

**REQUEST FOR BIDS
PUBLIC ACCESS TELEVISION MANAGEMENT SERVICES
THE CITY OF YORK**

November 17, 2014

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1. OVERVIEW

The City of York ("COY") is seeking Requests for Bids ("RFB") from qualified management organizations to provide operations, management, and maintenance services for the City's cable access channel 16, known as the White Rose Community Television and to Lease the equipment and studio located at 122 S Lehman Street from the City of York

White Rose Community Television ("WRCT") is a Regional Public, Education and Government ("PEG") Cable Television Access System that reaches over 140,000 households in 55 of York County's 72 municipalities on the Comcast Cable TV System. Historically channel 16 reaches 55,000 subscribers in the greater York Area with approximately 4,000 households located in the City of York. In 2005, channel 18 was added to the cable line up. Channel 18's footprint includes the greater York area and added an additional 45,000 subscribers down into the Hanover area. In 2014, WRCT began broadcasting the government/education content into 40,000 additional households in York and Adams County on Comcast's High Rock system Channel 15.

City of York is currently seeking an organization that can provide operations, management, and maintenance services of the television studio and its programming. This would consist of public access programming on Channel 16 for the City of York and the surrounding community, as well as other programming at the organization's choosing that meets the FCC restrictions on PEG channels. This facility will be shared with the City staffs who maintain the content creation and programming on the Education/Government Access channel 18.

Naming Rights, Sponsorships, Underwriting and fees generated by the successful bidder in excess of the minimum annual bid of \$48,000 will be split 25% to the COY, 75% to the successful management company.

2. STATEMENT OF QUALIFICATIONS DUE DATE AND TIME

In order to be considered, one (1) unbound original and one (1) electronic copy of the statement of qualifications must be received by the COY at the address stated in Paragraph 3 herein below by personal delivery or by U.S. Mail by the following date and time: **Monday, December 15, 2014 at 2:00 p.m.**

Statement of qualifications will be date and time stamped upon receipt by the COY. The COY reserves the right to reject any statement of qualifications received after the deadline stated immediately above.

3. CONTACT PERSON AND ADDRESS FOR SUBMISSION OF STATEMENT OF QUALIFICATIONS

Interested, qualified firms and persons (collectively referred to as “Consultants”) are invited to submit statement of qualifications to the following contact person and address:

Mr. Michael Doweary, Assistant Business Administrator
City of York
101 South George Street
P.O. Box 509
York, Pennsylvania 17405-0509
Tel: 717-849-2263
Fax: 717-812-0494
Email: mdoweary@yorkcity.org

4. SELECTION PROCESS AND MINIMUM REQUIREMENTS

The COY intends, through this RFB, to select one firm that is qualified to provide all management services on the selection criteria included herein. The COY will, at its sole discretion, enter into negotiations for a master service agreement with the selected firm. Upon the completion of the selection process, the COY shall notify the firms of the final selection. Each firm must meet the following minimum qualifications (firms may *not* use sub-consultant experience to meet the minimum requirements):

- Firm must be completely familiar with FCC, state and other regulatory agencies criteria for operating a community access/cable television station
- Firm must be willing to provide personnel to manage programming and equipment, and maintain security at the studio
- Firm must be willing to establish reasonable discretion regarding programming.

5. REQUIRED STATEMENT OF QUALIFICATIONS FORMAT AND CONTENT

5.1 Statement of qualifications Format Requirements.

Statement of qualifications – one (1) unbound original and One (1) electronic copy should be submitted on 8 ½” by 11” paper, single-sided, with consecutive page numbers. Tabs that correlate to the mandatory sections identified below must be used.

5.2 Content and Order of Statement of Qualifications and Selection Criteria.

The statement of qualifications should contain the following sections in the order presented below. Vendors are instructed to note the numerical scoring which will be used to rank the short-listed firms. Statement of qualifications that do not include these sections may be considered non-responsive and, as such, may not be considered.

Section Title Score

Section 1 - Letter of Interest 5

Section 2 –Organization’s Profile and Experience 25

Section 3 – Organization’s Staff Experience and Action Plan 20

Section 4 - Fees 5

Section 5 - Litigation History 5

Section 7 – Scope of Work 40

Total Possible 100

Section requirements are as follows.

