



CITY OF GLENARDEN

NOTICE OF REQUEST FOR PROPOSALS CABLE

TELEVISION BROADCAST SERVICES

RFP NO. 2022-10

CITY OF GLENARDEN
NOTICE OF REQUEST FOR PROPOSALS CABLE
Cable Television Broadcast Services

NOTICE IS HEREBY GIVEN that City of Glenarden (City) is accepting proposals from qualified companies or individuals to provide broadcast services, including television and web streaming, for City Council meetings. Proposals shall be submitted in a sealed envelope marked "**Proposal for Cable Television Broadcast Services**" and shall be sent to the City Administration, City of Glenarden, 8600 Glenarden Parkway, Glenarden, MD 20706. Proposals are due no later than **4:00 P.M. on Friday, September 16, 2022**. POSTMARKS WILL NOT BE ACCEPTED.

Submit three (3) copies of your Proposal. It should be understood that the final fee will be negotiated with the City. As part of the Cost Proposal, please provide a breakdown of the hourly rates and any other applicable fees.

All submitted proposals will be reviewed and analyzed by City staff and the proposals which best meet the City's needs will be selected for further analysis and negotiation. The City reserves the right, in its sole discretion during the selection process, to reject any or all proposals or any portion without exception or explanation.

Parties interested in obtaining a Request for Proposals (RFP) Package (at no cost) can email Monay Ward, Webmaster/Media Specialist at mward@cityofglenarden.org. For questions regarding this RFP, you may contact us at (301)773-2100.

REQUIRED WALK-THROUGH

A walk-through has been scheduled for **Thursday, September 8, 2022 at 10:00 A.M.** Any questions will be answered at this time. Proposers will have an opportunity to examine the City's Council Chambers, production control room and television studio. In addition, the City of Glenarden requests bidders to assess and analyze the existing production equipment with recommendations of additions/subtractions needed. Attendance of the walk-through is required for parties wishing to submit a proposal.

SUBMITTAL DEADLINE

TO BE CONSIDERED, A PROPOSAL MUST BE SUBMITTED NO LATER THAN FRIDAY, SEPTEMBER 16, 2022, at 4:00 P.M. at the City Administration, 8600 Glenarden Parkway, Glenarden, MD 20706. Postmarks will not be accepted. Failure of, or disturbances in any mail service is not a legitimate reason for proposals to be submitted after the above due date. *The City may extend the deadline at its discretion.*

1. SCOPE OF SERVICES/SCOPE OF WORK

The City of Glenarden (City) places a high priority in effectively engaging its citizens in local government. In support of this goal, the City has established a Public, Educational and Government Access Channel (PEG), as provided by Comcast and Verizon Cable, to provide live broadcasting of City Council meetings, special events and overseeing/directing technical/artistic development of City television programs required in the production. Regular City Council Meetings are typically held three times monthly and Special Meetings may be called from time to time which may be broadcast at the City's discretion. In addition, special offsite filming may be necessary such as the City's annual Glenarden Day and other such special events.

The City is seeking a consultant that provides and oversees all cablecast operations, video web streaming and archiving, and special event filming. The consultant must host the video web streaming and archive to look and feel similar to the City's website. The selected consultant shall provide and manage all necessary hardware including, but not limited to, servers, storage, and network resources to host the City's video web streaming requirements. The selected consultant shall provide and manage all necessary software for the storage and retrieval of archived video content, and the ability to link documents/files to indexed segments of video content. The City may also request periodic reports of analytics.

The broadcast services requested include:

- a. Film City Council meetings three times a month, *not limited to Special Meetings* as well as Special Events. Tasks including pre-meeting creation of graphics and installation of photos; testing and calibration of required audio and video equipment; notation of any required service issues; monitoring audio and video levels during meetings; and programming of meeting for future broadcasts.
- b. Assist the City in the development and presentation of programming as provided in the "Description of Programming" below.
- c. Maintain equipment service records and coordinate required service.
- d. Provide assistance to staff with regard to additional audio or video needs they may have for presentations.
- e. Control the lighting during City Council meetings.
- f. Provide a live broadcast and two DVD copies of the City Council meeting.
- g. Provide on-call technical support.
- h. Arrive in advance of a meeting to properly put all information for captions for the meeting into the character generator.
- i. Convert the meetings to a format to be easily placed on the City of Glenarden website and/or to provide an archive of Council Meetings.
- j. Use a system that is compliant with Title II of the Americans with Disabilities Act which requires state and local governments to make their programs, services and activities accessible to persons with disabilities.

