CITY OF LOS ALAMITOS

3191 Katella Ave.
Los Alamitos, CA 90720

AGENDA
CITY COUNCIL
SPECIAL MEETING

Monday, August 10, 2015 – 6:00 p.m.

I, Richard D. Murphy, as Mayor of the City of Los Alamitos, do hereby call a special meeting of the City Council of the City of Los Alamitos, to be held at the time and place listed above to discuss the matters listed below.

Richard D. Murphy, Mayor of the City of Los Alamitos

NOTICE TO THE PUBLIC

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at City Hall in the City Clerk's Office or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, 3191 Katella Ave., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the City Clerk's Office at (562) 431-3538, extension 220, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the City Clerk at the meeting for individuals with hearing impairments.

Persons wishing to address the City Council on any item on the City Council Agenda will be called upon at the time the agenda item is called or during the City Council's consideration of the item and may address the City Council for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL

Council Member Grose
Council Member Hasselbrink
Council Member Kusumoto
Mayor Pro Tem Edgar
Mayor Murphy

3. SPECIAL ORDERS OF THE DAY

A. Cable Operations Manager (Administrative Services)

The item for City Council consideration is selection of a Cable Operations Manager.

Recommendations:

1. Conduct interviews for a Cable Operations Manager; and,

2. Select a Cable Operations Manager and authorize the City Manager to execute the standard Professional Services Agreement.

4. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing Agenda was posted at the following locations: Los Alamitos City Hall, 3191 Katella Ave.; Los Alamitos Community Center, 10911 Oak Street; and Los Alamitos Museum, 11062 Los Alamitos Blvd. not less than 24 hours prior to the meeting.

Windmera Quintanar, CMC, City Clerk

Date 8/5/15

City of Los Alamitos

Agenda Report	August 10, 2015
Special Orders	Item No: 3A

To: Mayor Richard D. Murphy & Members of the City Council

Via: Bret M. Plumlee, City Manager

From: Jason Al-Imam, Administrative Services Director

Subject: Cable Operations Manager

Summary: The item for City Council consideration is selection of a Cable Operations Manager.

Recommendations:

1. Conduct interviews for a Cable Operations Manager; and,
2. Select a Cable Operations Manager and authorize the City Manager to execute the standard Professional Services Agreement.

Background

A Cable Operations Study was recently completed, which identified a variety of issues currently facing Los Alamitos Television (LATV). One of the central findings in the study found that there is a need for a Cable Operations Manager to oversee the station's operations. Based on direction from the City Council on July 21, 2015, a Request for Proposals ("RFP") was issued for Cable Operations Manager services. This report outlines the elements of the RFP and the selection criteria for City Council consideration in selecting a Cable Operations Manager.

Discussion

On July 23, 2015 the City issued a Request for Proposals ("RFP") for Cable Operations Manager Services (Attachment 1). The RFP was initially sent to six consultants and was posted on the City's website. In addition, a notice regarding the RFP was posted on the City's Facebook page and was published in the News Enterprise. Subsequently, the City received a request for the RFP from another company and as a result that company was also included in the distribution list.

The RFP outlined the scope of responsibility for the Cable Operations Manager, which included:

a. Overseeing all video production for the city including telecast and online streaming of city council and commission meetings and other city meetings and events. The filming and editing of city council and commission meetings are currently performed by an independent contractor. All other post-production, programming and broadcasting work will be performed by the Cable Operations Manager.

b. Performing all aspects of daily programming (planning, scheduling, etc.). The Cable Operations Manager will also select, acquire, and maintain programs and other needed materials and obtain legal clearances for their use as necessary.

c. Seeking sponsorships, grants, and other funding sources.

d. Advising the City on recommended equipment purchases for LATV3. Upon approval by the City, the Cable Operations Manager will carry out the procurement of equipment in accordance with the City's purchasing policies as outlined in Chapter 2.60 of the City's Municipal Code.

e. Advising the City on the role of the Cable Commission.

f. Overseeing the Cable Commission – attending all meetings.

g. Attending City Council meetings, as requested.

h. Advising the City on public access to a studio and/or other City-owned cable equipment.

i. Developing and implementing effective and efficient operation of all policies, procedures, and long-range strategic plans for LATV3, including goals, objectives and timetables.

The City received four proposals, which are attached to this report. Those that submitted proposals have been invited to the interviews that have been scheduled for this meeting. The tentative interview schedule is as follows:

- 6:05pm Douglas Wood
- 6:20pm John Underwood
- 6:35pm Larry Strawther
- 6:50pm Mark Andrews

Staff has prepared questions to facilitate the interviews. The interview questions include evaluation and scoring criteria. The City Clerk will assist with the tallying of the scores. After the interviews have been conducted the City Council may choose to select a Cable Operations Manager and direct staff to enter into an agreement for Cable Operations Manager services.

Fiscal Impact

$25,000 has been budgeted in the City's General Fund for meeting cablecasting, LATV supplies, LATV contractual services and event filming for Fiscal Year 2015/16. No amounts have been specifically budgeted for a Cable Operations Manager in Fiscal Year 2015/16. However, by hiring a Cable Operations Manager the City will be able to more efficiently manage LATV, which should create savings that would partially fund the cost of hiring a Cable Operations Manager. The cost of hiring a Cable Operations Manager may also be offset with funding from sponsorships and/or funding from PEG fees. The City receives approximately $31,200 each year in PEG fees. Depending on the proposed costs and possible funding from sponsorship revenue and PEG fees, the City may be able to fully fund the cost of hiring a Cable Operations Manager.

Submitted By:

Jason Al-Imam
Administrative Services Director

Approved By:

Bret M. Plumlee
City Manager

Attachments:
1. *Cable Operations Manager RFP and Addendums (**pages 1-66**)*
2. *Douglas Wood Proposal (**page 67**)*
3. *John Underwood Proposal (**pages 68-86**)*
4. *Larry Strawther Proposal (**pages 87-97**)*
5. *Mark Andrews Proposal (**page 98**)*

Attachment 1

CITY OF
Los Alamitos
California

3191 Katella Avenue
Los Alamitos, CA 90720-5600
Telephone: (562) 431-3538
FAX: (562) 493-1255
www.cityoflosalamitos.org

DATE: July 23, 2015

TO: Invited Parties

FROM: Bret M. Plumlee, City Manager

SUBJECT: Cable Operations Manager

The City of Los Alamitos invites qualified parties to submit proposals for Cable Operations Manager services. Attached is the request for proposal (RFP).

Responses are to be delivered via e-mail to Bret M. Plumlee, City Manager bplumlee@cityoflosalamitos.org by 11:59 p.m. August 2, 2015.

All requests for information, questions and correspondence should be directed to Bret M. Plumlee at (562) 431-3538 ext. 249 or emailed to bplumlee@cityoflosalamitos.org.

CITY OF LOS ALAMITOS

REQUEST FOR PROPOSAL
CABLE OPERATIONS MANAGER

Submittal Deadline:
11:59 p.m.
August 2, 2015

RFP Prepared by and Proposals to be provided to:

Bret M. Plumlee
City Manager
3191 Katella Avenue
Los Alamitos, California 90720
(562) 431-3538, ext. 249
bplumlee@cityoflosalamitos.org

CITY OF LOS ALAMITOS
REQUEST FOR PROPOSAL

I. BACKGROUND AND NATURE OF SERVICES REQUIRED

A. Background

The City of Los Alamitos incorporated in 1960, and is located on the Northwest edge of Orange County. It is situated North of Seal Beach, East of Long Beach, South of Hawaiian Gardens and West of Cypress. The City encompasses 4.3 square miles with a small population of approximately 12,000. The City is mature, urbanized, and for the most part, built-out. Half of the community's 4.3 square miles is occupied by the federally operated Joint Forces Training Base (JFTB). The City Manager is hired by the City Council and oversee all day to day operations. The Cable Operations Manager will report directly to the City Manager.

Los Alamitos Television Channel 3 (LATV3) primarily serves the communities of Los Alamitos and Rossmoor with cable television programming, airing primarily Los Alamitos City Council meetings, Los Alamitos Unified School District Board meetings, Rossmoor Community Services District Board meetings, and Los Alamitos High School football games and a variety of locally originated programs.

Locally originated programs includes television programs made by a television station or producer for broadcast with the intention of local consumption as opposed to national consumption. Examples of locally originated programming are high school sports, local school events, etc.

B. Scope of Work

A Cable Operations Study (**Attachment 1**) was recently completed, which identified a variety of issues currently facing LATV3. One of the central findings in the study found that there is a need for a Cable Operations Manager to oversee the station's operations. Therefore, the City of Los Alamitos, through this Request for Proposals ("RFP"), is seeking proposals from qualified parties for Cable Operations Manager services.

The City seeks a Cable Operations Manager with the background and experience to:

a. Oversee all video production for the city including telecast and online streaming of city council and commission meetings and other city meetings and events. The filming and editing of city council and commission meetings are currently performed by an independent contractor. All other post-production, programming and broadcasting work will be performed by the Cable Operations Manager.

b. Perform all aspects of daily programming (planning, scheduling, etc.). The Cable Operations Manager will also select, acquire, and maintain programs and other needed materials and obtain legal clearances for their use as necessary.

c. Seek sponsorships, grants, and other funding sources.

d. Advise the City on recommended equipment purchases for LATV3. Upon approval by the City, the Cable Operations Manager will carry out the procurement of equipment in accordance with the City's purchasing policies as outlined in Chapter 2.60 of the City's Municipal Code (**Attachment 2**).

e. Advise the City on the role of the Cable Commission.

f. Oversee the Cable Commission – attend all meetings.

g. Attend City Council meetings, as requested.

h. Advise the City on public access to a studio and/or other City-owned cable equipment.

i. Develop and implement effective and efficient operation of all policies, procedures, and long-range strategic plans for LATV3, including goals, objectives and timetables.

There is no expressed or implied obligation for the City to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.

As part of the evaluation process qualified parties submitting proposals will be requested to make oral presentations to the City Council at the special meeting on August 10, 2015.

The City reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the firm selected.

II. INSURANCE REQUIREMENTS

The organization selected by the City to be the City's Cable Operations Manager will be required to carry, maintain and keep in full-force the following insurance.

a) Comprehensive General Liability Insurance with coverage limits of not less than One Million Dollars ($1,000,000) including products and operations hazard, contractual insurance, broad form property damage, independent consultants, personal injury,

underground hazard, and explosion and collapse hazard where applicable. General Liability coverage shall be amended so that Consultant and its managers, affiliates, employees, agents, and other persons necessary or incidental to its operation are insured.

b) Automobile Liability Insurance for vehicles used in connection with the performance of this Agreement with minimum limits of One Million Dollars ($1,000,000) per claimant and One Million dollars ($1,000,000) per incident.

c) Worker's Compensation insurance if and as required by the laws of the State of California.

d) Professional Errors and Omissions Insurance with coverage limits of not less than One Million Dollars ($1,000,000).

General liability, automobile and worker's compensation insurance shall be occurrence based. Professional errors and omissions insurance shall be occurrence based or claims made coverage provided that equivalent claims made coverage is maintained for three years following conclusion of the work.

Each policy shall be endorsed to waive all rights of subrogation against the City of Los Alamitos by reason of any payment made for claims under the above coverage. Each policy shall name the City and its officers, employees, agents and volunteers as additional insureds.

III. PROPOSAL REQUIREMENTS

A. General Requirements

1. Inquiries concerning this request for proposal must be made to:

Bret M. Plumlee, City Manager
City of Los Alamitos
3191 Katella Ave.
Los Alamitos, CA 90720

2. Proposal Requirements

Proposal are required to be submitted via e-mail to Bret M. Plumlee, City Manager bplumlee@cityoflosalamitos.org by 11:59 p.m. August 2, 2015. All Proposals shall include the following information:

I. Transmittal Letter

Please include a brief introduction and history of your organization. Explain why you believe your organization is best qualified to provide such services to the City of Los Alamitos. A letter to be signed by a

member of the organization having the authority to negotiate and execute contract on behalf of the organization.

II. Project Understanding

This section of your Proposal should outline your understanding of the project. It should identify key issues to be addressed during the project and any insights or innovative ideas the proposer can provide in addressing those issues.

III. Qualifications and Experience

The proposer should state the size of the organization, the location of the office from which the work on this engagement is to be performed and the number and nature of the staff to be employed in this engagement. The proposer should also state the experience of staff assigned to supervise and administer this engagement including education and experience of assigned personnel.

IV. Comparable Engagements

List comparable engagements over the last several years for which the proposed staff has experience in performing similar services as a Cable Operations Manager. The list should include scope of work, when the services were performed and name and telephone number of the principal client contact.

V. Multiphase Implementation Plan

The following information should be included in the proposal to demonstrate the proposer's plan to carry out a multiphase implementation plan for LATV.

- Management plan and program goals
- Funding and resource development plan
    - Strategies for obtaining funding
    - Actual or proposed funding sources
    - Pro forma 3-year revenue projections

VI. Compensation

The Proposal shall contain a section titled "Compensation" that outlines the following:

1. Total All-Inclusive Maximum Price

The proposal should provide an estimated number of hours required to perform the Cable Operations Manager services (as outlined in this RFP) for a 12-month period, which should

outline the hourly rates of assigned personnel and a not-to-exceed all-inclusive maximum price (including any reimbursable expenses).

The City will not be responsible for expenses incurred in preparing and submitting the proposal. Such costs should not be included in the proposal.

2. Manner of Payment

Progress payments will be made on the basis of hours of work completed during the course of the engagement and out-of-pocket expenses incurred in accordance with the firm's dollar cost proposal. Interim billing shall cover a period of not less than a calendar month.

Each invoice shall itemize the services rendered during the billing period and the amount due. Within thirty calendar days of receipt of each invoice, the City shall pay all undisputed amounts included on the invoice. The City retains the right to audit records.

IV. EVALUATION PROCEDURES

Qualified parties submitting proposals will be requested to make oral presentations to the City Council at the special meeting on August 10, 2015. The City Council will evaluate and select the Cable Operations Manager based on the best interests of the City after all factors have been evaluated. The City shall not be obligated to accept the lowest priced Proposal. Following are some of the specific items of review that will be judged during the evaluation process:

- Understanding of the needs and requirements of the City
- Content, quality, completeness and form of submitted Proposals
- Qualifications and experience of assigned personnel
- Interviews
- Proposed costs

Submission of a proposal indicates acceptance by the firm of the terms and conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the agreement between the City and the firm selected.

The City reserves the right without prejudice to reject any or all proposals.

V. GENERAL CONDITIONS

The City intends to enter into a professional services agreement with the selected party. A sample of the standard Professional Services Agreement (PSA) is attached. Those who wish to submit a proposal to the City are required to carefully review the Professional Services Agreement. The City will not entertain changes to the general terms of the standard Professional Services Agreement.

Attachments:

1. Cable Operations Study
2. Chapter 2.60 of the City's Municipal Code
3. Sample Professional Services Agreement

LOS ALAMITOS TELEVISION CABLE OPERATIONS STUDY

Executive Summary

"As a report from the Benton Foundation noted, "Perhaps the most promising trend on the horizon for community media is the emergence of new highly integrated organization structures and collaborative processes." Enlightened PEG leaders realize that their industry has to innovate to remain relevant, especially given the competition for cable channels and the ability the Internet provides for anyone to speak their mind."

https://transition.fcc.gov/osp/inc-report/INoC-7-PEG-Access-Channels.pdf

Skyline Mediacast Productions

About this Study

As dictated in the Scope of Services agreement, "the goal of this study is to minimize operating costs of LATV while at the same time finding revenue offsets that reduce or eliminate the net cost to the City's General Fund."

Creating video content requires resources.

As you read the report, keep in mind the study is making recommendations on how to provide some services that are not currently provided. Several options presented in this report are minimizing the costs of *future* services. And therefore, not every option creates a decrease in the current budget.

The recommendations in this report offer a spectrum of options from 'no new content and no fiscal impact,' to 'a lot of new content and an increased fiscal impact.' This study also offers new innovative models that have the potential to create 'some new content with no fiscal impact,' and potentially create 'a lot of content with no fiscal impact.'

The Current State of PEG Programming

The PEG industry is currently in a state of overhaul. PEG channels cannot operate the way they did years ago, because the circumstances are different. Funding is different. At this point in time, there *is* no standard or best practice. Successful PEG stations have adapted to take advantage of the *unique* resources available to them in their communities.

This study attempts to identify the unique potential that exists in the Los Alamitos/Rossmoor communities as well as capitalize on the strengths of the station's personnel.

Deciding LATV's Future

The decision about how to structure and operate LATV will be determined by the value of Locally Originated Programming in relation to the cost to the public.

As we all know, neither value, nor cost, is represented solely by dollar signs.

Cost can be considered in terms of the lost time of city staff attempting to manage tasks that require a specialized field of knowledge. It's burdensome, but more importantly inefficient, and displaces time from other tasks that are more appropriate to their positions.

Value can be considered in terms of nurturing a sense of community pride and broadcasting the community's achievements.

Key Findings

Recommendations are based on the following key findings of this study:

1. LATV currently has no operations manager responsible for making decisions.
2. LATV's currently stated operation's model is not currently practiced.
3. The Los Alamitos community would enjoy and support Locally Originated Programming.
4. LATV's equipment captures and broadcasts in Standard Definition, which is an outdated format.
5. LATV currently has no live streaming capabilities and very little online presence.

Funding

The LATV Fund 28 holds approximately $140,000. This account is currently slated for Capital Needs. The balance has built up as no new equipment has been purchased in the past three years.

According to city staff, the annual budget for LATV operations, which currently consists of capturing city meetings, as well as choosing and scheduling programming the channel is currently $25,000, which is paid from the city's general fund.

Overview of Equipment Recommendations

LATV has the resources to purchase equipment. It does not currently have budgeted resources to pay for labor. Therefore, it is recommended to purchase production equipment that reduces the labor-intensive aspects of production.

If LATV is to continue to produce video content, it needs to be able to function in many different environments. Therefore, the recommended equipment is mobile and can be set up at sporting events, in a studio, or in a local business.

Options for Operations Models

Minimal Government Programming - One way to minimize the impact to the general fund is to minimize the activity level of the station. If the council decides this is the model that best serves the public, then the city could choose to stop all Locally Originated Programming, and simply air city meetings and a graphic slide show with music, which is called a bulletin board. This would have no additional impact to the general fund and no reason to purchase equipment at this juncture.

Public Cable Television Authority - Another option is to allow the Public Cable Television Authority (PCTA) to take over operations at LATV. An agreement would have to be reached with their Board. PCTA would collect the annual PEG fees, plus a TBD portion of the franchise fees. PCTA would provide some Locally Originated Content, which they would produce for the city of Los Alamitos. It is recommended that the city get more information on the specifics of this arrangement by asking the Station Manager to propose an agreement to their Board of Directors.

Fully Managed Public Access Manager -Should the city decide they would like to reinstate a Full Public Access programming model, the city could enter into a contract with a Public Access Manager who would be responsible for production of all the city's content. This would include city meetings and programs produced by local volunteers. Neither the manager, nor the city would have any control over the content that is produced. The manager's salary would likely cost $40,000, paid from the general fund, which would increase the impact to the city fund by $15,000.

Should the city decide that they would like to implement a full Public Access model, the city would have the option to choose to invest in less professional equipment, which would lessen the impact on the Fund 28, but not the General Fund.

Fully Managed Government Programming - The city could decide to adopt a model in which the city hires a cable operations manager that reports to the city manager. The cable operations manager would produce a full programming schedule, which includes city event coverage, sporting events, and other public interest programs. The impact to the general fund could remain at $25,000 if the city were able to follow the suit of other cities that use their capital funds to purchase completed videos as capital assets for the city. In this model the city would purchase $30,000 worth of video assets.