Section 1: Letter of Interest

The statement of qualifications should be introduced with a Letter of Interest that includes a synopsis of the organization’s services and highlight the firm’s capacity to perform the work. All submittals should be signed by the person (s) with signatory authority for the firm.

Section 2: Consultant Firm Profile and Experience

Complete Form A– Consultant Firm Profile and Experience Matrix (attached)

Section 3: Consultant Staff Experience and Action Plan

Submit resumes for each professional that the organization will assign to the COY’s project. This should include only management personnel that the firm proposes to assign to the COY – those individuals who will be directly involved in operations, maintenance, and programming decisions. Include the following data and any other information for each professional person that the Consultant deems relevant:

- (1) Years of experience in providing management services;
- (2) Education and professional registrations, certifications, and affiliations;
- (3) Indicate bilingual staff and languages spoken;

Section 4: Compensation

Submit an offer sufficient to cover the COY direct and indirect expenses including, but not limited to; utilities, insurance, administrative duties, processing and legal fees. Conditions are not restricted but the COY will give preference to a multi-year deal with a fixed contribution.

Section 5: Litigation History

List any and all litigation in the last five (5) years, filed against the Vendor or Vendor's employees. State the beginning and end date of each lawsuit, case or proceeding and the judgment or resolution or anticipated judgment or resolution. Further list any and all bankruptcy proceedings by the Vendor and any managing members of the firm.

6. REQUESTS FOR INFORMATION, PRE-PROPOSAL MEETING

A non-mandatory pre-proposal meeting is scheduled **December 10, 2014** at the address indicated in item 3. Questions about the RFB process must be received in writing (preferably via email) by noon, **Friday, December 12, 2014** and directed to the contact person as indicated in item 3. The response to all inquiries and RFB's will be tabulated in a Q/A format and posted on the City's website by close of business on **Monday December 12, 2014**. The website address is <http://yorkcity.org/business-administration>.

7. SCOPE OF SERVICES

Services will include but are not necessarily limited to those services set forth in Exhibit A – Draft Scope of Services herein attached. Any suggestions should be broken out as separate line items for consideration.

8. COY POLICIES REGARDING SUBMISSIONS OF STATEMENT OF QUALIFICATIONS

8.1 No Reimbursement. The COY will not reimburse organizations for costs that they incur in preparing their RFBs.

8.2 Right to Request Additional Information. The COY reserves the right to request additional information from the responding organizations in order to make a fully informed decision regarding selection of the organization.

8.3 Right to Reject. The COY reserves the right to reject any and all statements of qualifications.

8.4 Independent Contractor. The organization hired by the COY as a result of this RFB will be independent contractors and not employees of the City of York.

8.5 Insurance Requirements. Although not required for the statement of qualifications, Organizations must meet the COY requirements for insurance coverage and provide the following coverage (limits to be defined at execution of master service agreement):

- Worker's Compensation
- General Liability
- Automobile Liability
- Professional Liability
- Surety Bond

EXHIBIT A – DRAFT SCOPE OF SERVICES

Scope of Work Summary

- A. **OPERATE PUBLIC ACCESS CABLE CHANNEL.**
Operate the public access cable channel 16 for public/community access programming purposes in a manner which is consistent with the principles set forth in the Ordinance ARTICLE 323, with the primary purpose being to administer, coordinate, and assist those requesting access on a non-discriminatory basis.
- B. **OPERATE A COMMUNITY ACCESS CENTER.** Manage a video production facility and equipment, available for public use at such hours and times to be determine but at least Tuesday thru Sunday 4:30pm to 8:30pm. Access to equipment and facilities shall be open to all those who satisfactorily complete training class(es) provided by or who receive a certification, identifying said user(s) as having satisfied training requirements through means other than Access training classes.
- C. **PROVIDE FUND RAISING EFFORT NECESSARY TO CARRYOUT SCOPE OF WORK.** Through the use of Naming Rights, Sponsorships, Underwriting and fees generated by the successful bidder, any amount in excess of the minimum annual bid of \$48,000 will be split 25% to the COY, 75% to the successful management company.
- D. **PROVIDE EQUAL ACCESS.** Provide access to the use of the equipment, facilities, channel 16, and services provided hereunder on a non-discriminatory basis to all members of the community for non-commercial programming purposes, whether individuals, groups, or organizations, on a first-come, first- served non-discriminatory basis, pursuant to operating rules promulgated by the successful bidder and consistent with the principles set forth in the Ordinance Article 323.
- E. **DEVELOP OPERATING POLICIES AND PROCEDURES.** Develop policies and procedures for use and operation of the PEG access equipment, facilities, and channel 16 and file such policies and procedures with the City.
- F. **COMPLIANCE WITH LAWS RULES, AND REGULATIONS.** Administer the PEG access channel 16 and the shared facility in compliance with applicable laws, rules, regulations, and in compliance with Article 323 and the franchise agreement between the City and Comcast Cable.
- G. **TRAINING.** Train City residents, and when requested, City and school or college employees in the techniques of video production, and provide technical advice in the execution of productions.