- k. Display a professional attitude and business attire appropriate for a public meeting.
- l. Keep the control room neat and report any malfunctions in equipment immediately to the City Administration.
- m. Assist with routine maintenance of television broadcast equipment, provide troubleshooting and repair support, and recommend resolutions to problems encountered in the broadcast and archiving of live meetings.
- n. Work with the City Clerk's Office to plan and schedule all meetings covered by this RFP, giving at least two weeks' notice if they are unable to provide coverage for any particular meeting. It will be the Provider's responsibility to sub-contract and/or assign resources to operate the control room for a meeting broadcast production if the provider has an emergency or other scheduling conflict.
- o. Assist in creating a resource manual and training manual for operation of equipment.
- p. Oversee the maintenance and support of the City's TV station as well as direct technical and artistic developmental of television programs including the preparation of artwork or animation, narration, dialogue, sound effects and music as required in the production.
- q. Review all correspondence and programming media.
- r. Tape and edit programs; produce a daily/weekly/monthly schedule for video programs.
- s. Prepare, design and institute computer entries for cablecast.
- t. Work with the City Administration to develop and maintain a Bulletin Board featuring community calendar events, City events and special programming notes, etc.
- u. Obtain and support all software required to provide broadcasting services.
- v. Comply with all applicable ordinances, laws, rules, and regulations of the City, county, state, and federal government.
- w. Maintain and operate under a current business license for the City of Glenarden.

2. TASK LIST

Each task has been assigned a number based on priority and difficulty of completion. We hope to have success in these tasks during the duration of your contract.

Task No.	Task	Equipment & Services Needed
1.	Write and maintain procedures for Use of Facilities and Equipment.	Computer/Desktop
2.	Develop approach and production methods necessary to produce continuity and required story lines.	Computer/Desktop
3.	Maintain equipment inventory and field and studio production schedules.	All Media room equipment
4.	Tape and edit programs; produce a daily/weekly/monthly schedule for video programs	Camera's/ Lighting/ Desktop

Overview

This position is part-time and seeks someone who is well experienced with media equipment. The plan is for this position to be at every future in person meeting and run the station when those meetings are occurring. At the moment, there is no timeline on when those in person meetings will start back up however, when they do, that is when this role is most critically needed. Also, we will ask you to put together SOP, for the media room and maintain station connectivity to all channels.

3. DESCRIPTION OF PROGRAMMING

City of Glenarden's public, educational, and government access cable television channel shall direct information to the residents of Glenarden in the following formats:

- a. Meetings: All regularly scheduled City Council meeting shall be televised live and will be rebroadcast at various times in the following weeks. Meeting of City commissions, boards and committees may be filmed and broadcast as appropriate or as directed by the City Council.
- b. Informational Programs: Informational programs consist with the purpose of the government access channel may be broadcast. City staff may produce these programs or a non-profit community organization or government agency may submit a program for consideration for broadcast. All programs are subject to the approval of the City Manager or his/her designee prior to broadcast.
- c. Public Service Announcements: Public Service Announcements (PSA's) may be solicited and/or produced for government access by City departments. PSA topics shall be consistent with the purpose of the channel and in a format acceptable to the City. All PSA's are subject to the approval of the City Manager or his/her designee prior to broadcast and they may be edited by the City to provide clarity or to adhere to time availability.
- d. Event Coverage: Programs that cover or advertise special events be they organized by the City of Glenarden or another civic-affiliated organization, may be aired as time permits. These programs and the events shall be non-commercial, non-sectarian and of civic/public nature. All programs are subject to the approval of the City Manager or his/her designee prior to broadcast.
- e. Community Bulletin Board: The Community Bulletin Board is a scrolling "message board" that displays announcements and messages about community events, activities, programs and services. Announcements from non-City organizations may be aired as long as they are non-profit and civic- related. Information submitted by an outside agency may be edited by the City both in form and content and all announcements are subject to the approval of the City Manager or his/her designee prior to inclusion on the Community Bulletin Board. It is permissible for a commercial radio station to be used as

background music for the Community Bulletin Board.