Sponsored Pay-Per-Project Model - The most innovative and specifically tailored model is a pay-per-project sponsored programming model utilizing a cable operations manager. This model has the potential to create revenue offsets to the general fund by creating programming that is supported by local sponsors such as businesses and booster clubs. The manager is paid 10,400 annually from the general fund, but using a pro forma model, which assumes a modest production schedule, the general fund is offset by $3,050.

	Minimum Government Programming	PCTA	Fully-managed Public Access (Full Upgrade)	Fully-managed Government Programming	Sponsored With Cable Operations Manager
Impact to LATV Fund 28	27,266	(2,134)	(50,442)	(80,442)	(50,442)
Impact to General Fund	(26,100)	TBD	(38,200)	(23,200)	(22,610)

"As a report from the Benton Foundation noted, "Perhaps the most promising trend on the horizon for community media is the emergence of new highly integrated organization structures and collaborative processes." Enlightened PEG leaders realize that their industry has to innovate to remain relevant, especially given the competition for cable channels and the ability the Internet provides for anyone to speak their mind."

https://transition.fcc.gov/osp/inc-report/INoC-7-PEG-Access-Channels.pdf

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1. Why We Did the Study?

On March 23, 2015, the City of Los Alamitos engaged Skyline Mediacast Productions to perform a Cable Operations Study of Los Alamitos Television. The goal of the study is to minimize operating costs of Los Alamitos Television while at the same time finding revenue offsets that reduce or eliminate the net cost to the City's General Fund. The scope of the study encompassed public access programming, government programming, sponsored programming and a capital needs assessment.

A. Current State of LATV

The station currently has no Cable Operations Manager even though the current LATV Policies and Procedures refer to one. The station is currently producing very little new content. The current LATV schedule includes live broadcasts and replays of City Council meetings and other public city meetings, locally originated programs by residents, bicycled programs, archived programs, a local sports highlight show and special programs featuring city and community events. Programming decisions are said to be made by the recommendations of the Cable Commission to Doug Wood. However, there is currently not a formalized process implemented. Doug Wood currently makes the programming choices each week.

The City contracts occasionally with local producers to cover city and community events.

The station broadcasts to Channel 3 in standard definition and has a limited online presence. A YouTube channel hosts the City Council meetings and is linked to the city council's *Meetings and Agenda's* page of the city website. There is also a link to LATV3.org, which is a website not owned or maintained by the city, but hosts a sample of shows that have run on LATV.

LATV has adopted the policies and procedures of a Public Access television station, but does not operate as a public access station.

Lastly, the station operates without a current planned production schedule or budget.

The fiscal impact of capturing the City Council and other public meetings is $25,000 per year paid to an independent contractor, Doug Wood, from the general fund.

B. Background of Report

"On August 18, 2014, the City Council held a budget workshop to discuss the future of Los Alamitos Television (LATV). This discussion led to the Council providing direction to staff to seek proposals from consultants to provide their vision of the future of LATV. The City Council is looking for ideas from experts in the industry, and the scope of services which is included in the Section IV of the Request for Qualifications (RFQ) is intentionally kept general and broad enough to encourage consultants to bring their ideas to the City. City Council also directed

staff to ask for feedback from the Cable Commission, which resulted in the Request for Proposals being changed to a Request for Qualifications and other comments that were received and included as an attachment to this RFQ." (Attachment 1)

The invite read, "The City of Los Alamitos invites qualified parties to submit Qualifications for the attached Scope of Services." However the city also asked for programming ideas and the associated costs.

Skyline Mediacast was called in for second and third interviews to discuss our original proposal. The proposal (Attachment 2) is a fairly standard programming model for a city with a PEG channel, as are the costs associated with producing that programming. During these interviews, it became apparent that the highest priority for the city of Los Alamitos is to minimize the impact of LATV's operation costs to the general fund.

In response, Skyline Mediacast proposed to do a study in order to explore non-traditional, and innovative solutions to the economic challenges faced by the city of Los Alamitos as a franchise authority who operates a PEG channel.

The council voted to move forward with a three-month study, the findings of which would be included in a vision study to be submitted to the city on June 30, 2015 and presented to the city council on July 20, 2015.

C. Overview of Study

Extensive research was conducted in April, May and June 2015, which included meetings with the Parks, Recreation, and Cultural Arts Commission, the Cable Commission and the City Council. Each member of the above-referenced commissions and city council were interviewed individually to determine their programming preferences and vision for LATV.

On April 1, 2015, Skyline Mediacast attended the Parks, Recreation and Cultural Arts Commission meeting to make a presentation on the study. Prior to the meeting, each commissioner was interviewed individually to determine their programming preferences and to assess the feasibility of moving LATV to their department as well as the possibility of the department managing LATV equipment. As far as LATV programming, individual commissioners revealed that LATV should showcase community events, high school events, sports activities, and children's programs. On the issue of LATV equipment management, the commission supported the idea of administering equipment to public access producers with the understanding that city staff would have to be adequately trained to efficiently carry out this function.

On April 7, 2015, Skyline Mediacast attended the Cable Commission meeting to discuss the study and get input from the Commission. Each commissioner was questioned on their thoughts and ideas concerning LATV. The feedback from the commissioners included more community programming, continuing public access, and restoring LATV to pre-2007 activity

levels. Some of the issues brought up among commissioners included a strong goal and vision for LATV and a volunteer training program.

Meetings were conducted with the Los Alamitos Chamber of Commerce and the Los Alamitos Unified School District.

On April 9, 2015, Skyline Mediacast had a discussion concerning LATV with the Los Alamitos Chamber of Commerce during its board meeting. Individual board members suggested more programs produced in the field and broadcasting Little League games as well as the Pony League World Series. A majority of board members indicated an interest in sponsored programming. The Chamber Board invited Skyline Mediacast to its breakfast meeting on May 1, 2015 to make a presentation on sponsorship levels. Skyline Mediacast attended the May 1 breakfast meeting and a number of members showed interest in various sponsorship packages.

On April 29, 2015, Skyline Mediacast met with officials from the Los Alamitos Unified School District. In attendance were Superintendent Sherry Kropp, Joshua Arnold (Los Alamitos High School Principal), Melissa Miller (High School Activities and Athletics), and Jan Gilbertson (Vice President, High School Baseball Boosters). Superintendent Kropp revealed that the school district is interested in rekindling a working relationship with LATV where their advanced media students would be involved in providing programming as well as working as crew members on LATV productions. Mr. Gilbertson expressed interest in the Baseball Boosters financially supporting the broadcast of some high school baseball games throughout the season. Mr. Arnold invited Skyline Mediacast to visit their advanced students to seek their interest level in volunteering or doing contract work at LATV.

Skyline Mediacast Productions also researched laws, regulations, court cases and papers relating to PEG channels and public access to determine the city's legal requirements in managing and operating a PEG channel.

Skyline Mediacast met with the General Manager and Production Coordinator of the Public Cable Television Authority (PCTA) to inquire about the possibility of joining their organization, the process of gaining membership, the financial and operational obligations of a new member, and the timeline in which a city can join the organization, as well as PCTA's obligations to a member city.

SMP also hired an equipment expert to examine all equipment and assess the needs of the station based on the assumption that the station continues to produce council meetings and produce original content.

In addition, this report looked at cities with similar populations throughout California to see how they organize their PEG channels, and what models they implement. Population is important because the franchise fee is based on the number of subscribers. A city that has 200,000 residents receives a much larger franchise fee to use towards their operating costs.

Out of the 10 cities with similar populations, 5 have government programming, and 3 have public access programming.

2. Recent History of LATV

Los Alamitos has a rich history as a producer of public access content and locally originated shows. Before the changes in legislation, many local programs were created under the LATV umbrella as can be seen by the library of archived material.

In recent history, very little new local content has been created.

Current programming consists of mostly of archived television programming shot long ago, along with city council meetings, and some planning meetings. Capturing and broadcasting these meetings are financed through the city's general fund. There is also currently a sports highlight show, the cost of which is covered by sponsorship from the city's waste removal vendor.

To the best of our knowledge, there has recently been very little programming shot in the LATV studio itself, and only a handful of programs shot outside of the studio. Most of this inactivity is due to outdated equipment.

While Los Alamitos is a unique community, the challenge of funding a PEG station in 2015 is not unique. Changes in legislation enacted in 2006 lowered the funding for PEG stations throughout the state. Los Alamitos may have been hit harder than other cities due to a timing issue. The city entered into a new contract with Verizon, which changed the terms of the existing contract with Time Warner. The revenue from the cable fees was reduced from 7.5 percent down to 5 percent. In addition cable subscription is declining. Like many other PEG channels, the city of Los Alamitos was left with some equipment and a channel, but no means to fund the creation of content, or the management of operations.

In addition to a sudden and significant decrease in funding in recent years, there was administrative turn-over in the city manager's position, increasing the challenge of establishing the city's communication platforms.

Like many other cities with PEG stations, Los Alamitos sought a third party to operate the station. A non-profit by the name of CSMP entered into an agreement to provide sports programming and other programming as well. However, there was a separate manager of the LATV studio at the time, dividing operations decisions and seemingly creating conflict in terms of the use of LATV resources. CSMP opted not to renew their contract leaving LATV operations without a definitive managing entity.

To fill that void, a commission was formed. In 2009, the commission created policies and procedures, which were adopted by the city council of that time. In the absence of a station manager, the committee assumed some of the responsibilities and a private vendor, Doug Wood, carried out the wishes of the commission in exchange for an hourly rate paid by the city's general fund.

Several proposals have been submitted over the last five years, but nothing has been adopted since the 2009 policies and procedures (Attachment 3) in an attempt to put a system in place. Contracts were awarded to renovate the LATV3 studio in 2010 and to manage aspects of production. Equipment was purchased on a few occasions. Sparse and intermittent city events have been captured and funded by the general fund. However, there has not been a consistent system in place designed to satisfy the overall video communication needs of the community.

Part of the culture of indecision surrounding the future of the station is related to an event that occurred in 2007. The city was cited for disallowing the first amendment right of free speech after a city official publicly admitted to removing a show from the LATV3 programming schedule. This violated LATV3's guidelines because the station is identified as a public access channel and therefore must operate under certain laws.

Responsibly, subsequent city councils and city managers have been concerned with limiting the city's liability in relation to the channel.

3. Key Findings of the Study

The following findings are of primary importance in considering the future of LATV.

A. Key Legal Findings

i. Current Legal Obligations

The station's policies and procedures identify the station as a Cable Access Station, but includes language in the operations procedures that require it to operate as a Public Access Station.

ii. PEG Legal Requirements

Under the 1984 Cable Franchise Policy and Communications Act, PEG channels are not mandated by federal law. Local Franchise Authorities (LFA) such as the City of Los Alamitos can require cable operators to provide channels for public, educational or government use. Whether an LFA has a PEG channel or not, it is still entitled to franchise fees per its cable franchise agreement. The franchise fee paid to the LFA is for cable operators to use public rights-of-ways.

Under Section 611 of the Communications Act, an LFA can designate how a PEG channel can be used. If the LFA chooses, it can designate a PEG channel strictly for public access, strictly for educational, strictly for government or a combination of public, educational and government use.

The City Attorney indicated in his research that the City can continue to collect PEG fees without the need to continue providing a public access channel. The PEG fees can be used for equipment for "Educational" and/or "Government" even if the City no

longer has a "Public" channel. As long as an LFA has a PEG channel, it can continue to collect PEG fees.

The Cable Franchise Agreements with Time Warner Cable LLC that was passed in 2007 and Verizon California Inc. signed on October 16, 2006 grants the City one dedicated PEG channel. The City may request two additional dedicated PEG channels from each of the cable providers.

iii. Recommendation

The recommendation is to remove the language requiring the station to operate under the laws of a Public Access station, assigning the choice to air programs that are submitted to a designated individual, such as a station manager that derives no personal benefit from the programming choices. The 2009 policies and procedures would have to be amended to reflect a government access channel that incorporates municipal, bicycled and sponsored programming (Attachment 4 and 5).

iv. Fiscal Impact

There is no impact to the General fund to change the designation of LATV.

B. Key Community Findings

i. Current State

Los Alamitos Community members want to see more locally-originated programming. They have requested such programming as sports, children's programs, community events and more.

Currently, LATV airs live broadcasts and replays of City Council and other public meetings, archived programs, city/community events, and bicycled programs, which does not meet the full scope of programming desired by people interviewed during this study.

Community members have expressed a satisfaction with the sports highlights show, but have also requested full game coverage in addition to the highlights show.

ii. How Other PEG Stations Serve Their Communities

Partnering with the high school and the local businesses can provide resources that subsidize the production burden on the city. Several small stations work with local colleges and local high schools and exchange instruction for labor.

iii. Recommendations

Sponsored Programming - LATV can implement a sponsored programming model in order to produce locally originated programming. A sponsored program model is detailed later in this report.

iv. Fiscal Impact

There would be no fiscal impact on the General Fund.

C. Key Equipment Findings

i. How LATV Currently Captures Content

LATV broadcasts in standard definition as most PEG stations do. However, LATV still captures its media in standard definition, as well, which most stations do not.

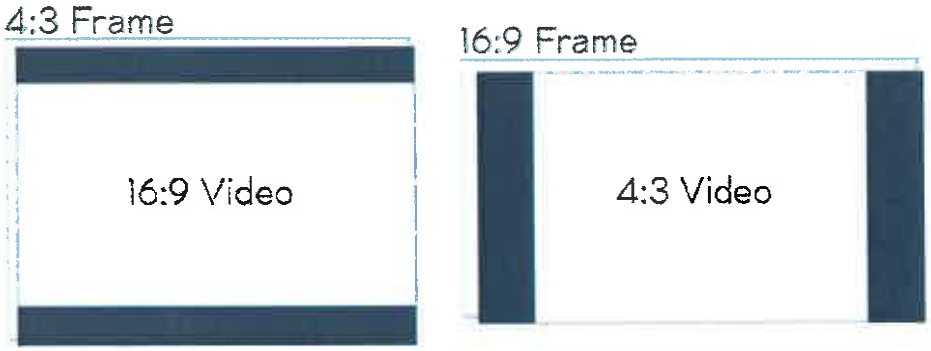
The station currently has a small online presence in social and news media. The city council meetings are hosted on YouTube and linked to the appropriate page on the city's website.

The camera equipment and video monitors are standard definition, and as such are quite outdated. At minimum, these items need to be replaced.

The City Council meetings are broadcast live on the channel, but they are not currently streamed live on the internet.

ii. How Other Stations Are Capturing Their Video Content

Most stations capture their content in a high definition format, letterbox the content (makes the wider picture fit on the smaller screen size by adding black space on the top and bottom of the picture – see example below) and broadcast in standard definition on their channels because cable providers have not yet changed their channels to High Definition capabilities.



Most stations currently capture their content in HD in order to be able to use it in the future and also to maximize their ability to use their content on the internet. This allows stations to extend their reach to a larger audience. People's viewing habits are now moving from broadcast to internet. And some stations already produce a portion of their programming exclusively for distribution on their websites.

iii. Recommendations

It is recommended that LATV upgrade the station's facilities to be able to produce HD content.

It is also recommended that LATV create a web presence, which includes a live streaming of the channel, as well as an on-demand library where residents can view archived meetings and shows.

iv. Fiscal Impact

The cost to upgrade all the equipment is estimated at $72,708 plus $5,000 for accessories which would be paid for from LATV Fund 28.

The cost to create a web presence would be estimated by the city's IT department and would likely include the cost for a web host, website design/administrator and typical website maintenance costs. From the cable operations perspective, a live streaming subscription service with Leightronix would have an annual recurring cost of $3,600 a year.

It is recommended to upload videos to the city's YouTube channel and provide a link to each video on a designated web page in order to provide "video on demand" services. Leightronix offers a service where viewers can have a more integrated and branded experience by hosting the videos on a cloud server and providing the city with a web page to display the video choices. However, an annual recurring charge is created. For example the cost for 1,000 hours of video storage costs an additional $3,000 a year.

D. Key Operations Findings

i. Current Role of LATV Cable Commission

The current role of the Los Alamitos Cable Commission is to oversee and make decisions about the stations operations, programming, and scheduling of programs for LATV. According to the Los Alamitos Municipal Code, Title 2, Chapter 2.50, the City Council may empower the Cable Commission to: (1) to make recommendations regarding Los Alamitos community cable television programming, scheduling of programming, and broadcast standards; (2) to approve grants for community access producers; (3) to develop and recommend a promotions plan to enhance channel

usage and viewership; (4) to review effectiveness of outreach efforts; (5) to create maximum interest in local events, people, places and issues via community cable access television; (6) to provide Los Alamitos residents, businesses, and organizations the opportunity to produce and participate in community television; (7) to encourage the education of Los Alamitos students in community television programming and production; and (8) to assess, review and make recommendations regarding the adequacy of community access equipment and facilities.

ii. What Current Industry Models Work

The FCC instructs consumers on their website as follows; "*Complaints about rates or service should be directed to your local franchise authority. A franchising authority is the local municipal, county or other government organization that regulates certain aspects of the cable television industry at the state or local level.*" As such cities create cable commissions to oversee complaints and unsolved disputes that arise between residents and the cable providers.

However cable commissions perform other functions in bigger cities including operations oversight. Out of the cities that are comparable to Los Alamitos, only one station Pinole, had a Cable Commission, but it was temporarily suspended and never reinstated once a station manager was hired.

iii. Recommendation on the Cable Commission

If a station manager is hired, there is no need for a cable commission's role in influencing operations in Los Alamitos. Cable operations is best managed by a cable operations manager. Many cities that have cable operations managers operate without a cable commission.

The commission could be dissolved. However, if the city desired to have a cable commission, it could reassign the Commission's functions to act as community liaisons and promote the channel as follows: (1) to develop and recommend a promotions plan to enhance channel usage and viewership; (2) to review effectiveness of outreach efforts; (3) to create maximum interest in local events, people, places and issues via community cable access television; (4) to encourage the education of Los Alamitos students in community television programming and production; and (5) to act as Ambassadors of Los Alamitos Cable Television.

In addition, it is recommended that a policy be put in place in order to ensure impartiality in decision-making. When members of the commission have a direct or indirect financial interest in the outcome of the commission's decisions, it can create a conflict of interest or the appearance of a conflict of interest. Therefore, we further recommend a policy that establishes that commissioners should not be allowed to be involved in commission decisions that could create a conflict of interest or could give the appearance of a conflict of interest. (e.g., cannot receive any compensation or personal gain).

iv. Fiscal Impact

The estimated cost for a Cable Operations Manager is dependent upon the operations model that is chosen. This cost would be paid for from the general fund.

4. Recommended Operations Model

The first recommendation is a two-phased approach based on prioritizing the goal of minimizing the impact to the City's General Fund. Exploring Recommendation #1 while implementing Recommendation #2, which after a 6 month to 1 year period, provides the opportunity to compare the results.

A. Recommendation #1

i. Public Cable Television Authority (PCTA) - The recommendation is to pursue the possibility of the Public Cable Television Authority (PCTA) taking over LATV operations. Assuming the primary goal of the city is to reduce or eliminate the cost of Public Access programming to LATV, this is likely to be the most cost effective option.

PCTA is a joint powers agency that currently runs operations for the cities of Huntington Beach, Stanton, Fountain Valley, and Westminster. PCTA provides coverage and broadcast of meetings as well as a few local origination shows that cover the cities under contract.

Skyline Mediacast had a preliminary discussion with PCTA's Executive Director and Production Coordinator in order to understand the conditions under which PCTA might take over operations of LATV.

The arrangement with PCTA requires a city liaison to be appointed who is charged with approving programming choices for the City of Los Alamitos. Through the liaison, the city may request that certain events or shows be produced and PCTA will attempt to cover events that fall within their budget. In addition, two members from Los Alamitos would serve on the Board of Directors of PCTA, one of which must be a council member.

The PCTA Board would first have to approve a proposal and subsequently an agreement in order for the PCTA to provide services for the city of Los Alamitos.

