



Legislation Details (With Board Report)

**File #:** 17-1137      **Name:** Armstrong - Broadcast Service Agmt  
**Type:** General Agenda Item      **Status:** Passed  
**File created:** 10/31/2017      **In control:** Board of Supervisors  
**On agenda:** 11/7/2017      **Final action:** 11/7/2017

**Title:** a. Approve and authorize the Contracts/Purchasing Officer or his designee to execute an Agreement with Armstrong Productions, Inc., for broadcast services for the Monterey County Government Channel for a term of November 7, 2017 through June 30, 2020, for a total not to exceed \$294,880; and  
b. Approve and authorize the Contracts/Purchasing Officer or his designee to execute up to two (2) extensions of the Agreement, of one (1) year each, subject to County Counsel review, provided there is no significant change in Agreement terms and provided any increase in cost is limited to no more than ten (10) percent of the yearly amount (\$10,500 maximum increase per renewal). (ADDED VIA ADDENDA)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Board Report, 2. 2017-11-07\_Broadcast Operations Services Agmt, 3. Completed Board Order

Date	Ver.	Action By	Action	Result
11/7/2017	1	Board of Supervisors	approved	

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RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Contracts/Purchasing Officer or his designee to execute an Agreement with Armstrong Productions, Inc., for broadcast services for the Monterey County Government Channel for an Agreement term of November 7, 2017 through June 30, 2020, for a total not to exceed \$294,880.
- b. Approve and authorize the Contracts/Purchasing Officer or his designee to execute up to two (2) extensions of the Agreement, of one (1) year each, subject to County Counsel review, provided there is no significant change in Agreement terms and provided any increase in cost is limited to no more than ten (10) percent of the yearly amount (\$10,500 maximum increase per renewal).

SUMMARY:

The Monterey County Government Channel airs the meetings of the Board of Supervisors, the Planning Commission and other public meetings, hearings and events which take place in the Board of Supervisor Chambers. The Agreement with Armstrong Productions provides for the services needed to broadcast and record these meetings as well as support and maintain the on air broadcast operations of the county channel.

DISCUSSION:

The Monterey County Government Channel is a government access channel whose operations are primarily funded by cable access fees. The channel is seen on Comcast Cable Channel 28, streams online on the channel website: [www.mgtvonline.com](http://www.mgtvonline.com) <<http://www.mgtvonline.com>> and on YouTube <<https://www.youtube.com/channel/UCNLI099wf8EsMZR3YyeIjQg>>.

The mission of the channel is to provide access and insight into Monterey County government and to foster a better understanding of how government works for and with the community. The primary programming on the channel are meetings of the Board of Supervisors, Planning Commission and other county commissions and public agency hearings, meetings and events which take place in the Board of Supervisors Chambers. The channel also creates and airs informative programming which is facilitated through separate contracts.

A Request for Proposals issued to solicit proposals for broadcast channel services by interested vendors as well as to update the contracts associated with this service; the last RFP was held in 2010. The RFP process solicited bids from a wide variety of companies in the county with broadcast expertise. As a result of this process, Armstrong Productions Inc was the vendor selected to provide broadcast services.

The recommended Agreement provides for recording and broadcasting meetings and events from the Board of Supervisors Chambers, or any other room equipped for that purpose, as well as to support and maintain the on air broadcast operations of the channel. Those duties include maintaining a schedule of programming such as with TV Guide or on the channel website, scheduling programs for broadcast, creating informative graphics of County information, and transferring and uploading locally created and provided programs to any platform in which the channel is viewed.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed the Agreement as to legal form. As the administrator of Public, Educational and Governmental (PEG) access fees, the Information Technology Department has reviewed fiscal provisions.

FINANCING:

The cost of this agreement is not to exceed \$294,880.00. The current average cost per year for these services is approximately \$52,300. The new annual cost will be approximately \$96,600. This amount is fully supported by PEG/cable fees and has been included in the FY 2017-18 Adopted Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Monterey County Government Channel touches all aspects of the County's Strategic Initiatives. It provides public access and transparency to the decision making bodies of county government as well as insight into how programs and services rooted in the County's Strategic Initiatives impact the community through informative programming.

Mark a check to the related Board of Supervisors Strategic Initiatives

- X Economic Development
- X Administration
- X Health & Human Services
- X Infrastructure
- X Public Safety

Prepared by: Maia Carroll, Communications Coordinator, x3092

Approved by: Nicolas Chiulos, Assistant County Administrative Officer, x5145

Attachments are on file with the Clerk of the Board

Attachments:

1. Agreement between County of Monterey and Armstrong Productions, Inc. for Broadcast Services

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Approved by Paul Lewis, County Budget Director  
On behalf of Dewayne Woods, Assistant CAO

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Date