- f. Content Restrictions: The selected contractor shall have editorial discretion over the types of content that may be allowed to be broadcasted on the City of Glenarden's public, educational, and government access cable television channel.

4. EVALUATION CRITERIA

A qualifying proposal must address all of the following points:

- a. Cover Letter
- b. Project Title
- c. Firm Name

Firm Qualifications

- a. Type of organization, size, professional registration, and affiliations
- b. Identify and present qualifications of key team members and partners
- c. Resume' of the principal individual(s) to contact for referral
- d. The proposal must provide a minimum of three (3) reference accounts at which similar work has been completed by the contractor within the last (2) years.

Required Submittals for Proposal

Each prospective firm's proposal must consist of two separate sections, a "Technical" section and a "Sealed Dollar Cost Section," both of which are to be prepared in accordance with the following guidelines. For firms submitting bids via email, proposals must be submitted as separate pdf documents and must be clearly labeled as either the "Technical Section" or "Sealed Dollar Cost Section."

For firms submitting by mail, you must provide a total of two (2) copies of both sections of the proposal, which must be submitted to the City by **4:00 P.M. on Friday, September 16, 2022**. Failure to comply with these requirements will result in a disqualification of the proposal.

1.1. TECHNICAL SECTION

No information regarding professional fees or costs should be included anywhere in the technical section.

The purpose of the technical section of the proposal is to identify the qualifications of your firm, competence and capacity of the firms seeking to undertake scope of services stated in this request for proposals. The technical section must include the following: 1. Must be completed on company letterhead and must clearly identify the firm's owner or CEO as well as the firm's point of contact concerning the proposal, the firm's main and/or local addresses, telephone number and email address where the contact person can be reached. If the firm must also identify a project manager in this section that will serve as the City of Glenarden's point of contact. 2. Demonstrate the qualifications of the firm and identify the staff to be assigned to the rendered services. 3. Include a brief statement clearly articulating the understanding of the work to be performed and

specify the intended scope of work of the proposal. Firms are encouraged to clearly state whether they are proposing to conduct all of the work “in-house” or will sub-contract a specific phase of the scope of work. 4. Include at least three (3) professional references that can attest to the firm’s work as it relates to the scope of the work sought. 5. The proposal must identify two (2) relevant samples of work performed. Each sample should be limited to a single page and provide the project’s scope and relevant details. Firms are also encouraged to submit short clips which demonstrate its recording and broadcast services.

1.2. SEALED DOLLAR COST SECTION

The “Sealed Dollar Cost Section” must be submitted in a **separate document** from the “Technical” section documents. The sealed dollar cost bid section must include a completed bid form, which is listed as **Attachment A**. The Sealed Dollar Cost Section of the proposal must contain all pricing information relative to providing the work as described in this request for proposals. The City of Glenarden will not be responsible for expenses incurred in preparing and submitting the technical proposal or the sealed dollar cost bid. Such costs should not be included in the proposal.

Understanding of the Services

- a. Summary of approach to be taken
- b. Overall costs associated with the services
- c. Description of the vendor organization and staffing to be used for the services
- d. Indication of information and participation required from City staff
- e. Other information that may be appropriate

The City Administration will review and evaluate the proposals submitted based on each responding firm's knowledge, experience, skills, past performance, and quality of the proposal. In addition, the following criteria will also be used in the evaluation process:

1. Demonstrated professional skills and credentials of staff
2. Quality of previous services
3. Overall cost and fees
4. Responsiveness to the RFP

5. PROPOSAL SUBMISSION

All proposals must be filed with the City Administration, at City Hall, 8600 Glenarden Parkway, Glenarden, MD 20706 on or before **4:00 P.M., Friday, September 16, 2022**. It is the sole responsibility of the Bidder to see that their bid is submitted in proper time. Any proposal received after the scheduled closing time for receipt of proposals will be returned to the Bidder unopened. Faxed or proposals submitted in a format other than specified will be rejected.