The amount of Los Alamitos specific programming that would be produced is something that would need to be quantified. We informally discussed covering sports. In a non-binding discussion, they said they have the ability to cover sports with their production truck. They estimated that sending their crew into the current Los Alamitos High School football game configuration and plugging into the commentator's equipment (which is how the event has been produced in the past) would cost them around $2,000 per game. They would need to calculate the number of games they would be able to cover based on the increased (although leveraged by scale) dollar amount Los Alamitos would bring into their organization.

Common sense economics indicates they would not be able to cover very many.

PCTA stated they provide no public access services as far as training individuals or lending equipment. They would, however, work out a programming block that could be devoted to airing bicycled programs (shows that have already been produced).

The next step in moving forward with PCTA is to give them a list of LATV's current equipment and a list of programming desired by the city.

An agreement would have to be approved by the PCTA Board. At this very preliminary juncture, the Board has yet to be presented with the proposal in any way.

PCTA estimated the timeline for their organization to approve the management of LATV to be at least six months.

The upside of this contract is the city could count on a reliable source of programming for what seems at this point to be a low impact on the general fund. The arrangement would also remove the administrative burden from the City of Los Alamitos.

The current equipment inventory is included in this study. PCTA wants to determine the compatibility of the equipment with their current system, and if they will be required to replace equipment in the near future. It is our belief that the equipment currently used by LATV for council meetings is compatible and will not need upgrading or replacement in the near future.

1. Fiscal Impact

   Actual dollar amounts will be determined if the city negotiates with PCTA.

   PCTA would operate LATV in exchange for receiving the city's PEG fees in addition to a calculated percentage of the second quarter's cable franchise fees.

   The percentage of quarterly franchise fees is determined by adding the number of cable subscribers in Los Alamitos to the sum total of cable subscribers in all five cities that would be serviced under the new agreement. PCTA is unable to share subscriber numbers with us at this juncture.

   The quarterly percentage is likely to be small due to the comparatively small size of Los Alamitos' subscriber base and is likely to be a negotiation point as PCTA officials stated they would not accept a contract that caused them to lose money.

   Assumptively, applying the current model provided by PCTA in initial conversations, the cost to Los Alamitos would be the annual PEG fees,

which equate to $31,200, as well as the additional yet to be determined percentage of the second quarter franchise fees. Since the PEG fees are separate from the general fund and the second quarter franchise fees are yet to be determined, the impact to the general fund is not known at this time.

PCTA also stated they would likely require an initial buy-in fee to cover any additional equipment needs they feel would be required to service the account.

ii. Pay-Per-Production Sponsored Programming Model - During the estimated 6 to 12 month period required to explore the potential with PCTA, LATV should enact a pay-per-production sponsored programming model in order to test the model's effectiveness as a solution to produce more programming with little impact to the general fund.

The recommendation is that the City of Los Alamitos immediately hire a Cable Operations Manager, reporting to the City Manager, to carry out the following duties:

- Scheduling of programs and bulletin board material
- Managing and monitoring equipment and studio / location
- Reviewing proposals from the community for possible sponsored programs for broadcast on LATV and make decisions whether to accept or deny such proposals. If a proposal is accepted, the Cable Operations Manager would hire talent and crew to produce the program or event
- Supervise Doug Wood
- Implement *'per-project sponsor programming model'* as described below

The cost to the General Fund to hire a Cable Operations Manager would be $200 a week to implement this model.

In this model, new programming will only be produced when an entity/producer proposes a project to the LATV station manager in which production costs are covered. This model allows local producers to submit proposals.

An entity/producer can collaborate with the LATV station manager to identify and agree upon the costs of the production through the station. These costs will be subsidized as LATV will be providing use of the equipment at no charge and LATV production crew will be paid $10 per hour.

The project costs will include an administrative fee that will go directly to the cable station manager. This fee is charged in lieu of a manager's salary. The administrative fee will pay for the cable operations manager's services in scheduling, budgeting, and executing the production schedule. The fee motivates the station manager to facilitate projects and the amount of the fee will be assigned based on the scope of the project. The fee can also be waived at the station manager's discretion, if the manager's

services are not required, such as may be the case for shows produced by Senior LATV producers.

Once presented with the project costs, the entity/producer may then choose to underwrite the production, or upon approval from the station manager, engage a business or community sponsor to cover the costs of their production.

In this model, each production is self-funded, eliminating any impact to the general fund.

The upside of this model is it cost very little to institute. The downside is a degree of uncertainty over the amount of programming that gets produced as it is totally based on real market demand.

Based on our research in Los Alamitos, sponsored programming will come from three sources: City Events, High School Events, and Third Party Producers.

Locally Originated Sponsored Programming

1. City Events
2. High School Activities
3. Third Party Producers

Each of these sources provides an opportunity to create programming that can be sponsored by entities that will benefit from the production.

City Events

City-sponsored programming includes those programs that cover events the city organizes. The station manager will present budgets for these events. Sponsorships for a half hour television special will be offered possibly through Parks & Recreation as a value-added service offering the event's title sponsors first right of refusal.

High School Activities

Los Alamitos High School sporting events and arts programs have been identified as desired programming by parents and instructors/coaches. Booster clubs have shown interest in helping to sponsor programs. Combining the waste removal sponsorship awarded to the city for $6,500 makes programming even more affordable for Booster club sponsorship.

Third Party Producers Submittals

LATV would accept proposals from Third Party Producers and Senior LATV producers that fit within the scope of LATV's programming requirements. An assessment will be performed by the station manager.

As an example of how this programming model works, we will create a pro forma budget for a production schedule based on our interactions with the Los Alamitos Chamber of Commerce. Following are the real responses from a survey we used to gauge interest in sponsored programming amongst the chamber members.

"12 out of 18 businesses surveyed asked for more information about video services the city could provide. 10 out of 18 said they would pay $500 for a two-minute business video produced by SMP through the city. Three businesses said they would pay $1,000 for a seven-minute segment on a business show. Four businesses said they would pay between $3,000 and $10,000 for a title sponsorship of a half-hour program covering Race on the Base or other major city events. And six businesses said they would pay between $500 and $1,500 dollars to be a title sponsor of a sporting event." (Attachment 6)

Our assumptions are based on actual responses from businesses in the above survey and are as follows:

The gross annual revenue is $31,200 to produce (4) major city events, (6) sporting events and (3) seven-minute business shows to be aired on LATV, plus (10) two-minute business videos.

The cost to produce this content is $17,750 (see below breakdown), which includes an administrative fee of $9,250 paid directly to the Cable Operations Manager, which is in addition to the $10,400 for managing the day to day cable operations.

Major City Event	Unit Cost	Revenue	Qty	Annual Cost	Annual Revenue
3 cameras	$240				
1 producer	$500				
Graphics package (reusable)	$200				
20 hours of postproduction	$200				
Administration fee	$750				
Total Event Cost	$1,890	$4,000	4	$7,560	$16,000
Sporting Event					
3 cameras	$150				
1 director	$125				
Administration fee	$500				
Total Event Costs	$775	$1,200	6	$4,650	$7,200
Business Video (2 min)					
1 camera	$50				
5 hours of editing	$50				
Administration fee/producer	$250				
Total Production Costs	$350	$500	10	$3,500	$5,000
Business Segment Show (7 min)					
1 camera	$50				
editing 10 hours	$100				
scripting 3 hours	$30				
Producer	$250				
Administration fee	$250				
Total Production Costs	$680	$1,000	3	$2,040	$3,000
Total				$17,750	$31,200
Gross Annual Revenue to City				$13,450	
Cable Operations Manager Expense				$10,400	
Net Annual Revenue to City				$3,050	

1. Fiscal Impact

In the above model, the impact to the general fund is the cost of the Cable Operations Manager's annual pay of $10,400, based on $200 per week, plus annual revenue of $13,450, for a net impact of $3,050 in annual revenue.

B. Recommendation #2

i. Fully-managed Cable Operations Model - The recommendation is that the city attorney explore the possibility of using the LATV Fund 28 to pay for the acquisition of completed video programs, which become capital assets. This is a concept being used today and deemed legally defensible.

LATV has historically used Fund 28 to fund studio improvements as well as production and labor costs.

Furthermore, we were unable to find any instance of a cable company challenging a franchising authority in regards to the use of fees, which may be perceived as a deliberate negative action.

If a challenge was considered, audits would likely be necessary for both entities, which is mutually disagreeable. After all, an audit of cable providers could potentially result in an increase of PEG fees and cable franchise fees. It seems a very unlikely occurrence.

The city's current resources would allow the city to upgrade their equipment as well as hire a full-time manager/management company to produce a full programming schedule (using a fiscally conservative programming model).

1. Fiscal Impact

The cost for a full service solution could be covered by allocating the $25,000 budget currently used to produce city meetings, along with the $6,500 sports grant (which would continue to be used for sports) and allocating another $30,000 from the LATV fund 28 for the acquisition of video programming assets.

If the city could allocate the above total amount of $61,500 annually, the city could enjoy a full-service management solution for all of the city's communication needs.

5. Alternate Options for Each Type of Programming

Our recommendation is meant to be implemented as a whole solution. However, this section provides a list of alternate options that could address the individual needs of each type of programming. Although, it is not recommended, the section provides the opportunity for an 'a la carte' approach to solving the respective programming issues of Public Access, Government Access, and Sponsored Programming.

A. Public Access Programming

i. Current LATV Practices

LATV does not operate as a true Public Access channel.

True public access utilizes volunteers that must be trained on equipment in order to volunteer their time in productions. Los Alamitos does not currently have a volunteer pool and does not have a system to discover or train volunteers. Two years ago, members of the commission made a concerted effort utilizing Parks and Recreation to find volunteers for the station and as far as we can tell, no one was identified.

The only aspect of a public access station currently in place at LATV is the programming model. The city's current policies dictate the station will air public access programs that are submitted by residents and local producers. There are only a handful of

producers using that service today. One producer routinely submits a Long Beach church service program. Another producer routinely submits his shows as he produces them. It is unclear as to whether city resources such as equipment or use of the studio are used when producing either of these shows.

ii. Current Industry Practices

Out of the 14 PEG station in the state of California that serve a population of approximately 20,000 residents or less, only two offer full public access services and three others offer public access on a limited basis. The city of Albany bicycles programming (accepts finished programs to air) from city residents. Auburn offers residents the ability to produce public access programming by offering a fee-based membership program. Both station managers reported very little public access activity.

Truckee's PEG station provides a separate channel for public access. It operates under a joint agreement with the school district under the district's 501(c)(3). They offer a fee-based membership model as well. They have two paid employees, a station manager and an executive director. Truckee also reports very little activity in new public access production.

In essence, no city of comparable size in the state of California is currently providing true or active public access services.

One city in a very similar situation as Los Alamitos is Fort Bragg, which has been without public access television for two years. Fort Bragg is in the process of starting a public access channel in a public private/partnership with Mendocino TV. They are currently in the phase of seeking volunteers. Their first meeting was in May and the only three people in attendance were the three people starting the channel.

iii. Alternate Options for LATV's Public Access Model

1. Discontinue Public Access Services - The city of Los Alamitos discontinues the public access programming model and the responsibility for public access altogether. However, this leaves the door open for a third party to approach them with a proposal and self-contained plan to start a channel of its own. If the city saw value in this option, the city might agree to provide some resources. And the city could consider a public/private partnership of terms of allowing the third party the ability to share the Leightronix equipment (the equipment that schedules and airs programs). The city is entitled to a second PEG channel at no additional cost to the city.

    a. Fiscal Impact – This arrangement would potentially have no fiscal impact to the city unless the city decided to provide assistance to the third party entity.

2. Hybrid Model - The city of Los Alamitos could also continue the hybrid model of programming, and follow the lead of other small stations by offering blocks of time in the LATV's schedule set aside for submittals. As long as the submission meets the requirements set forth in the procedures, the city would be required to run each program one time only. The city would further require the time block would be available to new content only.

   a. Fiscal Impact – The fiscal impact of offering bicycled programming would be the labor cost of uploading the video into the LATV server. These costs could be recovered by charging a nominal fee to producers submitting material.

3. Full Public Access - The city of Los Alamitos could also fully embrace a public access programming model. This would require hiring a full time Public Access Manager. However, the public access manager would be required to produce all programming for LATV, including the city meetings as a condition of their employment.

   a. Fiscal Impact – The salary for a full time Public Access Manager would likely start at $40,000 a year, but offset the current costs of production bringing the fiscal impact on the general fund to $15,000.

B. Government Access Programming

i. Current LATV Practices

A vendor, Doug Wood, currently captures council and planning meetings. The consensus is his work is good, and his work flow is good as well. The current fiscal impact of his services is approximately $25,000 to the general fund.

ii. Current Industry Practices

One model that several smaller stations have adopted is to create revenue to offset their own costs by producing city meetings for other small cities, school districts, and planning commissions at a cost.

iii. Options for LATV's Government Access Programming

1. Typical Government Access Model - LATV implements a typical Government Access channel business model. A standard production model for Government Programming would be to provide television coverage of events and programs using industry professionals at an average rate of $20 per hour.

   a. Fiscal Impact – Assuming a $40,000 salary for a full-time station manager and a typical production schedule, which includes several city events, sports programming and city meetings, the cost to the general

fund would be $89,000. This is too expensive for a station in a city of this size.

2. Skeleton Programming Model - Implement a skeleton programming model, which includes only city meetings and a community bulletin board. Hire a cable operations manager that reports to the city manager whose duties include capturing and broadcasting city programming and maintaining the city's bulletin board.

   a. Fiscal Impact – SMP could assume the management of a skeleton programming of the channel for $25,000 annually, which keeps the impact on the general fund the same.

C. Sponsored Programming

i. Current LATV Practices

Los Alamitos already has a successful track record of acquiring programming underwriters. Two LATV producers in recent years have successfully produced shows that were paid for by sponsors on their own volition. In an interview with Larry Strawther, who successfully organized sporting productions that were sponsored by local community businesses and business members for LATV, he said when he needed to, he was routinely able to raise $1,200 to cover production costs of football games. He would offer smaller sponsorships to community members, asking for $100 or $200 apiece.

A sponsored programming model offers great potential to offset the costs of PEG operations to the general fund.

ii. Current Industry Practices

In response to the current economic challenges facing the PEG industry, most PEG channels in California today, especially the smaller stations, are currently exploring Sponsored Programming. A look at the websites of PEG channels serving communities with a population of 20,000 or less turns up sponsorship models of all sorts. PEG channels are soliciting underwriting for all of their programming (except for council meetings). Sponsorship models such as annual memberships, title sponsorships for programs, commercials, media player sponsorships, and bulletin board ads are all being offered.

iii. Options For LATV's Sponsored Programming

1. One – By converting to high definition capabilities and by instituting an active online presence, LATV has the ability to increase its digital distribution platforms and raise revenues on those platforms. Digital sponsorships can take the form of banner ads and video player sponsorships, and offer additional opportunities that are not regulated by the FCC.

a. Fiscal Impact – The cost of this conversion is covered in the capital needs assessment in the next section.

6. Capital Equipment Recommendations

A. How to Determine Equipment Needs

To determine the equipment needs of the station, a desired programming model must first be developed. In other words, how many shows will be produced and what methods will be employed in order to produce them.

Budget is the primary determinant when considering how to shoot a show. There are many different ways you can produce a piece of video content and different costs associated with different methods of production.

i. Understanding Different Production Methods Which Can Be Used at LATV

1. Live Event Coverage - A Tricaster is a switcher that merges live video switching, broadcast graphics, virtual sets, special effects, audio mixing, recording, social media publishing and web streaming into an integrated, portable and compact appliance. A Tricaster is currently used at LATV to capture council meetings. The council chamber has three cameras plugged into the Tricaster. The operator can then look at each individual camera feed on a series of three monitors and choose which camera (or cameras in a split-screen configuration) will be captured and broadcast in real time. The advantage of working with a Tricaster is that the event is captured in real time and at the end of the meeting, there is a finished video product.

   If the station didn't have access to a Tricaster and wanted to cover the meetings using three cameras, the station would have to employ three camera operators for the duration of the meeting at an average market rate of $20 per hour for a PEG channel camera operator. The largest cost, however, is in post-production, because footage from all three cameras would be imported into a software program specially designed to edit three cameras at the same time. An editor would have to watch the entire meeting back in real time making choices about which camera shots should be used. In addition an editor would have to add names and titles that appear on the bottom of the screen (called lower thirds). Post production is labor intensive and requires skilled labor. LATV should expect to pay $25 an hour for an editor with the appropriate skill set, and should expect 10 hours or more to edit a 5-hour meeting. This would bring the cost of a finished video product to $550 in labor costs before uploading costs. Using a Tricaster, LATV's current vendor is providing a finished video product for $275 a meeting, which includes uploading and broadcasting.

   LATV *does* currently have funds available to invest in equipment.

LATV does *not* currently have funds budgeted for additional labor costs.

For a live stationary event like a council meeting, a Tricaster is the most efficient production method. A Tricaster is also ideal for other live stationary events such as musical performances and sporting events.

2. Documentary Style Coverage - Public interest pieces such as have been produced in Los Alamitos typically use a documentary method. Because these pieces tell a story, they are rarely captured in real time. Documentary-style productions typically only require one camera for each shoot, but most stories require multiple locations. Documentary-styled pieces require extensive pre-production and post-production investments.

   Comparatively, the equipment needs for this type of production are minimal. It requires only one camera, sound capturing equipment, and an editing station (an adequate computer with editing software).

   The labor costs for documentary style add up quickly. However, many PEG producers will accept a flat rate far under market value in order to produce this type of programming because they have a passion for the work.

3. Dynamic Event Coverage (such as Multiple Location Events) - Another production method to be used at LATV is required to cover large events such as Race at the Base. Covering an event like this would typically require two cameras packages equipped with sound equipment to capture interviews and soundbites from the community members and a third roving camera to capture B-roll (footage without sound).

   This type of production requires a great deal of post-production work.

   However, if the production team were to implement the use of the Tricaster to capture specific live segments during the event, such as one camera capturing interviews at the starting line while a second camera captures visuals of runners let's say, then segments could be captured in real time which would require little additional editing.

4. Studio Production - Studio production is the most efficient way to capture footage and create inexpensive television programming. This is also an ideal environment to use the Tricaster. The advantage of a studio setting is producers enjoy a controlled environment where sound and lighting are easy to manage. And because guests are invited into this environment, producers can schedule several guests in one day allowing multiple shows to be shot on the same day.

ii. Conclusion - In short, time is money. LATV should seek to capture as much live programming as possible in order to keep post-production costs to a bare minimum whenever possible. The mobile Tricaster package outlined in the next section of this report entitled, Capital Needs Assessment, offers the ability to capture footage in different locations.

B. High Definition Equipment vs. Standard Definition

All content currently captured by LATV is captured in standard definition. This format is a dinosaur and is incompatible with currently used software and hardware such as video monitors.

Standard Definition (SD) video content uses less information on a screen and therefore offers a less crisp picture. It also displays a different screen aspect ratio than the current standard. Previous versions of televisions used a screen that is almost square, the ratio being 4 x 3. Wide Screen High Definition televisions have now become standard and have a screen aspect ratio of 16 x 9.

While only two PEG stations in the whole country are currently broadcast in High Definition, eventually, it is likely that every channel including PEGs will be changed to High Definition in the future.

Most PEG stations with budgets have upgraded or are upgrading to High Definition cameras, monitors, editing software, and output devices.

There are several advantages to upgrading. Today's viewers expect an HD viewing experience, especially on digital platforms such as YouTube and websites. Secondarily, workflow is dramatically improved. The current cameras stored in the LATV required a three-step process in order to ready the raw footage for editing. HD cameras capture footage on a flash memory card called a Secure Digital Card, which offers a one-step plug and play process. HD content can be plugged directly into the computer and copied immediately.

In short, Standard Definition is going away and considered unprofessional.