- H. **PLAYBACK/CABLECAST.** Provide for the playback/cablecasting of programs on the PEG access channel 16. Within twelve months of the completion and opening of the access center, the successful bidder shall cablecast an average of 100 hours of local original, replayed and outside programming per week.
- I. **MAINTENANCE OF EQUIPMENT.** Provide regular maintenance and repair of all video equipment purchased with monies received pursuant to this Agreement and/or donated, loaned, or leased to the successful bidder by the City.
- J. **SPECIAL NEEDS GROUPS.** Support special needs groups, including but not limited to the hearing impaired, in program production through training and other means.
- K. **PROMOTION.** Actively promote the use and benefit of the PEG access channel 16 and facilities to cable subscribers, the public, PEG access users, and Comcast Cable.
- L. **PERFORMANCE REVIEW.** The successful bidder shall, after 2 years of operation under this Agreement, contract with an entity expert in access from outside the community that is expert in PEG access matters to conduct a performance review of the successful bidder's operations. This review shall include an opportunity for PEG access users and cable subscribers to provide input. Upon completion, a copy of the performance review shall be submitted to the City.
- M. **OTHER ACTIVITIES.** Undertake other PEG access programming activities and services as deemed appropriate by the successful bidder and consistent with the obligation to facilitate and promote access programming and provide non-discriminatory access.
- O. **CHANNEL OPEN TO PUBLIC:** the successful bidder agrees to keep the PEG access channel 16 open to all potential users regardless of their viewpoint, subject to FCC regulations and other relevant laws. Neither the City, nor the Cable Company, nor the successful bidder shall have the authority to control the content of programming placed on the public access channel 16 so long as such programming is lawful. Provided that, nothing herein shall prevent the successful bidder, the City, or Cable Company from producing or sponsoring programming, prevent the City or the Cable Company from underwriting programming, or prevent the City, Cable Company, or the successful bidder from engaging in activities designed to promote production of certain types of programming or use by targeted groups as consistent with applicable law and rules for use of channels. The successful bidder may develop and enforce policies and procedures which are designed to promote local use of the channel 16 and make programming accessible to the viewing public, consistent with such time, manner, and place regulations as are appropriate to provide for and promote use of PEG access channels, equipment and facilities.

***REQUEST FOR PROPOSALS FOR
TELEVISION MANAGEMENT SERVICES***

FORM A - CONTRACTING FIRM PROFILE AND EXPERIENCE

Firm Name:

Firm Address:

Firm Phone:

Firm Fax:

Primary Contact Name/Title:

Primary Contact Email:

Years in Business Providing Management Services:

Bonding Company:

Bonding Capacity: \$

Type of Business:

☐ Proprietorship ☐ LLC ☐ Partnership ☐ Corporation

☐ Other (Describe):

Employees

Number of Current Employees including Management:

Total # of Employees assigned to this project:

Service Experience

1. Total # of Productions managed in City of York:

2. Total # of Entertainment venues managed by Type:

Theatre:

Video:

Performing Arts:

Educational:

4. Does your firm provide maintenance services with in-house staff? ☐ Yes ☐ No:

a. If yes above, please note the maintenance services provided with in-house staff:

5. Does your firm have experience in managing television stations? ☐ Yes ☐ No:
a. If yes above, please describe and quantify experience:

Client Professional References (Indicate at least three references of current clients for which the firm is managing commercial income generating performing arts facilities in the City or County of York.

Property Owner:

Phone Number:

E-mail:

Number of Events Being Managed:

Description of Services Provided:

Property Owner:

Phone Number:

E-mail:

Number of Events Being Managed:

Description of Services Provided:

Property Owner:

Phone Number:

E-mail:

Number of Events Being Managed:

Description of Services Provided: