



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: 17-1135, **Version:** 1

Approve and authorize the Contracts/Purchasing Officer or his designee to execute an Agreement with Armstrong Productions, Inc. for video production services for the Monterey County Government Channel for a term of November 14, 2017 to June 30, 2020 in an amount not to exceed \$145,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve and authorize the Contracts/Purchasing Officer or his designee to execute an Agreement with Armstrong Productions, Inc. for video production services for the Monterey County Government Channel for a term of November 14, 2017 to June 30, 2020 in an amount not to exceed \$145,000.

SUMMARY:

A Request for Proposal (RFP) was recently conducted for services for the Monterey County Government Channel. Among the services needed for channel operations is video production. The Monterey County Government Channel uses video production services to create programs which educate and inform the public about county government, issues and services and to foster a better understanding of how government works for and with the community. Armstrong Productions, Inc was one of two vendors selected to provide these services.

DISCUSSION:

The Monterey County Government Channel is a local government access channel; its operations are primarily funded by cable access fees. The channel is seen on Comcast Cable Channel 28, streams online on its website: www.mgtvonline.com <<http://www.mgtvonline.com>> and programming is available for viewing on YouTube <<https://www.youtube.com/channel/UCNLI099wf8EsMZR3YyeIjQg>> .

The primary programs on the channel are meetings of the Board of Supervisors, the Planning Commission, and other county commissions and agencies, which are facilitated through a separate contract. Additionally, video production services are used to create informative programming for county residents which showcase the work of County departments and create awareness of available services and programs. Nearly every County department is or has been represented in programming on the government channel. The Monterey County Government Channel has won many regional and national awards for its quality programming.

An RFP was conducted to solicit proposals for various channel services as well as to update the contracts associated with this work; the last RFP was held in 2010. The RFP process solicited bids from a wide variety of video production companies in the county, resulting in the selection of two vendors to provide video production services. Armstrong Productions Inc is one of those selected.

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 \$145,000. The current average cost per year for these services are approximately \$37,000. The new annual average cost will be approximately \$48,000. 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

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Attachments: Agreement between County of Monterey and Armstrong Productions, Inc. for Video Production Services