Lastly, creating an online presence is an imperative component to attract new sponsors, increase the number of ways in which sponsors can benefit, and to extend the reach of the station to additional viewers. Producing High Definition content is in alignment with serving all of those purposes.

7. Professional Assessment of Equipment

An experienced equipment purchasing specialist was consulted to provide expertise in assessing LATV's current equipment and making subsequent recommendations.

A. Control Room

i. Control Room - Assessment

The control room (broadcast booth) located in City Hall has adequate equipment to properly program a standard definition government access cable station. Updated approximately three years ago, the main function of this space is solely to provide scheduling, switching and broadcast distribution to Time Warner and Verizon television providers.

LATV currently uses a Leightronix Ultra Nexus 2+2, which is a piece of equipment that records high-quality digital media files for television rebroadcast while simultaneously creating files optimized for internet video-on-demand streaming.

Los Alamitos TV provides programming, live council meetings and informational bulletin board on-air. Both the Time Warner and Verizon video feeds are distributed using modern fiber optic wiring technology. Various DVD players are used for dubbing and playback. There is no use of new media currently provided.

ii. Control Room - Recommendations

LATV has only a small presence on any social or new media technologies. It is recommended that Los Alamitos TV bolster its online presence to provide programming to residents who do not subscribe to the local cable TV providers. This includes live web streaming, a stronger video-on-demand library and creation of a social media outlet. LATV has positioned itself to live stream at a low cost, while most new media outlets are free.

To further bolster this programming, it is recommended that LATV upgrade to high definition programming. This programming will need to be letterboxed for cable TV broadcast. See Capital Equipment Recommendations for further detail.

B. Studio

i. Studio – Assessment

LATV studio is in need of repair, but still provides space that most community television stations lack. While small, the configuration provides space for live programming, editing, management, a green room and restroom facility.

Both the equipment and structure are in need of upgrading. The equipment for television production is standard definition, the set needs to be improved and a great deal of space is wasted with archived programs. The lighting provided in the studio appears to be functioning and adequate for most programs.

ii. Studio – Recommendations

Upgrade the studio and equipment to full high definition programming. Digitize archive programs and create space for an office. It would be ideal to move the Control Room equipment to this space. Invest in a backdrop system that can be converted quickly. Use existing lighting infrastructure to create a general studio lighting set-up that can be used quickly with little to no preparation.

Repair broken legacy broadcast decks to aid in archive digitizing. Add at least two editing stations with a possible third in the office area. Convert the third room into an office/green room for LATV staff and guests. See Capital Equipment Recommendations for fiscal impact.

Although the LATV studio is in a state of disrepair, it can still be utilized for productions and the storage of equipment until such time that a new location or locations are secured. We are not recommending that any structural repairs or permanent fixtures be made since LATV shares the building with the Public Works Department. It is understood that the City will eventually move Public Works to another location and dispose of the building. In the meantime, the studio facility is adequate enough for productions and post-productions. The recommendation is to continue to use the studio and furnish it with mobile equipment until such time that a new adequate studio location is identified.

C. Truck

i. Truck - Assessment

The production truck is in good shape with an excellent communication system. It is properly set for production set-up and execution. However, it is an aging standard definition system.

ii. Truck – Recommendations

Upgrade the truck for high definition programming. Purchase SDI cabling to enable remote camera locations. SDI stands for serial digital interface. SDI is a family of digital video interfaces. These standards are used for transmission of uncompressed, unencrypted digital video signals (optionally including embedded audio and time code) within television facilities. See Capital Equipment Recommendations for further detail.

D. Capital Equipment

i. Capital Equipment – Recommendations

1. Move to HD Recording

LATV has multiple locations that lack modern capabilities for high definition programming. It would be cost prohibitive to upgrade each of these areas. LATV has already had success moving one Tricaster (a video switching device) to multiple areas. Therefore, it is recommended that LATV invest in one 3-camera high definition mobile studio. This new mobile studio could be wheeled into the truck, into the studio and any other location for mobile live-recorded programming. The current Tricaster would be left in the council chambers.

2. Improve the Studio

   Improve the look of broadcasts in the LATV studio. Purchase backdrops and infrastructure for a more appealing television aesthetic. Also purchase a table chairs to be used in studio television production.

3. Editing Stations

   The studio has three desk locations. Purchase computers and editing software to provide space and equipment for editing.

4. Archive Storage

   It is important for every TV station to properly archive video content. Servers with redundancy are considered the best way to do this. Purchase an archive video server. This could also be used to store historic City content/documents.

5. Sports Programming

   Americans are used to consuming sports content that includes instant replay. If sports programming is considered a priority, the purchase of an instant replay/slow motion controller is suggested.

8. Professional Purchase Recommendations

An experienced equipment purchasing specialist was consulted to provide expertise in identifying equipment purchase recommendations to meet LATV needs.

A. <u>Capital Equipment Recommendation Items</u>

i. HD Recording

1. Cameras - A minimum of 3 HD capable recording devices is recommended. It is important to consider the following when purchasing recording devices:
   a. Manufacturer consistency
   b. Convenience of repair facilities
   c. Operational consistency
   d. Accessory compatibility
   e. Recording formats
   f. Quality of the product

   For the above reasons, a JVC camera workflow is recommended. JVC will benefit LATV because their main repair facility is located in Long Beach. They can be configured for a range of recording format and the cameras are well respected among professionals.

Camera Recommendations:

Quantity	Camera	Cost
2	JVC GYHM850C14 ProHD Shoulder Mount Camcorder with Canon14x ENG Zoom Lens	$5995.00
1	JVC GY-HM650 ProHD Mobile News Camera	$4995.00
2 (optional public access)	JVC GY-HM600 ProHD Camera	$2995.00

JVC offers any broadcast television station discounts to all of their professional video equipment. The City of Irvine and other local municipalities have been able to piggyback off the existing co-op pricing schedule. To learn more, contact:

Alicia Reed
District Sales Manager | JVC Professional Video Products
JVCKENWOOD USA Corporation
2201 E. Dominguez Street | Long Beach, CA 90810
areed@us.jvckenwood.com
Phone: 818-399-5835

JVC recently released the GYHM850 series cameras. The late model GYHM750 can still be found at great savings.

2. Live Switcher - Just as important to be able to record quality content is to be able to switch and record that content efficiently and effectively. There are several high quality HD mobile live switching systems available on the market today. It is recommended that one of such systems be purchased for use in multiple settings at LATV. The system will be fully encompassed in a box on wheels with monitors, cables, etc. This system could be used in the studio, wheeled into the truck and used at a sporting event or any other mobile production setting. Since LATV producers are already familiar with Tricaster switchers, the recommendation is to stay with that workflow.

   Recommendations:

Quantity	Product	Cost
1	Tricaster 460 and Portacast Classic	$25,000

ii. Improve the Studio

To improve the look, feel and individuality of each broadcast, it is imperative to have a simple and easily convertible studio configuration. Therefore it is recommended that a Muslin Mover

rail system with multiple backgrounds be purchased, including a green screen for virtual set integration. It is also recommended that a high quality assortment of chairs and tables be purchased to compliment the various sets.

Recommendations:

Quantity	Product	Cost
1	Delta 1 Muslin Mover Three-Wall 58' System Includes (2) Curved Track Sections	$350
4	Muslin Backgrounds (1) Black, (1) Green, (2) Multi-color of end-users preference	$80/ea. $320 total
Misc.	Various Furniture Pieces (1) Cocktail Table with 3 to 4 Chairs, (1) High Table with 3 Chairs	TBD

iii. Editing Stations

There are three main professionally recognized professional editing software programs. They include Avid, Adobe Premiere and Apple Final Cut Pro. Apple's Final Cut Pro is recommended for the following reasons:

a. Price
b. Ease of Use
c. Longevity

Final Cut Pro is a non-linear video editing software developed by Apple and is the cheapest editing software on the market. The only downfall is that you have to buy a Macintosh computer. This cost easily offsets itself when you consider:

a. Macintosh computers come with photo editing software, DVD authoring software, graphics cards, and more.
b. Final Cut Pro is bought once and done. Premiere is a monthly cloud cost.
c. Macintosh computers typically need less technical support
d. It will take users less time to learn how to edit with Final Cut Pro

Recommendations:

Quantity	Product	Cost
2	27" iMac 3.2GHz quad-core Intel Core i5, 8GB (two 4GB) memory, 1TB hard drive	$1,799/ea. $3598 total
2	Blackmagic Design UltraStudio Mini Monitor Playback Device	$137.75/ea. $275.50 total
2	JVC DT-V9L5U 8.2" Broadcast Studio Monitor	$1,495/ea. $2,990 total
2	Final Cut Pro Software with Motion and Compressor	$400/ea. $800 total

iv. Archive Storage

No matter what type of production is involved, proper archiving and redundancy to ensure you do not lose your stored information is essential. LTO storage devices are the new industry standard to archive large video libraries onto small tapes that are easy to access and extract data. At the very least it is recommended that LATV archive their expansive video library onto DVD to save space.

Recommendation:

Quantity	Product	Cost
1	For.A LTS-60 LTO Tape Media Archiving Server	$12,000
10	LTO Tape stores 2.5 TB of uncompressed data	$389.90

v. Sports Programming

The programming of quality sports videos requires the use of playback, slow motion and other effects. Therefore, it requires a higher end video switcher that encompasses that technology. If sports programming is desired, the Tricaster 460 and Portacast Classic bundle recommended above should be replaced with the following.

Recommendation:

Quantity	Product	Cost
1	3 Play 4800 and Portacast Classic	$35,000

- The 3 Play system is made by the same company that makes Tricaster
- This system will greatly increase the capability of the switcher for future growth

Note:

The above prices are typical retail. Most retailers including Adorama and B&H Photo Video offer government pricing discounts.

It is also necessary to plan for workflow accessories, peripherals and other requirements for individual productions that are deemed necessary by the Station Manager. $5,000 is recommended. These funds can also be used for set furniture mentioned in Item 2.

Totals:

Plan	Cost
Government access TV without enhanced sports	$62,708.40
Government access TV with enhanced sporting capabilities	$72,708.40

*Totals do not include cameras for public access or $5,000 budget for accessories

Equipment Pictures

JVC GYHM850C14 ProHD Shoulder Mount Camcorder with Canon14x ENG Lens

JVC GY-HM650 ProHD Mobile News Camera

JVC GY-HM600 ProHD Camera

Tricaster and Portacast System

Muslin movers and Muslin drapes

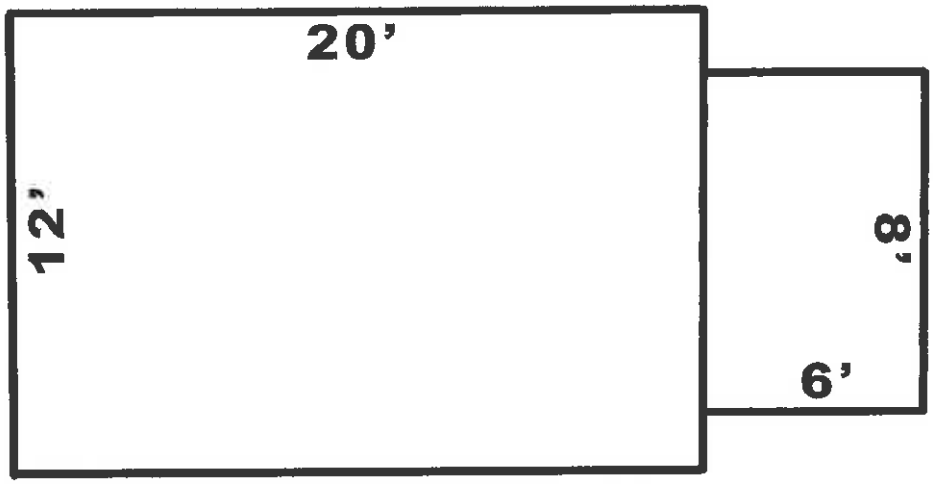
For.A LTS-60 LTO Tape Media Archiving Server

9. Future Studio Specifications

A studio is the space used to create video content and programming in a controlled environment. Availability of adequate space is the most typical obstacle for government and public access stations. Many highly programmed cable stations exist without the availability of such space. However, it is widely recognized that a studio greatly influences the quantity of programming a station can disseminate.

The larger the studio, the greater functionality the space will provide for a variety of programming. Smaller studios are more limited in scope. It is important to note that the studio must have room for not only the actors, but the cameras and camera operators as well. No matter the size, a small equipment room adjacent to the studio for the switcher, director and other video staff is a necessity.

Recommendation:



The recommendation is based on a best-case scenario. It is possible to work with less space, while more space would create more possibilities.

The small room adjacent to the studio can be on any side of the studio. A small window to see between the control room and studio is preferred. Ceiling height should also be considered. True studios have ceilings 15 feet or higher. Higher ceilings are advantageous to camera angles and lighting.

LATV Cable Operations - Estimated Annual Budget

LATV Capital Funds	2015/16 Budget Based on Current Operations	Sponsored Programming With Cable Operations Manager	PCTA	Minimal Government Programming	Fully-Managed Government Programming	Fully-Managed Public Access
Projected Balance at 7/1/15:						
LATV Fund 28 - Current Balance	144,575	144,575	144,575	144,575	144,575	144,575
Revenues:						
LATV Fund 28 - Annual PEG Fees	31,200	31,200	0	31,200	31,200	31,200
Investment Earnings	200	200	0	200	200	200
Total Revenues	**31,400**	**31,400**	**0**	**31,400**	**31,400**	**31,400**
Expenditures:						
Garage Vehicle Charges	2,134	2,134	2,134	2,134	2,134	2,134
Capital Expenditures (Equipment)	0	77,708	0	0	77,708	77,708
Capital Expenditures (Video)	0	0	0	0	30,000	0
PCTA Buy-in Fee	0	0	TBD	0	0	0
Equipment Maintenance	0	2,000	0	2,000	2,000	2,000
Total Expenditures	**2,134**	**81,842**	**2,134**	**4,134**	**111,842**	**81,842**
Net Income/(Expense)	29,266	(50,442)	(2,134)	27,266	(80,442)	(50,442)
LATV Fund 28 Net Balance	173,841	94,133	142,441	171,841	64,133	94,133
LATV Operating Funds						
Revenues:						
Sponsorship Revenue	6,500	37,700	0	0	6,500	6,500
Total Revenues	**6,500**	**37,700**	**0**	**0**	**6,500**	**6,500**
Expenditures:						
Supplies	100	100	0	100	100	100
Leightronix Subscription	1,000	4,600	0	1,000	4,600	4,600
Cable Franchise Fees	0	0	TBD	0	0	0
Contractual Services:						
Filming	15,000	15,000	0	0	0	0
Programming	10,000	10,000	0	0	0	0
Cable Operations Manager	0	10,400	0	25,000	25,000	0
Public Access Manager	0	0	0	0	0	40,000
Public Access Trainer	0	0	0	0	0	0
Special Event Filming:						
City Events	700	7,560	0	0	0	0
Sporting Events	6,500	4,650	0	0	0	0
Locally Originated Programming	0	8,000	0	0	0	0
Total Expenditures	**33,300**	**60,310**	**0**	**26,100**	**29,700**	**44,700**
Net Income/(Expense)	(26,800)	(22,610)	TBD	(26,100)	(23,200)	(38,200)

ATTACHMENT 2

Chapter 2.60 PURCHASING SYSTEM

Note

* Prior ordinance history: Ords. 480, 485, 499 and 578.

2.60.010 Purchasing system adopted.

In order to establish efficient procedures for the purchase of supplies and equipment, to secure for the city supplies and equipment at the lowest possible cost commensurate with quality needed to exercise positive financial control over purchases, to clearly define authority for the purchasing function and to assure the quality of purchases, a purchasing system is adopted. The purchasing ordinance is divided into two sections; formal contract and open market procedures, each having its own distinct requirement. (Ord. 622 § 1, 1999)

2.60.020 Purchasing officer.

There is created the position of purchasing officer. The city manager shall be the purchasing officer. The city manager may delegate any of the powers and duties conferred upon him or her as purchasing officer to any other officer or employee of the city. The purchasing officer shall:

A. Purchase or contract for supplies and equipment required by any department in accordance with purchasing procedures prescribed by this chapter, such administrative regulations as the purchasing officer shall adopt, and such other rules and regulations as shall be prescribed by the city council;

B. Negotiate and recommend execution of contracts for the purchase of supplies and equipment;

C. Act to procure for the city the needed quality in supplies and equipment;

D. Discourage uniform bidding and endeavor to obtain full and open competition on all purchases; provided, however, the purchasing officer may request bids based on brand name or specific make or model when he or she has made the determination that such specific makes or names are clearly in the best interest of the city. Such determination shall be made in writing and shall state the factors taken into account, including, but not limited to, the following:

1. Prior or existing use by the city of the brand or name,
2. Familiarity of the city's employees with the product,
3. Cost savings expected,
4. Spare parts or accessories on hand,
5. Elimination of the need for training on new equipment,
6. Unique adaptability of the brand or name to the city function which it will perform;

E. Keep informed of current developments in the field of purchasing, prices, market conditions and new products;

F. Prescribe and maintain such forms as are reasonably necessary to the operation of this chapter and any other rules and regulations;

G. Supervise the inspection of all supplies and equipment purchased to ensure conformance with specifications;

H. Recommend the transfer of surplus or unused supplies and equipment between departments as needed and recommend the sale of all supplies and equipment which cannot be used by any agency or which have become unsuitable for city use;

I. Maintain a bidders' list, vendors' catalog file and records needed for the efficient operation of the purchasing department.

The purchasing officer may consult with Orange County centralized purchasing before purchases are made. (Ord. 622 § 1, 1999)

2.60.030 Formal contract procedure.

Except as otherwise provided herein purchases and contracts for supplies and equipment of estimated value greater than fifteen thousand dollars ($15,000.00) shall be awarded by written contract to the lowest responsible bidder pursuant to the procedure prescribed herein.

A. Notice Inviting Bids. Notice inviting bids shall include a general description of the articles to be purchased, shall state where bid blanks and specifications may be secured and the time and place for opening bids.

1. Published Notice. Notice inviting bids shall be published at least ten days before the date of opening bids. The notice shall be published at least one time in an adjudicated newspaper of general circulation, printed and published in the city or, if there is none, it shall be posted in at least three public places within the city that have been designated by resolution as the places for posting public notices.

2. Bidders' List. The purchasing officer shall also solicit sealed bids from all responsible prospective suppliers whose names are on the bidders' list or who have requested their names to be added thereto.

3. Bulletin Board. The purchasing officer shall also advertise pending purchases by a notice posted on a public bulletin board in the City Hall.

B. Bidder's Security. When deemed necessary by the purchasing officer, bidders security may be prescribed in the public notice inviting bids. Bidders shall be entitled to return of bid security; provided that, a successful bidder shall forfeit his or her bid security upon refusal or failure to execute the contract within ten (10) days after the notice of award of contract has been mailed, unless the city is responsible for the delay. The city council may, on refusal or failure of the successful bidder to execute the contract, award to the next lowest responsible bidder. If the city council awards the contract to the next lowest bidder, the amount of the lowest bidder's security shall be applied by the city to the difference between the low bid and the second lowest bid, and the surplus, if any, shall be returned to the lowest bidder.

C. Bid Opening Procedure. Sealed bids shall be submitted to the purchasing officer and shall be identified as bids on the envelope. Bids shall be opened in public at the time and place stated in the public notices. A tabulation of all bids received shall be open for public inspection during regular business hours for a period of not less than thirty (30) calendar days after the bid opening.

D. Rejection of Bids. At its discretion, the city council may reject any and all bids presented and re-advertise for bids.

E. Award of Contracts. Contracts shall be awarded by the city council to the lowest responsible bidder except as otherwise provided herein.