The proposals must be submitted by the date and time listed above. Three (3) complete copies of the bid proposal and related information must be submitted in a sealed envelope or box clearly marked as stated below:

City of Glenarden

"Proposal for Cable Television Broadcast Services"

Attn: Monay Ward

8600 Glenarden Parkway

Glenarden, MD 20743

To expedite the evaluation of the proposals, it is mandatory that the instructions and format contained in this RFP be expressly followed. Any submission of proposals that does not follow the instructions and format, and/or fails to comply with the requirements set forth in this RFP, in the sole opinion of the City of Glenarden, may be judged non-responsive and rejected by the City from further consideration. The City reserves the right to reject any and all proposals.

6. REQUEST FOR INFORMATION

Any questions relative to this proposal and/or any request for additional information should be directed to the City Administration, (301) 773-2100, email: mward@cityofglenarden.org. The deadline for the submission of questions is at **4:00 P.M.** on **September 16, 2022**. Responses will be sent to all potential respondents.

7. CALENDAR OF EVENTS

The following is an anticipated RFP and project timeline:

- Wednesday, August 17, 2022 - RFP issued & published
- Thursday, September 8, 2022 @ 10AM – Walk-Through (required)
- Friday, September 16, 2022 @ 4PM - Written questions & proposal due

8. EVALUATION OF PROPOSALS AND AWARD OF CONTRACT

The final contract award will be subject to the approval of the Glenarden City Council. The successful bidder will be notified as to the date and time of the City Council meeting so it may send a representative to the meeting to present himself/herself to the Council and respond to technical questions.

The separate technical section of the proposals submitted will be reviewed and evaluated first. The qualifying firms from this section will then have their sealed dollar cost bid opened and evaluated. The firm best meeting the experience, approach and cost requirements will be selected.

The successful bidder will be notified of dates of evaluations and if necessary, the recommendation of a firm will go to the City of Glenarden Mayor and Council for consideration of approval. Once approved, the City will execute a contract for services and will submit a Purchase Order (PO) to the selected firm.

9. OTHER REQUIREMENTS AND INFORMATION

9.1. Stability of Proposed Prices

Any price offerings from respondents must be valid for a period of 90 days from the due date of the proposals.

9.2. Amendment or Cancellation of the RFP

The City of Glenarden reserves the right to cancel, amend, modify or otherwise change this RFP at any time if it deems it to be in the best interest of the City to do so.

9.3. Proposal Modifications

No additions or changes to any proposal will be allowed after the submission of a proposal unless such modification is specifically requested by the City. The City, at its option, may seek respondent retraction and/or clarification of any discrepancy or contradiction found during its review of proposals.

9.4. Presentation of Supporting Evidence

Respondents must be prepared to provide any evidence of experience, performance, ability, and/or financial sureties that the City of Glenarden deems to be necessary or appropriate to fully establish the performance capabilities represented in their proposals.

9.5. Demonstration of Proposed Services

At the discretion of the City, respondents must be able to confirm their ability to provide all proposed services. Any required confirmation must be provided in a method approved by and without cost to the City.

9.6. Erroneous Awards

The City of Glenarden reserves the right to correct inaccurate awards. This may include, in extreme circumstances, revoking the awarding of a contract already made to a respondent and subsequently awarding the contract to another respondent. Such action on the part of the City shall not constitute a breach of contract on the part of the City once this determination has been made.

9.7. Proposal Expenses

Respondents are responsible for all costs and expenses incurred in the preparation of proposals and for any subsequent work on the proposal that is required by the City.

9.8. Ownership of Proposals

All proposals shall become the sole property of the City and will not be returned.

9.9. Execution of Contract

This RFP is not a contract and, alone, shall not be interpreted as such. Rather, this RFP only serves as the instrument through which proposals are solicited. If, for some reason, the City and the initial selected respondent fail to reach consensus on the issues relative to the contract, then the City or its agents may commence contract negotiations with other respondents. The City may decide at any time to start the RFP process again.

