

COUNTY OF SONOMA AGENDA ITEM SUMMARY REPORT		Clerk of the Board Use Only Meeting Date Held Until ____/____/____ ____/____/____ Agenda Item No: Agenda Item No: _____ _____	
Department: County Administrator's Office		<input type="checkbox"/> 4/5 Vote Required	
Contact: Natalie Brunamonte	Phone: (707) 565-3490	Board Date: 09/29/09	Deadline for Board Action: 10/1/09
Agenda Short Title: Agreement with Community Media Center Requested Board Action: Approve and authorize the County Administrator to execute the Agreement for Filming Services with the Community Media Center for the period October 1, 2009 through June 30, 2010 in an amount not to exceed \$50,000 and any amendments and modifications to the Agreement that do not substantially change the content thereof and are in accordance with County Counsel's contract policy.			
CURRENT FISCAL YEAR FINANCIAL IMPACT			
<u>EXPENDITURES</u>		<u>ADD'L FUNDS REQUIRING BOARD APPROVAL</u>	
Estimated Cost	\$50,000	Contingencies	\$
		(Fund Name:)	
Amount Budgeted (037010-6590)	\$50,000	Unanticipated Revenue	\$
		(Source:)	
Other Avail. Approp (Explain below)	\$	Other Transfer(s)	\$ _____
			\$
Additional Requested	\$ -0-	Add'l Funds Requested:	
Prior Board Action(s): 9/15/09: Board approved the DIVCA Ordinance			
Alternatives - Results of Non-Approval: Filming of weekly Board of Supervisors meetings, as well as the show "Sonoma County Today" will not occur.			

Background:

In September 2006, the Governor signed into law the Digital Infrastructure and Video Competition Act of 2006 (DIVCA), which allows cable service providers to obtain a state-issued franchise to provide cable service in a local community. Up until the passage of this law, cable providers negotiated separate franchise agreements with local jurisdictions. Under the local franchise agreement, Comcast provided a number of services for free, however, at the end of 2008 Comcast transitioned to a state franchise and no longer provides these services. These services included: filming Board of Supervisors meetings and the monthly show "Sonoma County Today," offering free cable service to governmental and educational facilities, and maintenance of the computer fiber to the Juvenile Justice Center and Airport Boulevard. Staff has negotiated with Comcast to obtain free or significantly reduced cost cable services for various governmental and educational facilities and ISD is working with Comcast for continuing service on the computer fiber.

In December, 2008, staff issued an RFP to select a vendor to continue filming Board of Supervisors meetings and "Sonoma County Today." These are services that require specialized equipment and technical knowledge that do not exist among County staff. Based on the frequency of need for these services, entering into a contract at this time is the most cost-effective approach. Two firms submitted responses, and the Community Media Center ("Media Center") was selected based on price and qualifications. The term for the agreement was from January, 2009 through September, 2009. Staff have been extremely pleased with the services provided by the Media Center, and recommend entering into a new agreement to continue the provision of filming services. The new agreement has a term of October 1, 2009 through June 30, 2010, and a maximum amount of \$50,000. The rates charged by the Media Center are not changing. Under the original agreement, the Media Center had provided significant discounts to the County for a number of services. The new agreement again contains discounts, though they are not as significant as those offered under the original agreement. The Media Centers total pricing structure remains more cost effective than the rates proposed by the other RFP respondent.

The agreement includes filming services for weekly Board of Supervisors meetings as well as for the show "Sonoma County Today." The format of "Sonoma County Today" has remained unchanged for many years. It is possible that the Community and Government Affairs Office, with consultation and direction from the Board, will be proposing changes to this show over the course of this agreement. As a result, the agreement allows modifications to be made to reflect these changes upon written consent of the County Administrator, or his delegate, and the Media Center.

(continued on next page)

Attachments:

On File With Clerk: Agreement with Community Media Center

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:

In addition, the agreement provides for other filming services upon request. During the course of the initial agreement, staff found that filming services provided by the Media Center were needed for additional events. This included providing a day of filming at the Sonoma County Fair, as well as filming of an afternoon session of the Board on an item for the Health Services Department. For such events, applicable rates set forth in the agreement will apply, and a written scope of work, including cost information will be developed, to be signed by the County Administrator or his delegate and the Media Center. Staff is recommending this approach in order to quickly respond to filming requests, while ensuring that the scope of services requested and cost for such services is in the best interest of the County. In the past, the cost for the above-mentioned unanticipated filming services has been in the range of \$500 to \$1,500.

Recommendation:

Approve and authorize the County Administrator or his designee to execute the Agreement for Filming Services with the Community Media Center for the period October 1, 2009 through June 30, 2010 in an amount not to exceed \$50,000 and any amendments and modifications to the Agreement that do not substantially change the content thereof and are in accordance with County Counsel's contract policy.