F. Tie Bids. If two or more bids received are for the same total amount or unit price, (quality and service being equal), and if the public interest will not permit the delay of re-advertising for bids, the city council may accept the one it chooses or accept the lowest bid made by negotiation with the tie bidders at the time of the bid opening or awarding of bid.

G. Performance Bonds. The city council shall have authority to require a performance bond before entering a contract in such amount as it shall find reasonably necessary to protect the best interest of the city. If the city council requires a performance bond, the form and amount of the bond shall be described in the notice inviting

bids. (Ord. 622 § 1, 1999)

2.60.040 Open market procedure.

Purchases of supplies and equipment of an estimated value in the amount of between one thousand five hundred dollars ($1,500.00) and fifteen thousand dollars ($15,000.00) may be made by the purchasing officer in the open market without observing the procedure prescribed by Section 2.60.030, but the following procedures shall be followed:

A. Minimum Number of Bids. Open market purchase shall, wherever possible, be based on at least three bids, and shall be awarded to the lowest responsible bidder.

B. Notice Inviting Bids. The purchasing officer shall solicit bids by written requests to prospective vendors, by telephone, and by public notice posted on a public bulletin board in City Hall.

C. Written Bids. Written bids shall be submitted to the purchasing officer who shall keep a record of all open market bids or the placing of orders. This record, while so kept, shall be open to public inspection. (Ord. 622 § 1, 1999)

2.60.050 Exemptions from centralized purchasing.

The purchasing officer may authorize any department in writing to purchase or contract for specified supplies and equipment of a value not to exceed one thousand five hundred dollars ($1,500.00), independently of the purchasing department, but he shall require that such purchases or contracts shall be made in conformity with the procedures established by this chapter, and shall further require periodic reports from the department on the purchases and contracts made under such written authorization. (Ord. 622 § 1, 1999)

2.60.060 Requisitions.

Departments shall submit requests for supplies and equipment to the purchasing officer by standard requisition forms. (Ord. 622 § 1, 1999)

2.60.070 Bidding.

Purchases of supplies and equipment shall be by bid procedures pursuant to Sections 2.60.030 and 2.60.040. Bidding shall be dispensed with only when an emergency requires that an order be placed with a known available source of supply, when the amount involved is less than one thousand five hundred dollars ($1,500.00) or when the commodity can be obtained from only one vendor. (Ord. 622 § 1, 1999)

2.60.080 Purchase orders required—Exception.

Purchases of supplies and equipment shall be made only by purchase order; provided, however, that any city department that maintains a city issued credit card may make purchases with such credit card of less than one thousand five hundred dollars ($1,500.00). (Ord. 622 § 1, 1999)

2.60.090 Encumbrance of funds.

Except in cases of emergency, the purchasing officer shall not issue any purchase order for supplies or equipment unless there exists an unencumbered appropriation in the fund account against which the purchase is to be charged. (Ord. 622 § 1, 1999)

2.60.100 Inspection and testing.

The purchasing officer shall inspect supplies and equipment delivered to determine their conformance with the specifications set forth in the order or contract. The purchasing officer shall have authority to require chemical and physical tests of samples submitted with bids and samples of deliveries which are necessary to determine their quality and conformance with specifications. (Ord. 622 § 1, 1999)

2.60.110 Purchases through other agencies.

Where the city council authorizes the purchase of materials, supplies or equipment for the city and where the city manager determines that another public agency (hereinafter "the acquiring agency") has within the six months immediately preceding the council authorization proceeded with steps pursuant to its purchasing ordinance to obtain bids and award a contract to the lowest responsible bidder for the same materials, supplies or equipment which this city needs and for which authorization has been given, then the procedures of this chapter need not be followed and the city manager or director of administrative services may proceed to purchase the materials, supplies or equipment on the same terms and conditions as purchased by the acquiring agency. For purposes of this chapter, "acquiring agency" may include, but is not limited to, the state of California, the county of Orange, or any other municipal corporation.

This provision may be implemented only after the city manager has determined that the purchasing procedures utilized by the acquiring agency are substantially similar in form and content to the procedures described in this chapter and that the acquiring agency has essentially followed its procedures in making the purchases. (Ord. 622 § 1, 1999)

2.60.120 Purchase of electronic data processing and telecommunications equipment.

The city has found that electronic data processing and telecommunications equipment, goods and services are unique, and of such importance to city programs as to warrant a separate acquisition authority therefor.

A. Electronic Data Processing and Telecommunications Equipment—Acquisition by Competitive Means—Exceptions. Acquisition of electronic data processing and telecommunications goods and services by the city shall be conducted through competitive means, except when the city determines one of the following:

1. The goods and services proposed for acquisition are the only goods and services which can meet the city's needs;

2. The goods and services are needed in case of an emergency where immediate acquisition is necessary for the efficient operation and preservation of the city's services.

B. Procedure for Acquisition. The mode of acquisition to be used and the procedure to be followed shall be approved by the purchasing officer who shall adopt appropriate criteria and procedures to ensure compliance with the intent of this chapter. However, the procedure shall provide for issuance by the city of a solicitation document to, and for the submission of proposals by, prospective contractors.

C. Cost-Effective Solution to City Requirements—Evaluation—Exclusion of Vendors.

1. Contract awards shall be based on the proposal which provides the most cost-effective solution to the city's requirements, as determined by the evaluation criteria contained in the solicitation document. The evaluation procedures may provide for the selection of a vendor on a basis other than cost alone.

2. Evaluation of proposals for the purpose of determining contract award shall provide for consideration of a bidder's best financing alternative unless the city determines that a particular financing alternative should not be considered.

3. To the extent practical, the solicitation documents shall provide for a contract to be written to enable acquisition of additional items to avoid essentially redundant acquisition processes when it can be determined that it is economical to do so.

D. Disposal of excess goods—Manner. Electronic data processing goods and telecommunications equipment which are determined to be surplus to the city's needs shall be disposed of in a manner best serving the interest of the city, which may include auction, sale or transfer to other governmental entities or nonprofit entities.

E. Policies and Procedures—Price Negotiations, Performance, Availability Standards and Bonding or Penalty Assessments. The city may establish policies and procedures for all of the following:

1. Price negotiation with respect to all acquisitions conducted under this chapter;

2. System or equipment component performance or availability standards, including an assessment of the added cost to the city to receive contractual guarantee of a level of performance;

3. Requirement of a bond or assessment of a cost penalty with respect to a contract or consideration of a contract offered by a vendor whose performance has been determined unsatisfactory by the city.

F. Additional Rules and Regulations. The finance department may adopt additional rules and regulations consistent with the provisions of this chapter.

G. Contract for Goods and Services—Terms and Conditions—Progress Payments—Performance Bond. Any contract for electronic data processing goods and telecommunications equipment and services, to be manufactured or performed by the contractor especially for the city and not suitable for sale to others in the ordinary course of the contractor's business, may provide for such terms and conditions as the city deems necessary to protect its interests including, but not limited to, progress payments as the work is performed; provided that, at least ten (10) percent of the contract price is required to be withheld until final delivery and acceptance of the goods or services, and that the contractor is required to submit a performance bond of at least one-half the total payable under the contract. (Ord. 622 § 1, 1999)

2.60.130 City manager purchasing authority—Informal award of non-public project contracts.

A. Exemption for Personal, Professional, and Consulting Services. Except as provided in this section and Section 2.60.140, contracts involving the acquisition of personal, professional, consulting, or other services shall not be subject to the terms of this chapter.

B. City Manager Authority to Contract for Personal, Professional, and Consulting Services. The city manager is authorized to contract for personal, professional, and consulting services and to purchase equipment and supplies pursuant to this chapter without prior approval of the city council when the amount of the contract is less than ten thousand dollars ($10,000.00) and there exists an unencumbered amount in the fund account against which the expense is to be charged at least equal to the contract cost. (Ord. 12-01 § 2, 2012; Ord. 622 § 1, 1999)

2.60.140 City Council review—Formal award of non-public project service contracts.

A. Personal, Professional and Consulting Services. The city council shall review and approve the scope of services prepared for every personal, professional, or consulting services contract of more than ten thousand dollars ($10,000). Contracts for personal, professional, or consulting services shall be awarded to the contractor who will best serve the interests of the city, taking into account the demonstrated competence, qualifications, and suitability for the project in general. The city may consider the cost of personal, professional, or consulting services if the authorized contracting party (i.e., the city council or city manager, as applicable) determines it to be a relevant factor under the circumstances.

B. Procedure. Except as provided by ordinance, prior to the award pursuant to this section of a contract for services in which cost is to be considered as a factor, a notice inviting bids or request for proposals shall be given to various qualified providers and all proposals received shall be considered. If the director of the using department certifies that, to the best of his or her knowledge, the service can be obtained only from one vendor or contractor, and that no equivalent services are available, the notice inviting formal bids or request for proposals may be sent exclusively to such vendor or contractor. Award of the contract shall be by formal motion,

resolution, or ordinance of the city council within twenty-four (24) months of receipt of bids.

C. Proposals and Awards in Substantial Compliance. Proposals received pursuant to a request for proposals process in substantial compliance with the provisions of this section may be considered by the city and may be the basis for a contract award. (Ord. 12-01 § 3, 2012)

View the mobile version.

SAMPLE PROFESSIONAL SERVICES AGREEMENT
(City of Los Alamitos/ _____)

1. IDENTIFICATION

THIS PROFESSIONAL SERVICES AGREEMENT ("Agreement") is entered into by and between the City of Los Alamitos, a California municipal corporation ("City"), and _____ ("Consultant").

2. RECITALS

2.1 City has determined that it requires the following professional services from a consultant: _____

2.2 Consultant represents that it is fully qualified to perform such professional services by virtue of its experience and the training, education and expertise of its principals and employees. Consultant further represents that it is willing to accept responsibility for performing such services in accordance with the terms and conditions set forth in this Agreement.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions herein contained, City and Consultant agree as follows:

3. DEFINITIONS

3.1 "Scope of Services": _____

3.2 "Approved Fee Schedule": _____

3.3 "Commencement Date": _____

3.4 "Expiration Date": _____

4. TERM

The term of this Agreement shall commence at 12:00 a.m. on the Commencement Date and shall expire at 11:59 p.m. on the Expiration Date unless extended by written agreement of the parties or terminated earlier in accordance with Section 17 ("Termination") below.

5. CONSULTANT'S SERVICES

5.1 Consultant shall perform the services identified in the Scope of Services. City shall have the right to request, in writing, changes in the Scope of Services. Any such changes mutually agreed upon by the parties, and any corresponding increase or decrease in compensation, shall be incorporated by written amendment to this Agreement. In no event shall the total annual compensation and costs payable to Consultant under this Agreement exceed the sum of _____ ($__,___) unless specifically approved in advance and in writing by City.

5.2 Consultant shall perform all work to the highest professional standards of Consultant's profession and in a manner reasonably satisfactory to City. Consultant shall comply with all applicable federal, state and local laws and regulations, including the conflict of interest provisions of Government Code Section 1090 and the Political Reform Act (Government Code Section 81000 *et seq.*).

5.3 During the term of this Agreement, Consultant shall not perform any work for another person or entity for whom Consultant was not working at the Commencement Date if both (i) such work would require Consultant to abstain from a decision under this Agreement pursuant to a conflict of interest statute and (ii) City has not consented in writing to Consultant's performance of such work.

5.4 Consultant represents that it has, or will secure at its own expense, all personnel required to perform the services identified in the Scope of Services. All such services shall be performed by Consultant or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. No change shall be made in Consultant's project administrator without City's prior written consent.

6. COMPENSATION

6.1 City agrees to compensate Consultant for the services provided under this Agreement, and Consultant agrees to accept in full satisfaction for such services, payment in accordance with the Approved Fee Schedule and Section 5.1 of this Agreement above.

6.2 Consultant shall submit to City an invoice, on a monthly basis or less frequently, for the services performed pursuant to this Agreement. Each invoice shall itemize the services rendered during the billing period and the amount due. Within ten business days of receipt of each invoice, City shall notify Consultant in writing of any disputed amounts included on the invoice. Within thirty calendar days of receipt of each invoice, City shall pay all undisputed amounts included on the invoice. City shall not withhold applicable taxes or other payroll deductions from payments made to Consultant unless otherwise required by law.

6.3 Payments for any services requested by City and not included in the Scope of Services shall be made to Consultant by City on a time-and-materials basis using Consultant's standard fee schedule.

7. OWNERSHIP OF WRITTEN PRODUCTS

All reports, documents or other written material with the exception of proprietary work papers ("written products" herein) developed by Consultant in the performance of this Agreement shall be and remain the property of City without restriction or limitation upon use or dissemination by City. Consultant may take and retain copies of such written products as desired, but no such

written products shall be the subject of a copyright application by Consultant.

8. RELATIONSHIP OF PARTIES

Consultant is, and shall at all times remain as to City, a wholly independent contractor. Consultant shall have no power to incur any debt, obligation, or liability on behalf of City or otherwise to act on behalf of City as an agent. Neither City nor any of its agents shall have control over the conduct of Consultant or any of Consultant's employees, except as set forth in this Agreement. Consultant shall not represent that it is, or that any of its agents or employees are, in any manner employees of City.

Under no circumstances shall Consultant look to the City as his employer. Consultant shall not be entitled to any benefits. City makes no representation as to the effect of this independent contractor relationship on Consultant's previously earned PERS retirement benefits, and Consultant specifically assumes the responsibility for making such a determination. Consultant shall be responsible for all reports and obligations including, but not limited to: social security taxes, income tax withholding, unemployment insurance, disability insurance, and workers' compensation.

9. CONFIDENTIALITY

All data, documents, discussion, or other information developed or received by Consultant or provided for performance of this Agreement are deemed confidential and shall not be disclosed by Consultant without prior written consent by City. City shall grant such consent if disclosure is legally required. Upon request, all City data shall be returned to City upon the termination or expiration of this Agreement.

10. INDEMNIFICATION

10.1 The parties agree that City, its officers, agents, employees and volunteers should, to the fullest extent permitted by law, be protected from any and all loss, injury, damage, claim, lawsuit, cost, expense, attorneys' fees, litigation costs, taxes, or any other cost arising out of or in any way related to the performance of this Agreement. Accordingly, the provisions of this indemnity provision are intended by the parties to be interpreted and construed to provide the City with the fullest protection possible under the law. Consultant acknowledges that City would not enter into this Agreement in the absence of Consultant's commitment to indemnify and protect City as set forth herein.

10.2 To the fullest extent permitted by law, Consultant shall indemnify, hold harmless, and when the City requests with respect to a claim provide a deposit for the defense of, and defend City, its officers, agents, employees and volunteers from and against any and all claims and losses, costs or expenses for any damage due to death or injury to any person, whether physical, emotional, consequential or otherwise, and injury to any property arising out of or in connection with Consultant's alleged

negligence, recklessness or willful misconduct or other wrongful acts, errors or omissions of Consultant or any of its officers, employees, servants, agents, or subcontractors, or anyone directly or indirectly employed by either Consultant or its subcontractors, in the performance of this Agreement or its failure to comply with any of its obligations contained in this Agreement, except such loss or damage which is caused by the sole active negligence or willful misconduct of the City. Such costs and expenses shall include reasonable attorneys' fees due to counsel of City's choice, expert fees and all other costs and expenses of litigation.

10.3 City shall have the right to offset against any compensation due Consultant under this Agreement any amount due City from Consultant as a result of Consultant's failure to pay City promptly any indemnification arising under this Section 10 and any amount due City from Consultant arising from Consultant's failure either to (i) pay taxes on amounts received pursuant to this Agreement or (ii) comply with applicable workers' compensation laws.

10.4 The obligations of Consultant under this Section 10 are not limited by the provisions of any workers' compensation statute or similar act. Consultant expressly waives its statutory immunity under such statutes or laws as to City, its officers, agents, employees and volunteers.

10.5 Consultant agrees to obtain executed indemnity agreements with provisions identical to those set forth in this Section 10 from each and every subcontractor or any other person or entity involved by, for, with or on behalf of Consultant in the performance of this Agreement. If Consultant fails to obtain such indemnity obligations from others as required herein, Consultant agrees to be fully responsible and to indemnify, hold harmless and defend City, its officers, agents, employees and volunteers from and against any and all claims and losses, costs or expenses for any damage due to death or injury to any person and injury to any property resulting from any alleged intentional, reckless, negligent, or otherwise wrongful acts, errors or omissions of Consultant's subcontractors or any other person or entity involved by, for, with or on behalf of Consultant in the performance of this Agreement. Such costs and expenses shall include reasonable attorneys' fees incurred by counsel of City's choice.

10.6 City does not, and shall not, waive any rights that it may possess against Consultant because of the acceptance by City, or the deposit with City, of any insurance policy or certificate required pursuant to this Agreement. This hold harmless and indemnification provision shall apply regardless of whether or not any insurance policies apply to the claim, demand, damage, liability, loss, cost or expense.

11. INSURANCE

11.1 During the term of this Agreement, Consultant shall carry, maintain, and keep in full force and effect insurance against claims for death or injuries to persons or

damages to property that may arise from or in connection with Consultant's performance of this Agreement. Such insurance shall be of the types and in the amounts as set forth below:

11.1.1 Comprehensive General Liability Insurance with coverage limits of not less than One Million Dollars ($1,000,000) including products and operations hazard, contractual insurance, broad form property damage, independent consultants, personal injury, underground hazard, and explosion and collapse hazard where applicable. General Liability coverage shall be amended so that Consultant and its managers, affiliates, employees, agents, and other persons necessary or incidental to its operation are insureds."

11.1.2 Automobile Liability Insurance for vehicles used in connection with the performance of this Agreement with minimum limits of One Million Dollars ($1,000,000) per claimant and One Million dollars ($1,000,000) per incident.

11.1.3 Worker's Compensation insurance if and as required by the laws of the State of California.

11.1.4 Professional Errors and Omissions Insurance with coverage limits not less than One Million Dollars ($1,000,000).

11.2 Consultant shall require each of its subcontractors to maintain insurance coverages that meet all of the requirements of this Agreement.

11.3 The policy or policies required by this Agreement shall be issued by an insurer admitted in the State of California and with a rating of at least A:VII in the latest edition of Best's Insurance Guide.

11.4 Consultant agrees that if it does not keep the aforesaid insurance in full force and effect, City may either (i) immediately terminate this Agreement; or (ii) take out the necessary insurance and pay the premium(s) thereon at Consultant's expense.

11.5 At all times during the term of this Agreement, Consultant shall maintain on file with City's Risk Manager a certificate or certificates of insurance showing that the policies required by this Agreement are in effect in the required amounts and naming the City and its officers, employees, agents and volunteers as additional insureds. Consultant shall file with City's Risk Manager such certificate(s) prior to commencement of work under this Agreement.

11.6 Consultant shall provide proof to the City's Risk Manager that policies of insurance required herein expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage at least two weeks prior to the expiration of the coverages.

11.7 The general liability and automobile policies of insurance required by this Agreement shall contain endorsements naming City and its officers, employees, agents and volunteers as additional insureds. All of the policies required under this Agreement shall contain an endorsement providing that the policies cannot be canceled or reduced except on thirty days' prior written notice to City. Consultant agrees to require its broker to modify the certificates of insurance to delete any exculpatory wording stating that failure of the insurer to mail written notice of cancellation imposes no obligation, and to delete the word "endeavor" with regard to any notice provisions.

11.8 The insurance provided by Consultant shall be primary to any other coverage available to City. Any insurance or self-insurance maintained by City and/or its officers, employees, agents or volunteers, shall be in excess of Consultant's insurance and shall not contribute with it.

11.9 All insurance coverage provided pursuant to this Agreement shall not prohibit Consultant, and Consultant's employees, agents or subcontractors, from waiving the right of subrogation prior to a loss. Consultant hereby waives all rights of subrogation against the City.

11.10 Any deductibles or self-insured retentions must be declared to and approved by the City. At the option of City, Consultant shall either reduce or eliminate the deductibles or self-insured retentions with respect to City, or Consultant shall procure a bond guaranteeing payment of losses and expenses.

