP become the property of Coronado and will be kept confidential until a recommendation for award of contract(s) has been announced. All submittals are subject to public inspection and disclosure under the California Public Records Act (CA Government Code Sections 6250 et seq). Therefore, unless the information is exempt from disclosure by law, the content of any submittal, request for clarification, responses to the specifications, protest, or any other written communication between the City of Coronado and any respondent regarding this procurement shall be available to the public.

EVALUATION

All applicants will be evaluated and rated based on their demonstrated capability and experience in providing the scope of service(s) to an organization, preferably for a municipality. Applicant’s qualifications will be evaluated by a committee consisting of City of Coronado staff members.

The panel will review how closely an applicant’s proposal meets the expectations set forth in the RFP in the following areas:

<table>
<thead>
<tr>
<th>Category</th>
<th>Maximum Points Allowed</th>
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<tbody>
<tr>
<td>Work Plan/Methodology (Implementation Plan)</td>
<td>40</td>
</tr>
<tr>
<td>Experience/Track Record</td>
<td>30</td>
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<tr>
<td>Local Knowledge</td>
<td>10</td>
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<tr>
<td>Stability/Financial Strength/Depth</td>
<td>10</td>
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<tr>
<td>Fee in relation to scope of work</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>100</strong></td>
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INTERVIEWS

Based upon score rankings and number of proposals received, the five (5) highest ranking firms may be interviewed. Selected firms will be notified via the contact information as provided in their submission to schedule the interview date.
**SCHEDULE**

The anticipated schedule for this solicitation is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>November 20, 2019</td>
<td>Release of RFP</td>
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<tr>
<td>December 16, 2019</td>
<td>Deadline for Submitting Questions</td>
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<tr>
<td>January 10, 2020</td>
<td>Proposal Deadline</td>
</tr>
<tr>
<td>January 13-17, 2020</td>
<td>Proposals Reviewed</td>
</tr>
<tr>
<td>January 20-24, 2020</td>
<td>Contract Negotiations and Finalization</td>
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<tr>
<td>February 18, 2020</td>
<td>City Council Approval of Contract</td>
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<tr>
<td>March 1, 2020</td>
<td>Contract Commencement</td>
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