9.10. Oral Agreement or Arrangements

Any alleged oral agreements or arrangements made by respondents with the City of Glenarden or its agents or employees will be disregarded in any proposal evaluation or associated award.

9.11. Subcontractors

The City must approve any and all subcontractors utilized by the successful respondent prior to any such subcontractor commencing any work. Respondents acknowledge by the act of submitting a proposal that any work provided under the contract is work conducted on behalf of the City of Glenarden and that the City Manager or their designee may communicate directly with any subcontractor as the City may deem necessary or appropriate. It is also understood that the successful respondent shall be responsible for the payment of all fees charged by the subcontractor(s). The successful respondent shall provide a performance evaluation of any subcontractor promptly to the City. The successful respondent must provide the majority of services described in the Scope of Work.

9.12. Copyright

The selected firm must agree to execute and deliver to the City of Glenarden any and all necessary documents to support the transfer and assignment of any and all intellectual property and copyright rights pertaining to the plan to be developed under this proposal.

9.13. Confidentiality and Care of Data

The successful respondent agrees to protect the confidentiality of any files, data or other material pertaining to the subsequent contract and to restrict their use solely for the purpose of performing the terms of the contract. The successful respondent shall take all steps necessary to safeguard data, files, reports or other information from loss, destruction or erasure. Any costs or expenses of replacing or damages resulting from the loss of such data shall be borne by the successful respondent when such loss or damage occurred through its negligence.

10. TERMS AND CONDITIONS

The following terms and conditions apply to this RFP:

1. It is the policy of the City of Glenarden that any contract for services requires that all legal disputes are heard in a court of law in Prince George's County, Maryland and

that each party is responsible to pay for the cost of their own legal fees. The City will not agree to terms that are not consistent with this policy.

2. Any submission of Proposals received after the date and time specified in this RFP will not be considered and will be returned unopened.
3. Responses shall be reviewed by the City as submitted. Firms may make no changes or additions after the deadline for receipt.
4. All material received relative to this RFP will be considered public records subject to disclosure under the Maryland Public Information Act. (General Provisions Code Ann. §4-101 et seq.) The City reserves the right to retain all proposals submitted, whether or not the proposal was selected or judged to be responsive.
5. Due care and diligence have been exercised in the preparation of this RFP and all information contained herein is believed to be substantially correct. However, the responsibility for determining the full extent of the services rests solely with those making responses. Neither the City nor its representatives shall be responsible for any error or omission in this response, nor for the failure on the part of the respondents to determine the full extent of their exposures.
6. The RFP does not commit the City of Glenarden to award a contract. The City reserves the right to select consultants from the responses received; to waive any or all informalities and/or irregularities; to re-advertise with either an identical or revised scope, or to cancel any requirement in its entirety; or to reject any or all proposals received. The City also reserves the right to approve any subcontractors used by submitting firms.
7. If a proposing firm knowingly and willfully submits false data, the City reserves the right to reject that Response. If a contract was awarded as a result of false statements or other data submitted in response to this RFP, the City reserves the right to terminate that contract.
8. The City retains the right to contact any/all proposing firms after submittal in order to obtain supplemental information and/or clarification in either oral or written form. Furthermore, an explicit provision of this RFP is that any oral communication made is not binding on the City's proposal process.

END OF RFP NO. 2022 – 10

ATTACHMENT

A

SEALED DOLLAR BID FORM

SEALED DOLLAR BID FORM
ATTENTION: MONAY WARD
JAMES R. COUSINS, JR. MUNICIPAL CENTER
8600 GLENARDEN PARKWAY
GLENARDEN, MARYLAND 20706
[MWard@CITYOFGLENARDEN.ORG](mailto:MWard@CityofGlenarden.org)

Pursuant to the Request for Proposals, Cable Television Broadcast Services, City of Glenarden, Maryland, I am submitting a bid on behalf of _____ in the amount of \$_____ for all broadcast, recording and production services.

Date: _____

Bidder (legal name of person or entity): _____

By (name and title): _____

Address: _____

Telephone: _____

Signature: _____