11.11 Procurement of insurance by Consultant shall not be construed as a limitation of Consultant's liability or as full performance of Consultant's duties to indemnify, hold harmless and defend under Section 10 of this Agreement.

11.12 General liability, automobile and worker's compensation insurance shall be occurrence based. Professional errors and omissions insurance shall be occurrence based or claims made coverage provided that equivalent claims made coverage is maintained for three years following conclusion of the work.

12. MUTUAL COOPERATION

12.1 City shall provide Consultant with all pertinent data, documents and other requested information as is reasonably available for the proper performance of Consultant's services under this Agreement.

12.2 If any claim or action is brought against City relating to Consultant's performance in connection with this Agreement, Consultant shall render any reasonable assistance that City may require in the defense of that claim or action.

13. RECORDS AND INSPECTIONS

Consultant shall maintain full and accurate records with respect to all matters covered under this Agreement for a period of three years after the expiration or termination of this Agreement. City shall have the right to access and examine such records, without charge, during normal business hours. City shall further have the right to audit such records, to make transcripts therefrom and to inspect all program data, documents, proceedings, and activities.

14. PERMITS AND APPROVALS

Consultant shall obtain, at its sole cost and expense, all permits and regulatory approvals necessary for Consultant's performance of this Agreement. This includes, but shall not be limited to, professional licenses, encroachment permits and building and safety permits and inspections.

15. NOTICES

Any notices, bills, invoices, or reports required by this Agreement shall be deemed received on: (i) the day of delivery if delivered by hand, facsimile or overnight courier service during Consultant's and City's regular business hours; or (ii) on the third business day following deposit in the United States mail if delivered by mail, postage prepaid, to the addresses listed below (or to such other addresses as the parties may, from time to time, designate in writing).

If to City:
City of Los Alamitos
3191 Katella Ave.
Los Alamitos, CA 90720
Attn: Bret M. Plumlee, City Manager
Telephone: (562) 431-3538
Facsimile: (562) 493-1255

If to Consultant:

With courtesy copy to:

Cary S. Reisman, City Attorney
Wallin, Kress, Reisman & Kranitz, LLP
2800 28th Street, Suite 315
Santa Monica, CA 90405-6201
Telephone: (310) 450-9582
Facsimile: (320) 450-0506

16. SURVIVING COVENANTS

The parties agree that the covenants contained in Section 9, Section 10, Paragraph 12.2 and Section 13 of this Agreement shall survive the expiration or termination of this Agreement.

17. TERMINATION

17.1. City may terminate this Agreement for any reason on five calendar days' written notice to Consultant. Consultant may terminate this Agreement for any reason on sixty calendar days' written notice to City. Consultant agrees to cease all work under this Agreement on or before the effective date of any notice of termination. All City data, documents, objects, materials or other tangible things shall be returned to City upon the termination or expiration of this Agreement.

17.2 If City terminates this Agreement due to no fault or failure of performance by Consultant, then Consultant shall be paid based on the work satisfactorily performed at the time of termination. In no event shall Consultant be entitled to receive more than the amount that would be paid to Consultant for the full performance of the services required by this Agreement.

18. GENERAL PROVISIONS

18.1 Consultant shall not delegate, transfer, subcontract or assign its duties or rights hereunder, either in whole or in part, without City's prior written consent, and any attempt to do so shall be void and of no effect. City shall not be obligated or liable under this Agreement to any party other than Consultant.

18.2 In the performance of this Agreement, Consultant shall not discriminate against any employee, subcontractor, or applicant for employment because of race, color, creed, religion, sex, marital status, sexual orientation, national origin, ancestry, age, physical or mental disability medical condition or any other unlawful basis.

18.3 The captions appearing at the commencement of the sections hereof, and in any paragraph thereof, are descriptive only and for convenience in reference to this Agreement. Should there be any conflict between such heading, and the section or paragraph at the head of which it appears, the section or paragraph, and not such heading, shall govern construction of this Agreement. Masculine or feminine pronouns shall be substituted for the neuter form and vice versa, and the plural shall be substituted for the singular and vice versa, in any place or places herein in which the context requires such substitution(s).

18.4 The waiver by City or Consultant of any breach of any term, covenant or condition of this Agreement shall not be deemed to be a waiver of such term, covenant or condition or of any subsequent breach of the same or any other term, covenant or condition of this Agreement. No term, covenant or condition of this Agreement shall be deemed to have been waived by City or Consultant unless in a writing signed by one authorized to bind the party asserted to have consented to the waiver.

18.5 Consultant shall not be liable for any failure to perform if Consultant presents acceptable evidence, in City's sole judgment, that such failure was due to causes beyond the control and without the fault or negligence of Consultant.

18.6 Each right, power and remedy provided for herein or now or hereafter existing at law, in equity, by statute, or otherwise shall be cumulative and in addition to every other right, power, or remedy provided for herein or now or hereafter existing at law, in equity, by statute, or otherwise. The exercise, the commencement of the exercise, or the forbearance from the exercise by any party of any one or more of such rights, powers or remedies shall not preclude the simultaneous or later exercise by such party of any of all of such other rights, powers or remedies. If legal action shall be necessary to enforce any term, covenant or condition herein contained, the party prevailing in such action, whether or not reduced to judgment, shall be entitled to its reasonable court costs, including any accountants' and attorneys' fees incurred in such action. The venue for any litigation shall be Orange County, California and Consultant hereby consents to jurisdiction in Orange County for purposes of resolving any dispute or enforcing any obligation arising under this Agreement.

18.7 If any term or provision of this Agreement or the application thereof to any person or circumstance shall, to any extent, be invalid or unenforceable, then such term or provision shall be amended to, and solely to, the extent necessary to cure such invalidity or unenforceability, and in its amended form shall be enforceable. In such event, the remainder of this Agreement, or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and each term and provision of this Agreement shall be valid and enforced to the fullest extent permitted by law.

18.8 This Agreement shall be governed and construed in accordance with the laws of the State of California.

18.9 All documents referenced as exhibits in this Agreement are hereby incorporated into this Agreement. In the event of any material discrepancy between the express provisions of this Agreement and the provisions of any document incorporated herein by reference, the provisions of this Agreement shall prevail. This instrument contains the entire Agreement between City and Consultant with respect to the transactions contemplated herein. No other prior oral or written agreements are binding upon the parties. Amendments hereto or deviations herefrom shall be effective and binding only if made in writing and executed by City and Consultant.

TO EFFECTUATE THIS AGREEMENT, the parties have caused their duly authorized representatives to execute this Agreement on the dates set forth below.

"City"
City of Los Alamitos

By_____
Richard D. Murphy, Mayor

Date: _____

"Consultant"

By_____

Date: _____

Attest:

By_____
Windmera Quintanar, CMC, City Clerk

Date:_____

Approved as to form:

By_____
Cary S. Reisman, City Attorney

CITY OF LOS ALAMITOS

REQUEST FOR PROPOSAL

Cable Operations Manager

Addendum #2 (July 30, 2015)

QUESTIONS:

1. Is there a not to exceed base rate amount beyond which the City will not pay to retain a cable operations manager?
2. Will that taxable amount be 1099 based?
3. Define the term "oversee the Cable Commission" beyond the manager attending the cable meetings?
4. Under item "e" of manager responsibilities "advise City on role of Cable Commission" are you suggesting the prospective manager might redefine the role of the Cable Commission outside of its currently ordinanced duties and responsibilities.
5. In Attachment 1/Addendum 1 of the recent memo sent by Jason identifies the LATV Operating Fund (now at approx.. $32,000 derived from Franchiser cable usage (known as PEG fees) as residing in Fund 10. My understanding is Fund 10 is the City council Fund and part of the General Fund. Previously, I have always understood that LATV PEG fees to be a "set aside" fund derived from Fund 28. Can you clarify this seeming inconsistency for me and if above funds have been reassigned or comingled?

RESPONSES:

Q1 – No
Q2 – The Cable Operations Manager will be considered an independent contractor (not an employee of the City). Payments made to independent contractors for services performed are generally subject to 1099 reporting.
Q3 – The Cable Operations Manager will act as the primary liaison between the Cable Commission and the City Council.
Q4 – The Cable Operations Manager will advise the City Council on the role of the Cable Commission. However, the City Council is ultimately responsible for establishing the duties and responsibilities of the Cable Commission.
Q5 – PEG Fees have been and continue to be recorded in Fund 28, which is a stand-alone fund that is used to account for LATV capital funds. The LATV capital funds (Fund 28) are separate from the City's General Fund (Fund 10). The top portion of Attachment #1 reflects LATV capital funds that are accounted for in Fund 28. The bottom portion of Attachment #1 reflects the operating activity of LATV, which is spent out of the City's General Fund (Fund 10).

Addendum #1 (July 29, 2015)

QUESTIONS:

6. Total paid to Doug Wood for videotaping Los Al City Council meetings in Fiscal 2013-14 and FY 2014-15.
7. Total paid to Doug Wood for videotaping Planning Commission in same years.
8. Total paid for all LATV-related operations in FY 2013-14 and 2014-15.
9. Total PEG revenues per quarter from Time-Warner per quarter from Verizon.
10. Have you done any thorough LATV Financial analysis in a recent staff report.
11. When does the Frontier/Verizon switchover take place?

RESPONSES:

Regarding Questions 1-5, refer to Attachments #1 and #2.

Regarding Question 6, estimated switchover is the 1st quarter of 2016.

NOTE:

Questions regarding this proposal must be submitted in writing or via email to Bret M. Plumlee by 12 noon on July 30, 2015. Proposals are to be delivered via email to Bret M. Plumlee, City Manager bplumlee@cityoflosalamitos.org by 11:59 p.m. August 2, 2015.

LATV Year-to-Date Activity (as of 5/31/15) and Prior Year Actuals

LATV Capital Funds (Fund 28)	2013/14 Actual	2014/15 Budget	Actual Year-to-Date
Revenues:			
Time Warner PEG Fees[1]	$ 17,006.00	$ 18,000.00	$ 11,935.00
Verizon PEG Fees[2]	14,479.00	12,000.00	15,365.00
Event Filming Reimbursement	6,500.00	6,500.00	6,500.00
Investment Earnings	24.09	200.00	431.68
Total Revenues	**38,009.09**	**36,700.00**	**34,231.68**
Expenditures:			
Supplies	3,027.37	7,766.00	0.00
Travel & Training	40.25	0.00	0.00
Contractual Services	24,768.13	4,100.00	100.00
Event Filming	1,540.04	6,700.00	6,499.98
Garage Vehicle Charges	2,134.00	2,134.00	1,600.50
Equipment	5,963.07	0.00	0.00
Total Expenditures	**37,472.86**	**20,700.00**	**8,200.48**
Revenues Over Expenditures	**536.23**	**16,000.00**	**26,031.20**
Beginning Fund Balance	114,873.13	115,409.36	115,409.36
Ending Fund Balance	**$ 115,409.36**	**$ 131,409.36**	**$ 141,440.56**

1 - Time Warner PEG Fees every three months and amount to approximately $4,000 on average per quarter. In 2014/15, $3,904, $4,024 and $4,007 have been received for the first three quarters.

2 - Verizon PEG Fees are paid once a year in February.

LATV Operating Funds (Fund 10)	2013/14 Actual	2014/15 Budget	Actual Year-to-Date
Expenditures:			
Meeting Cablecasting	$ 6,435.00	$ 4,000.00	2,845.00
Supplies	0.00	100.00	21.60
Cable Study	0.00	18,000.00	6,000.00
Contractual Services	0.00	15,900.00	5,887.87
Event Filming	0.00	4,000.00	0.00
Total Expenditures	**6,435.00**	**42,000.00**	**14,754.47**

Amounts Paid to Doug Wood for 2014/15 and 2013/14

Date Paid	Month Services Were Rendered	Council Meetings	Tricaster Rental	Broadcast Services	Total
7/6/2015	January 2015	375	-	1,300	1,675
7/6/2015	December 2014	650	-	1,525	2,175
7/6/2015	November 2014	375	-	1,475	1,850
7/6/2015	October 2014	650	-	1,600	2,250
3/30/2015	September 2014	600	-	1,575	2,175
2/18/2015	August 2014	750	-	1,450	2,200
10/6/2014	July 2014	500	-	1,725	2,225
9/29/2014	June 2014	875	-	1,350	2,225
9/2/2014	May 2014	825	-	1,450	2,275
6/16/2014	April 2014	325	-	1,475	1,800
6/16/2014	March 2014	350	-	1,600	1,950
4/28/2014	February 2014	575	-	1,650	2,225
4/28/2014	January 2014	625	-	1,900	2,525
4/28/2014	December 2013	450	-	1,800	2,250
12/30/2013	November 2013	350	-	1,500	1,850
12/30/2013	October 2013	350	-	1,550	1,900
10/7/2013	September 2013	275	-	1,575	1,850
10/7/2013	August 2013	-	1,200	-	1,200
9/23/2013	August 2013	425	-	1,625	2,050
9/23/2013	July 2013	450	-	1,625	2,075
		9,775	1,200	29,750	40,725

Note: Doug Wood began filming Planning Commission Meetings in June 2015. No invoices have been received to-date for services rendered from February 2015 through June 2015.

Introduction and brief history:

Douglas Wood has been involved in PEG and Local Origination for over 15 years. Providing services as needed, mostly in Los Alamitos and Long Beach, but also in Seal Beach, Riverside and some other places.

Project understanding:

To provide for PEG media access in a sustainable manner that manages costs and creates multiple revenue streams and other types of value to support operations.

Qualifications:

Regularly and irregularly communicate and network with others in similar fields.
Successful LIVE broadcasting to YouTube in HD. Currently in PEG media, studio and mobile productions.
Currently operating the Los Alamitos channel 3.

Multiphase implementation plan.

Create a HD TV studio that can be operated by a single person. Make a Hot Set studio that is preset and ready for host and guests to produce shows for a fee.

Contact local funding sources and appeal for support.

Goals:

Continuing present levels of services and programming.

Implementation of enhanced levels of operation when additional funding becomes available.
Enhanced goals include:
1) Increased internet presence via creating a video portal on present city website for viewing live cable programming with links to past meetings .
2) Build out of Public including training, volunteers, checking out equipment

*Scanatoa "swapped" community interest programs

Compensation

Total estimates around $76,000 all inclusive Maximum Price for 12 months.
Manner of payment: Check sent to address, half at signing of agreement, remainder to be paid within 6 months.

Application

Los Alamitos Cable Operations Manager

8/2/15

To: Bret Plumlee/ City Manager

City of Los Alamitos

From: John Underwood

11072 Midway Drive

Los Alamitos

Section I: Introduction & Background

As a long-time producer and past studio manager at LATV I have developed a lasting and deep connection to the community and a practical working relationship with the creative, educational, civic, charitable non-profits, and the businesses sector in collaborating on local television productions that highlight and feature the best this greater Los Alamitos community has to offer.

With a technical background and extensive knowledge in all fields relevant to television studio and broadcast production, I am confident in my abilities as a manager to help Los Alamitos bring LATV-3 back into the limelight. The public in particular deserves a chance to have their voice heard once again. There are numerous local artists, nonprofits, businesses, journalists and filmmakers in town that are at the ready waiting to reconnect the community of Los Alamitos with its small town roots through the medium of its local PEG TV station. I know this because I have often been the TV producer/coordinator they have come to with the common request "how can we do what you do on LATV." As LATV operations manager I can focus that energy.

I know that LATV is facing many financial and technical challenges at this time. Having worked in and around LATV for the past 10 years I am experienced at getting the most out of a limited budget. I am long used to working within these constraints and believe I can best utilize them to make LATV the best production operation it can be.

To achieve this end I bring with me a cadre of past LATV certified production volunteers, more recent trainees and broadcast school graduates, and multidisciplinary associations in the TV production regional and local educational fields from which to draw talent and expertise. I have years of experience negotiating, contracting, crewing and executing local television productions at the request or on behalf of a broad cross section of organizations including corporate enterprises and the City of Los Alamitos itself.

In this downscale period for LATV rather than seek to minimize the visibility and connections between LATV and the community I believe our fiscal future lies in full engagement with all of the community stakeholders mentioned above, not in clinging to a rigid Public Access template of the past, but in generating a new hybrid model that engages local producers creatively and financially to participate in a process that can yield professional quality programming to represent them, while at the same time recognizing the role of the City as the Local Franchise Authority over LATV and the public service contract with the public that implies.

As I have often said, LATV is one of the jewels in the crown of this small west Orange County town that allow us to stand out from others when folks consider to live, work, shop and return to this place. I would like to have the opportunity to polish that jewel into a shine.

John Underwood

Section II: Understanding of the Project

The key issues facing LATV today are many and can appear perplexing when presented as an aggregate. But in breaking them down to simple terms it comes down to doing more with less.

It has been identified and generally accepted by all parties involved in LATV operations that currently there are two critical shortcomings that have led to the fall in production output at LATV. One is the **lack of a central manager** to coordinate all three branches of LATV operations (server/streaming, field/sports, and studio/PA production). Another basic shortcoming is the **deterioration of the Studio 1 facility**. The former is directly attributable to lack of funding and the latter to lack of policy direction.

This proposal addresses both of those shortcomings and seeks to provide some realistic, cost effective management oversight of all operations and assets. Recognizing the need for an at least minimal part time managerial presence, and acknowledging the severity of the current operating budget, I am offering my services, on a minimal part-time basis, to assume interim administrative and technical duties related to overall LATV management which would include the following:

Manager Duties

- Oversight of facility maintenance, repair, inventory and purchasing
- Daily supervision of all LATV operations (server, field, studio)
- Production management, scheduling of programs and bulletin board items, and finalization of media (post production) and delivery to server operations all media content.
- Conduct Equipment check out, return and inspection.
- Oversee and supervise community producers and community productions.
- Maintain volunteer recruitment and involvement, interaction.
- Coordinate with other municipal agencies (Rec, Public Works, PD, City Council) for government productions.
- promotional outreach such as public tours of Studio1 facilities with active electronics demonstrations, student tours, public mixer events.
- Advise city manager, staff and LATV Commission on sponsorship and grant development and proposal review.
- Select and acquire outside programming and public service announcements.
- Regularly confer with city manager and or staff on all operational matters. Provide city manager monthly update and review of operations, finances, policy matter and objectives for LATV.
- Attend and advise at all LATV Cable Commission meetings and city council meetings on request.

It is understood that the above services will require some presence at the studio on an almost daily basis. I agree to provide that presence primarily in the afternoon hours. I reserve the right to engage in house technical staff or consultants or, if necessary, outside industry experts to troubleshoot or repair LATV equipment at LATV's expense.

Studio Reorganization

With regard to deterioration of the studio I have for some time been working on a plan to revitalize studio operations and capitalize on the opportunity the studio at 10921 Oak Street represents for the community and for LATV. The final draft of that plan I include here as the Revised Alternative Studio Management Plan, and it seeks to find a solution to the two main obstacles facing this studio specifically over the last year and a half it has been dark, how to manage a facility and matriculate an increased flow of production through it that cannot afford a full time manager, and how to make it cost neutral to the City?

The below Alternative Management Plan overcomes the first obstacle by providing for a part-time manager for overall LATV operations absorbing studio duties into base pay, and then allowing for the supplementation of services to be augmented by local community producers. This approach is somewhat similar to the Pay-per-Production Plan option prepared by the Mediacast consultants in their recent operations study, and has in fact been a working model at Studio 1 for some time. It not only can work- it has been working!

Because studio operations has not received production or maintenance funding for almost two years now it was necessary it was necessary for me to develop a self-funding mechanism that essentially primed its own pump and provided its own assets to create programming. All that has been required of the City is to keep the building standing and the lights on in order to produce an occasional high quality program. But with the advent of a large number of local producers coming forward to request duplication of those high quality programs for themselves and their organizations, it is necessary to upgrade the studio to accommodate the demonstrated influx of would-be producers. In this case, money is not the issue with an LATV capital improvement fund soon to top $150,000. The issue is how to make the studio pay for itself.

The following Alternative Management Plan accomplishes that.

REVISED ALTERNATIVE MANAGEMENT PLAN

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A central management position for LATV is certainly warranted. This is not the first time a sole manager type position has been brought forward for consideration in recent years. All have failed for various reason, chief among them the lack of adequate LATV operational funds to support an even part-time manager, and the realization that drawing funding for a unified station manager, at least for now, out of LATV PEG funding is problematic because both LATV's operating budget and its reserve, which derive from cable franchisers user fees, known as PEG fees, are restricted under state DIVCA law to equipment upgrades and maintenance expenditures and only.

In time, with the expected passage of the now active CAP Act initiative currently moving through Congress, this coming PEG friendly legislation would solve that dilemma. One of the adjustments the Act will achieve is the widening of the use of PEG funds to support a managerial position for local PEG cable operations. Of course, another major enhancement of the act's passage would be the up to 3% increase of PEG funding allowing for the creation of a realistic budget for the hiring of a full time manager to oversee all aspects of LATV, server operations, remote van/ sports coverage and studio PA productions.

In the meantime, I believe a modified part-time operations manager position can be justified and maintained successfully by a division of labor that involves current LATV related personnel already in place, coupled with increased oversight by the LATV Commission, and a cable operations manager willing to maintain supervisorial oversight over all spheres of operation. Until legal and financial conditions stabilize

that are conducive to the supporting full time managerial position over all of LATV I believe we have the stable resources in our midst to maintain and grow LATV operations without draining what little operating budget LATV has or significantly encumbering the City and its general fund. I can provide that interim part-time management service that will bridge LATV into a better time.

That means getting more people involved, at the community level and at the volunteer level. And in streamlining operations so that the assets we have can be leveraged to do more. Though LATV with current funding challenges and future funding shortfalls I have experienced a wealth of human assets who have stepped forward to pitch in to preserve LATV at every level. From server operations to camera operators I have relied year after year on individuals who believe in community TV and LATV in particular to give of their time and expertise to keep us on the air. As operations manager for LATV I would utilize all the "sweat equity" I have accumulated over the years to assemble and maintain the pool of techs that support me in all spheres of operation at LATV.

The spheres of operation currently responsible for LATV daily programming are as follows:

SPHERES OF OPERATION

Server operations are managed by Douglas Wood and compensated out of city funds, which include the recording of council meetings and government workshops, logging and ingesting of produced programming into the server library located in the administration building, the scheduling of programs for broadcast air, the placement of Community Calendar items into the bulletin board rotation, and the maintenance of the server signal. These tasks he has adapted well to and managed over the last two years and is now in the process of training me act as his engineering backup to assure that under any circumstances server operations continue in a seamless manner. In my role as supervisor of server operations I have already begun providing Mr. Wood with maintenance and discrepancy logs to document engineering problems, server glitches

and on air disruptions that are important troubleshooting tools for the steady operation of our on air signal.

Sports coverage is a tradition in Los Alamitos as old as LATV itself. As you are aware LATV sports has been serviced by a professional production company providing "Highlights" of some of Los Al Griffins higher profile sports events. That service contract is sunsetting and we now face the first sports season at LATV without a secure contract for sport coverage. Re-outfitting and returning the LATV van to field operations is a year-1 priority if I assume managerial duties at LATV, and would include iso-replay and live streaming capability with the goal of covering a number of local events in 2016 that call for live streaming such as the fourth of July Celebration, Los Alamitos Youth Baseball World Series, and Candidate forum for the November 2016 election cycle. I have past experience co-producing sports operation in the field along with Doug Wood and was successful at negotiating with HS boosters in securing funding many sports events. Given time and determination I am confident these sponsorships can be resurrected by 2016 Summer/fall season.

Studio production has always been a mainstay of LATV with many legacy programs produced in the studio over the past 30 years still in demand by LATV audiences and with new programming slated to be produced at the centrally located facility at 10921 Oak Street. No greater asset does LATV have than the studio. It is the place where productions can be quickly and routinely executed and finalized for airtime scheduling with a minimum of delays and glitches digital broadcast production is prone to unlike production in the field where anything can go wrong and often does.. The Los Alamitos public, it's civic groups, non-profits, business entities have come to expect of LATV a production facilities where the community can come together to make public access programming "for and by itself"

as the FCC mandate for community TV informs. The studio is and has always been the place where this can be done in an efficient and most cost effective manner. Today there are over a dozen community producers waiting for the final completion of digital renovation of Studio 1 so they can come in and make TV of vital local interest. There are technical and managerial staff and volunteers available to make that happen at no personnel costs to the City. The formation of a volunteer technical support team for studio operations is already in place to assist producers at Studio 1 and possibly other spheres of operations if needed.

But the studio at this time lacks the basic assets to meet the reasonable production expectations of the already identified and growing number of community producers who want to use the facility now. There is appropriately designated funding in the LATV reserve set aside for that purpose.

As cable operations manager I would intensify my efforts to mobilize the talents of senior producers and techs who have a track record of successful productions in the LATV studio and have expressed a willingness to give of their time to oversee the completion of the facility upgrade, schedule the community producers in, secure the television equipment and monitor its security and maintenance, install necessary new equipment, and deliver completed programming to server operations without direct charges to the city, under my supervision. All that is required of the city is to approve the necessary expenditure of funds already approved and recommended by the LATV Commission. This critically needed upgrade drawn from the LATV reserve Fund 28 and originally set aside for the complete digital transition of LATV, would prepare the studio for an influx of responsible community producers, identified as the Producers Pool (see below list), who have pledged in writing their commitment to financially support their own productions in exchange for access to an upgraded LATV studio with competent technical assistance. All of the equipment identified in the Studio 1

Upgrade Package now before the council is portable and able to be repurposed should the existing PEG production facility be moved to new environs. A competent working studio can also act as center of operations for a renewed volunteer workshop training environment where the necessary work of training new technical and production personnel can be established again with the assistance of the same technical support team that oversees PA productions at the studio.

As cable operations manager I would maximize the studio facility as my central office and locus of operations that is convenient, close and well known by the community who would use it. Below is a list of producers already committed by letter of intent to utilize the studio and are willing to self-support their own productions in it with my technical and supervisorial assistance.

Producers Pool

Casa Youth Shelter

Precious Life Shelter

The Youth Center of Los Alamitos

Los Alamitos Chamber of Commerce

The Rotary Club of Los Alamitos and Seal Beach

Grace Counseling Group

OC Hotline

Grateful Hearts

Lestonnac Free Clinics

St Isidores Historical Plaza

The Los Alamitos Museum

Rick Paap - *City Watch*

Jeffrey Whitten - *Conversessions*

The above "Producers Pool" represent local organizations and individuals who have stated their interest in participating in a producers pool and are currently interested in utilizing the LATV studio to produce programs of varying lengths and topics of interest to them and the immediate Los Alamitos community. They have also expressed a willingness to cover whatever minimal material and personnel costs associated with producing a Public Access program in the LATV studio, making each of their studio productions cost neutral to LATV.

A consistent pool of established community producers accessing the studio with similar technical and personnel needs could be accommodated and repeated on a regular scheduled basis at a high rate of efficiency and low minimal costs to them and to the studio by standardizing and simplifying the studio production process, and by utilizing producers at LATV who already have the expertise and experience in the studio to help them accomplish this.

The overriding and to date unresolved factor still to be determined is whether the studio can acquire the necessary dedicated production hardware to accommodate a relatively steady flow of community producer needs. Given the number of interested parties involved and the level of studio access they have collectively requested, I estimate that the studio would be in use for principle recording sessions and post production approximately three days a week, with principle on-set recording taking place primarily in the evening hours. Besides myself, other senior production personnel may also be available to assist producers with technical aspects of their production.

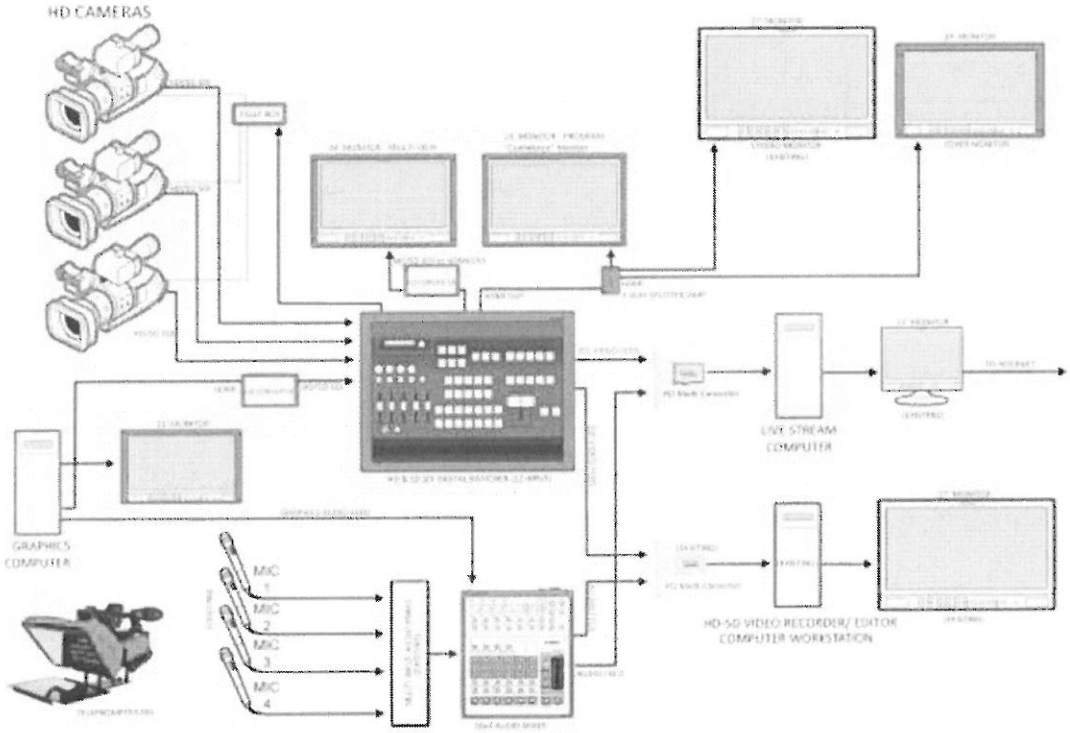
Accommodating these community producers with a steady flow of production in and out of the studio and the overriding mission of LATV to increase relevant local origination programming are complimentary goals that serve everyone's needs. But they are predicated on the presence of adequate, reliable, dedicated equipment in place at the studio which can be counted on to replicate production quickly and on a predictable basis, and a manager willing to oversee the operation.

The LATV Cable Commission is an important component of the management oversight at LATV. It provides policy and financial controls over all aspects of LATV operations. But it can only recommend to the city council the expenditure of funds needed to support LATV, as it already has with the studio upgrade package. The commission could easily expand its monitor and advisory role over LATV's revenues and expenditures, working with City staff or a city liason (or consultant) in the referee and resolution of producer and facilities issues. It could also take on an expanded role of fostering communication and accountability among the three operational arms of LATV identified above, and promote and authorize community outreach through social engagement, workshop volunteer promotion, fundraising and grant making initiatives. As operations manager I would certainly work closely with the LATV Commission and with staff in the necessary work of updating the now out of date LATV Policies and Guidelines which need to take into account LATV's transition to digital technology.

The answer to the "management problem" at LATV at least in the short term, therefore, lies in the partnership between the City, community producers, and a motivated cable operations manager to seek self-funding solutions from the producers themselves who under supervision from the manager would be responsible for the acquisition and direct payment of crews to produce their own programs in the LATV studio. With programs such as City Watch which I have been able to produce in the studio I have

shown that quality community programming can be produced within the modest confines of Studio 1. I am able to do so at this point only because I am fortunate enough to have certain atypical resources and skills I can bring to bear on the production process that are not available to other worthy community producers. I am only able to recreate a production environment because I am using mostly my own equipment and support personnel each time I go into the studio to produce a program. This is no way to sustain a public access operation. Studio 1 needs to stand on its own with a basic compliment of dedicated equipment assets to accommodate a variety of organizations, agencies, and individuals from the community who have expressed an interest in accessing and utilizing the studio for one use or another.

Below is a customized flow chart for the LATV Studio 1 facility that I would recommend, purchase and install with an approximately $39,000 package of equipment from the Capital Improvement Fund, previously approved by the LATV Commission*.



*(because of the rapidly changing nature of equipment and pricing individual items or brands are not necessarily identified)

The above diagram is a general comprehensive schematic for a modern broadcast television studio. Everything outlined in black LATV already possesses. All red outlined items are to be purchased to bring LATV into the realm of high definition utilizing internal HD graphics cards in our computers. All production under my management would be captured in high definition and down converted for ingest into our standard definition Leightronics server housed in the city's administration building.

A second card would allow a secondary computer to web stream programming from Studio 1. As for web streaming LATV programming, YouTube has a free web streaming service that could embed live web streams to the City of Los Alamitos Website, or a community producer(s) website for live web broadcasts of LATV shows, or to www.losaltv.org which is the website I created for LATV when no other site was offering LATV programming. Given LATV's severe funding restrictions I believe YouTube is the easiest and most affordable approach to attain the immediacy of a live webcast.

FUNDING & RESOURCE DEVELOPMENT PLAN

For some time I have been attempting to draw attention to the inadequacies of the LATV studio and of the urgent need to address specific equipment deficiencies that keep the studio from expanding in its public access outreach to the community it has provided since 1984. The reason is that I know the studio can be a reliable source self - funding and provide the city with the cost neutral goals it has been seeking for some time. I know this because I have been able to make this self sponsorship model work for me and a few others in the studio whereby I as a producer was able to secure outside funding for a specific project or even program series. On many occasions members of that community have asked me how they can produce programs like I do in the studio and around town. I am confident this funding model can be duplicated on a larger scale within the existing LATV studio, and thereby multiplying LATV programming manifold. But it can only work if the studio is operating with a full complement of up to

date equipment in good operational order and managed by someone who has a working relationship with the community producers, their sponsors and their needs.

As Cable Operations Manager for LATV I would also seek financial support for targeted projects through staged fundraising efforts beginning in 2016 in association with creative arts organizations and professional performers donating their time.

Section III: Company Data

1. John Underwood
   Mailing Address:
   11072 Midway Dr
   Los Alamitos, CA 90720
   Cell: 562.619.3222
   jsu@socal.rr.com

   Areas of specialization:

AREAS OF EXPERTISE

- Director/Producer (location/studio)
- Multiple Camera Production
- Concept Development/Design
- HD Digital Production Workflow
- Post-Production Editing
- Scripting and story development
- Research and reporting
- Grant writing

Past experience:

Government program producer/ City of Los Alamitos

Production Coordinator/ City of Los Alamitos

Multi program series at LATV / Backstory/ Your Los Al/ City Watch /Conversessions

Documentary producer "50 Meter Miracle" "33-Acre Project"

Line producer/ Lirol Productions/ Post-group

Script-news director/ International City news

Producer-engineer KLON radio

Reporter/ National Public Radio

Film editor/ Rainbow Pictures

Section IV: Comparable Engagements

City of Los Alamitos/ Studio Production Coordinator

Section V: Multi-phase Implementation Plan

As Cable Operations Manager my plan for the revitalization of LATV centers on the completion of the LATV studio facility for the reasons stated above, that the studio represents a central physical space where the community can come together and participate in the use of the public's airwaves and do it in a manner that involves them creatively, intellectually and financially through the Pay-Per-Production hybrid model of modified Public Access, wherein the community producer self-funds his or her own production with little impact on the city and its general fund.

Also of great importance to me as operations manager would be, in the short term, resurrecting sports coverage to whatever extent funding realities allow. Though I have little interest in covering various sports events on any scale myself, I feel it is a

community mandate to LATV that it attempt to pursue all opportunities to bring the rich legacy of sports coverage back to our airwaves.

Additionally, I would focus much of my management efforts in the first year of management on establishing a streaming presence for LATV internet operations.

THREE YEAR PROJECTION PLAN

Year 1:

- Finalize the renovation of the LATV studio at 10921 Oak Street. Complete equipment upgrade to include HD digital Cameras, dedicated video switcher and additional apparatus to accommodate a steady flow of already identified local Public Access community producers and outside leased access productions.
- Acquire necessary equipment, gear, and software to commence streaming services for city government, civic organizations, and sports programming through the City Website and any other web affiliation utilizing the You-Tube embedding process.
- Establish production schedule for city related media operations and promotions.
- Call for a comprehensive analysis of LATV finances: revenues/expenditures/ investments/ and projections
- Review and asses hourly rates paid to server operations coordinator and establish oversight.

Year 2:

- Prepare and present to city staff comprehensive plan for reestablishing sports operation utilizing existing assets including the LATV van and identifying any equipment upgrades necessary to accomplish such field productions.

- Increase studio production outreach efforts and establish one on one training protocols for volunteer staff.
- Provide and present election 2016 candidate coverage plan to staff.

Year 3:

- Establish annual fundraiser for LATV utilizing local non-profit organizations to network broad regional outreach. The proceeds of which would be proportionally shared by participating entities.
- Join national efforts to support the Community Access Preservation Act (HR1746) now gaining momentum and endorsement support in Congress and projected to be voted in 2017. Review franchise agreements.
- Reinstitute digitization of archival programming project, identifying volunteer staff and overseeing remastering efforts.
- Establish a central server (LTO or direct drive based) for mass secure project archiving.

THREE YEAR REVENUE PROJECTIONS		
YEAR 1	EXPENDITURES	INCOME
Fund 28 Beginning Balance (Year End)		$143,000
Operating Expenses (PEG FEES)		$31,500
Initial Equipment Purchase	$40,000	
Cable Operations Manager Salary	$26,000	
LATV Related Server Operations*	$10,000	
YEAR 2		
Operating Expenses (PEG FEES)		$31,500
Equipment Purchase (Sport/Van Operations)	$35,000	

Cable Operations Manager Salary	$26,000	
LATV Related Server Operations*	$12,000	
YEAR 3		
Operating Expenses (PEG FEES) Per CAP ACT		$64,000
Equipment Expenses	$16,000	
Cable Operations Manager Salary	$26,000	
LATV Related Server Operations*	$14,000	

*Current service agreement with city server operations contractor to be maintained at current level.

Section VI: Compensation/Payment Schedule

i: Hourly Rates

Labor Rates	
Principal	$25 per hour x 20hrs = $500 wk
Associate	$10-25 per hour range(TBD)

For the entirety of the project, I would require at least 20 hours per week and 4 hours per day.

ii: Reimbursable Expenses

Mileage	$ 0.50 per Mile

iii: Rate Adjustments

The above hourly rates are not subject to change for entirety of the contract (one year from date of agreement). Each invoice for payment shall submitted to the city manager within 20 days of labor performed, itemized, dated and inclusive of all reimbursement expenses.

iv: Payment

I am agreeable to the above payment arrangement in so far as it applies to my direct income. All outside subcontract labor on productions involved with the City to be negotiated through city staff and paid for out of appropriate funds related to source of production.

PROPOSAL FOR THE MANAGEMENT OF LOS ALAMITOS TELEVISION

prepared by
Larry Strawther
for OUR Los Al

July 31, 2013

OUR LOS AL / THE TASTE FOR LOS AL
3251 Orangewood Avenue
Los Alamitos, CA 90720

Bret M. Plumlee
City Manager, City of Los Alamitos
3191 Katella Ave,
Los Alamitos, CA 90720

July 31, 2015

Dear Bret

Thank you for the opportunity to allow our organization to submit a proposal for the position of Cable Operations Manager for the City of Los Alamitos' Access station.

In 2001 OUR Los Al was formed as a grass-roots non-profit organization whose mission was to improve the facilities at support the activities of Los Alamitos High School.

Since that time, primarily through our signature event, The Taste for Los Al, we have helped raise and distribute over $2 million dollars to Los Alamitos High School groups and activities. We spearheaded the drive to build an all-weather track at the High School -- paid for the original surveys and plans -- and made the largest outside donation to the project - a total of $235,000 spent beginning with our first surveys and drawings in 2004.

With the completion of the track in late 2013, the OUR Los Al Board slightly expanded its mission -- "to support activities at Los Alamitos High School *and* the greater community serving the school."

In late July 2015 the OUR Los Al Board decided that the management of a community television station benefits "Los Alamitos High School *and* the greater community serving the school" and thus falls within that mission. Not only that, but we also feel that the same business model as The Taste will work for Los Al TV -- implementing a system which by helping a lot of groups helps accomplish the mission of the station. So we happily and optimistically submit this proposal.

Please feel free to contact me if you need additional information.

Best,

Larry Strawther
President, OUR Los Al
(562) 522-6670

PROJECT UNDERSTANDING

The goal of this project seems straightforward:

a. Manage the day to day operations of the station in a manner at the very least as consistent as it has been run the last three years,
b. oversee the acquisition and installation of new equipment to bring the station and production up-to-date technologically, and make station operations operate more efficiently
c. conceive and execute ideas that raise additional funds to support station activities and operations, and to foster new and increased community programming,
d. Implement a system that results in station sustainability and minimal financial input from the City of Los Alamitos' General Funds or via indirect labor costs due to involvement of City Staff).

QUALIFICATIONS

The principal contact for OUR Los Al's involvement with Los Al TV will be Larry Strawther. He is a long-time resident of the area, has over 25 years experience in national network and syndicated programming. More applicable for Los Al TV's purposes, Strawther has much experience with local non-profits, booster groups, the video programs at Los Alamitos High School, and Los Al TV operations and challenges. He also has some knowledge of community history.

From late 2009 through May 2011, Strawther headed a local non-profit, the Community & Schools Media Partnership (CSMP), which managed the Los Al TV station and van operations. In the three years prior to this, Los Al TV funding had been reduced from about $135,000 a year to $45,000 via the passage of the California Infrastructure and Video Communications Act (DIVCA). From 2006 through most of 2009, the station had been operating at a deficit of about $12,000 per year. CSMP contracted with the city for $25,000 per year and for the first time since DIVCA, the station management operated within its city-provided funds. Much of the credit for this goes to the following:

1) purchase of CSMP-recommended equipment which dramatically cut labor costs -- in particular, the Leightronix server, and the city's first Tricaster switcher system;
2) the securing of local donations and sponsorships for programming;
3) Strawther's arrangement to teach the ROP Video classes at Los Alamitos High School which provided programming and a trained source of labor.

In 2010 CSMP/Los Al TV produced and aired more new programming than in any other year in Los Al TV history -- especially in the coverage of *non-sports activities*. On February 22, 2011, City Manager Jeff Stewart recommended to the City Council that CSMP be placed in charge of all city television operations. For a number of reasons, CSMP opted to end its day-to-day relationship with the city although it still oversaw the production of Los Alamitos HS sporting events through February 2013. In late summer of 2014 the CSMP Board chose to suspend its operations, and turn over its assets to OUR Los Al, as much of the mission, some board members and key volunteers for the two organizations were the same.

COMPARABLE ENGAGEMENTS

As noted previously from June 2009 through May 2011, Strawther was Los Al TV's Station Manager. An assessment of his performance can be obtained from former Los Alamitos City Manager Jeff Stewart who is now the current Bellflower City Manager. In 2012 Stewart's successor as Los Alamitos City Manager, Angie Avery, asked Strawther to be part of her ad hoc Technical Committee advisory group. Her contact information can be provided upon request.

MANAGEMENT PLAN AND GOALS

The biggest challenge facing any station manager selected to manage Los Al TV is to convince people to not see Los Al TV for what it currently is, but to envision what it can be -- the only local media source potentially capable of reaching ***all*** the people and businesses in the Greater Los Alamitos community.

Within that general statement, some specific goals would be:

- Implement New Technology to ***Use the Los Al TV asset in a way that has never been done before*** so as to have the maximum positive impact on the community.
    - make Los Al TV content available to more viewers -- especially via online viewing and VOD.
    - make the station and its content more appealing to local viewers, producers and financial supporters
    - To make Los Al TV facilities and equipment more beneficial to local producers than ever before.
- To produce and air *a minimum* of 16 Hours a month of new local (non-government) programming by June 2016.

- To establish a system of recoupment so that at the end of each budget year, the City of Los Alamitos has actually spent less on Los Al TV from its general fund than was budgeted.
- To find ways where LATV equipment can also be utilized by other city agencies in emergencies
- To make it a template/business model that can be used by other community television agencies throughout the country.

MULTI-PHASE IMPLEMENTATION PLAN

FORMALIZE LEGAL/FINANCIAL/OPERATING RELATIONSHIPS -

- City (contract, term, options, insurance, exclusivity, etc.)
- Other interested producing/operating parties -- (Find common ground which allows them to achieve their goals while creating programming which helps us achieve our goals)

EQUIPMENT EVALUATION & UPGRADE (complete by Sept. 30)

- Set Priorities for equipment purchase based on five factors
  - Does it reduce labor costs?
  - Does it increase distribution/viewership?
  - Does it appeal to producers and help increase quantity of new content?
  - Does it improve viewer Quality of Experience (QoE)?
  - Does it maximize purchasing dollars (best bang for buck)?
- Complete purchase and equipment installation process by late September

OUTREACH / MARKETING (main push complete by October 30)

- Local businesses, potential supporters/sponsors, etc.
- Local non-profits
- Los Alamitos HS -- meet with District and school admins, ROP and Video Yearbook instructors, and ASB advisor.
  - Explore co-funding some equipment purchases to be used for training for Los Al TV productions, and also to create programming to be aired on Los Al TV.
- Orange County / Rossmoor - re-establish a relationship that is beneficial to both parties
- Social media sites - Facebook, Instagram, Twitter, Google + (esp. groups), Tint, Flipboard, LinkedIn and a monthly/weekly newsletter
  - Content done by/featuring HS kids. Expose them to "new" station

INTEGRATION (complete by Nov. 30)

- Install and integrate new equipment into production workflow -- for online streaming and VOD, local origination productions and potential community producers
- Begin office organization and archive digitization
- workflow with Los Alamitos HS students and programs
- Integrate new content into schedule - programs, promos, ads, bulletin board
- 2nd community TV channel
  - more appealing to younger viewers
  - maximize exposure and value for potential underwriters, sponsors and advertisers

COMPENSATION

The question of realistic compensation presents some formidable challenges.

1. The city would like to keep its Los Al TV costs for operations and programming revenue-neutral (not exceed annual PEG fees).
2. The city wants to limit expenditures from its general fund.
3. *At least* $5,000 should be set aside every year for future equipment purchase.
4. it is unrealistic to assume that the city can hire a qualified Cable Operations Manager (hereafter "station manager") year after year who can oversee what's currently needed *and* implement a new plan for increased production, fundraising and sustainability, if the total compensation is limited to the budgeted $25,000, especially since inevitably some of those funds will have to go to other workers and producers.

To raise enough revenue to reasonably compensate a station manager, any staff and producers for their time and effort, OUR Los Al (the station manager) will have to assume the risk of providing enough additional, interesting content to an increased audience, thus making the station's air time of enough value to monetize via grants, donations, sponsorships, underwriting, or advertising. OUR Los Al is willing to take on the risk of this for at least one year.

Below is our proposed outlay for funding Los Alamitos Television operations. Under this scenario the city's annual obligations for station management would be about the same as present, with the possibility of recouping some of the funds paid from the city's general fund.

CITY OF LOS ALAMITOS EXPENDITURES

$25,000 to Station Manager

1. $15,000 for Los Al TV station daily operations (from Los Alamitos General Fund)
2. $10,000 for Los Al TV programming (from Fund 28/PEG fees)
3. NOTE: Station manager would also control the $6,500 grant from Consolidated Disposal's earmarked specifically for broadcasting LAHS sports

$6,000 for city/commission directed programming:

1. $3,000 for city-related programming (State of City, Race on the Base, etc.) . City Manager discretion to contract with a third-party producer, or with Station Manager.
2. $3,000 for grants to community producers who have made programming proposals which were approved by the Los Alamitos Cable Commission.

Approx. $5,000 for coverage of Los Alamitos Council and commission meetings.

The taping and coverage of city council and requested commission meetings are ***not*** part of this arrangement. These costs ($25/hr, average $125-$150 meeting) were historically paid from general fund -- separate from any Los Al TV accounts.

Equipment Upgrade

Approximately $75,000 from Los Al TV Fund 28 sources to purchase and install equipment which brings Los Al TV equipment up to date with current technological standards and which will allow Los Al TV to have an online on video-on-demand (VOD) presence.

POSSIBLE COMPENSATION - NON-CITY SOURCES

Potential revenue is difficult to accurately quantify at this time, due to many unknowns and variables, especially:

1. the amount of time it may take to produce and air content in sufficient quantity as to make station of value to potential local sponsors and advertisers
2. get programming on platforms that reach the entire Greater Los Alamitos Community
3. cooperation of city regarding purchase of new equipment

However...

Sponsorships, Underwriting (money raised to help production of a program)

From June 2009 through May 2011, between local businesses and booster clubs, CSMP was able to raise around $13,000 - $15,000 per year. OUR Los Al thinks it can equal that -- especially by fostering programming in specific areas (e.g., military, schools, sports, food/restaurants) and partnering them with entities which have historically already supported these areas.

Advertising - (money raised for airing message in a specific time slot)

Our goal would be that our performance for the 2nd quarter of 2016 would show "non-city" revenue of $12,500 which would put us on a path that would equal at least $50,000 annually.

Grants

Identify possible grant opportunities from local entities and individuals, but also:

- PEG-Public Safety partnerships
- PEG-Public Education partnerships
- Government grants that encourage local history and historical outreach

CITY RECOUPMENT OF GENERAL FUNDS

OUR Los Al proposes a method for the city to recoup some of its annual investment in Los Al TV. The purpose is to create incentives for the council and staff to have a vested interest in Los Al TV's success, rather than a "just take it off our hands" mentality. The proposed idea is:

> For all non-city cash revenues raised to support Los Al TV operations and programming beyond $15,000, OUR Los Al shall pay 10% of all raised cash revenues (not in-kind) back to the city's general fund until it has doubled the city's annual non-meeting expense contribution. NOTE: This shall not include expenses for City Council or commission meetings, as those have always been paid for by the city.

SCENARIO 1:

OUR Los Al's total TV revenue equals $114,520 cash. After the "deductible" of $15,000 is considered, the "recoupment fund" is at $99,520. OUR Los Al pays back 10% ($9,952) to the City of Los Alamitos, making the city's actual investment only $6,048. Even if revenues are only half of those projected on the pro forma, city still recoups almost $5,000 of their $15,000 General Fund expenditure.

SCENARIO 2:

OUR Los Al's total annual TV revenue is $208,660 "cash." The "recoupment fund" is $193,660. OUR Los Al pays back 10% ($19,360) to the City of Los Alamitos, not only making the city's actual investment at zero, but **returning an actual profit of $4,360**. This revenue still must be used "to support PEG activities" but it is not restricted to capital expenditures. Theoretically, it can be used to pay for the broadcast of city meetings, or set aside for future equipment purchases.

SCENARIO 3

OUR Los Al's total annual TV revenue is $367,580 "cash." The "recoupment fund" is $352,580. But since the recoupment maxes out at "double the initial general fund expenditure" OUR Los Al pays back only $30,000 to the City of Los Alamitos. Again, this revenue still must be used "to support PEG activities" but is not restricted to capital expenditures.

PRO FORMA

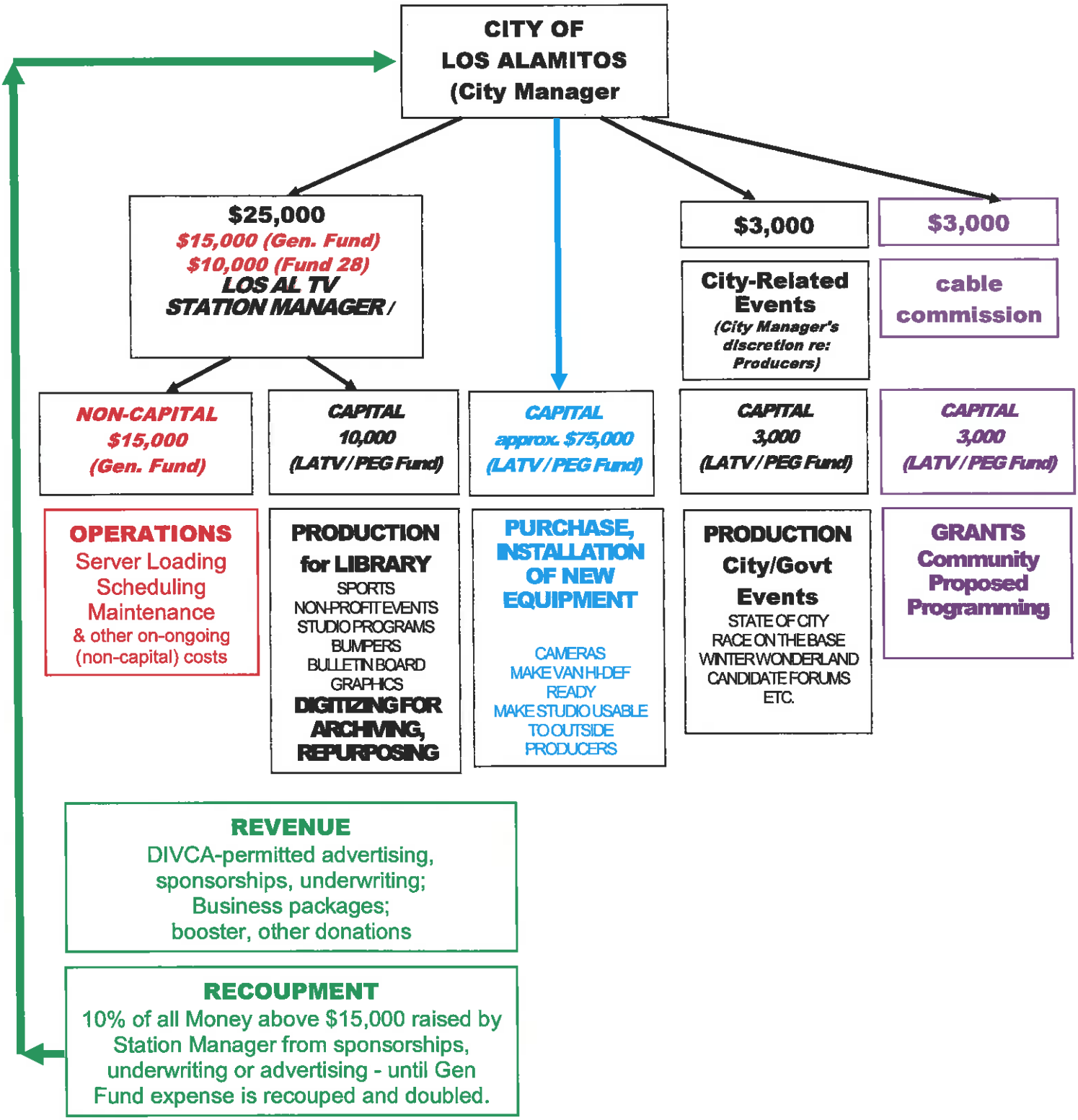
This pro forma, by necessity, uses a high number of variables and assumptions. It is provided only as a courtesy to approximate how possible scenarios may play out.

ASSUMPTIONS:

Average total cost (all-in) per program is $800 (includes $150 admin/annual amortized operations costs)
average 80% production costs pre-paid via underwriting/sponsorship
An advertising message unit is a :15 second spot. 4 units per minute. 6 minutes per hour. 18 minutes prime-time per day.
This does not account for payroll fringe expenses (can be significant if crew do not qualify as independent contractors)
Year 1 prime-time advertising rate of $5 for 15-sec. spot, only 50% of spots used for commercial advertising. production averages 8 new shows/episodes per month (96 annually)
Year 2 - assumes video on demand is in place; operation of a second channel; prime-time advertising @ $10 per 15-sec; and non-prime time @ $5 per 15-sec spot. production averages 12 new shows/episodes per month (144 annually)
Year 3 - assumes production = 16 shows per month (192 annually); prime-time advertising at $15 per 15-second spot *on two channels*;

		2016 (Scenario 1)		2017 (Scenario 2)		2018 (Scenario 3)
		Revenues				
Operations (gen fund)		15,000		15,000		15,000
Production						
Los Alamitos (Fund 28)		10,000		10,000		10,000
CDS Sponsorship		6,500		0		0
Underwriting & sponsorships	average 8 new shows per month @ $800/average,	61,440	average of 12 new shows per month	92,160	Avg 16 new shows per mo	122,880
Advertising						
Prime Time (7pm - 10pm)	$180/night 4 nights/wk = $720/wk	37,440	$360/night, 5 nights a week, $1800/wk ,	93,600	$540/night, 6 nights a week	168,000
Non prime-time (est 25%)		0		23,400		42,111
Leased Access	$25/day 1am-6am, $175/wk,	9,100		9,100		9,100
Total revenues		**139,480**		**243,260**		**367,580**
Recoupment Fund		***124,480***		***228,260***		***352,580***
		Expenditures				
Operations (scheduling, ingesting, maintenance, training)		-15,000		-20,000		-25,000
Production	8 shows per mo (96/yr)	-76,800	12 shows per mo.	-115,200	16 shows/ mo.	-153,600
Recoupment to City		-9,952		-22,826		-30,000
Staff		0		-15,000		-25,000
Archiving	100 shows @ $5/per	-500	200 shows	-1000	300 shows	-1000
Graphics/Audio		-3,000		-5,000		5,000
Maintenance - Equip.		-2,000		-3,000		3,000
Office/software		-2,000		-2,000		2,000
Recoupment to City		-9,952		-22,826		-30,000
Total Expenses		**-111,748**		**-160,566**		**-224,600**
TOTAL PROFIT/LOSS		**$27,732**		**$59,234**		**$122,980**

EXPENDITURE OF CITY CONTROLLED FUNDS



** Does not include $6,500 revenue provided by Consolidated Disposal specifically earmarked for broadcasting of Los Alamitos HS sports.*

MARK ANDREWS
PROPOSAL FOR SERVICES

OVERVIEW

I am pleased to submit this proposal for services to support the City of Los Alamitos in achieving its goals for running daily operations of LATV3. With over 30 years of experience in the video production industry I have a proven track to develop and implement a business plan, while following policies and procedures. I also created quality programming in conjunction with local officials to help achieve their goals and objectives. While overseeing daily operations it has been my responsibility to have accurate inventory of all production equipment. I also have 13 years of experience as an adjunct instructor teaching students all aspects of video production at Orange Coast College.

The Objective

- Perform all aspects of daily programming (planning, scheduling, etc.)
- Select, acquire ,and maintain programs and other needed materials while obtaining legal clearances
- Seek grants and other funding resources
- Advise the City on recommended equipment purchases for LATV3
- Upon approval by the city, the Cable Operations Manager will carry out the procurement of equipment in accordance with City's purchasing policies outlined in Chapter 2.60
- To Advise the City on the role of Cable Commission
- Oversee the Cable Commission meetings
- Attend City Council meetings as requested
- Advise the city on purchasing cost efficient studio and/or City owned cable equipment
- Develop and implement an efficient operation of all policies, procedures, and long –range strategic plans for LATV3 while staying within budget

If you have questions on this proposal, feel free to contact me at your convenience by email at markdandrews53@gmail.com or by phone at 562-715-2834.

Thank you for your consideration,

Mark Andrews