



CITY CONTRACT 19020CCPS
CABLE TELEVISION EDUCATIONAL ACCESS CHANNEL MANAGER

**Voluntary Pre Proposal Meeting–March 29, 2018, at 10:00 a.m. in the
Council Committee Room located on the first floor of the Louis Redding City
County Building.**

Proposal Due Date – April 23, 2018 at 4:00 p.m.

I. BACKGROUND

The cable television franchise agreement with Comcast, the City's cable television provider, allows the City of Wilmington to activate an educational access channel on the cable television line-up and originate programming from a location designated by the City. The City is seeking a qualified entity to fund and manage an educational access channel.

Parameters. The entity chosen will be interested in programming a non-commercial educational access channel for the benefit of Wilmington children and families. Applicants may define the scope of the educational mission of the channel within the parameters listed below. Preference will be given to proposals that:

1. Serve the varied educational needs and interests of the greater Wilmington community, both children and adults, encompassed by the City's five school districts;
2. Establish an organization designed to serve a diverse cross-section of the community in regard to race, ethnicity, religion, age, and sexual orientation;
3. Provide strong evidence that the proposed service will fulfill recognized community needs;
4. Provide an educational outlet for school-age youth;
5. Provide evidence that area youth and educational organizations support the project and are interested in participating;

6. Attract diverse sources of funding for the channel;
7. Include a way for local residents to participate in the channel;
8. Provide a mechanism through which the public can provide input to the organization, such as a governing board of directors or a consulting board;
9. Provide transparency through adherence to public open meetings laws; and
10. Demonstrates the ability to respond to reasonable records requests and by agreeing to submit quarterly progress reports based on the timeline for action submitted with the proposal.

Funding. The City is **not** providing any funding for the educational access channel. The entity chosen must provide funding commitments or demonstrate fund raising capabilities that are sufficient to allow the entity to operate the educational access channel for the entire term of the contract.

Contract term and performance evaluation. The initial contract period shall be for two years with an automatic renewal for an additional year provided the entity chosen satisfactorily meets the terms of the contract during the initial two-year term. The entity awarded the contract will be expected to submit quarterly reports and meet the agreed-upon timeline set for tasks, based on the scope of services defined by the proposal. An annual performance review will be conducted to ensure the timetable is being met and to determine whether the contract will qualify for an extension for an additional year.

II. PROPOSAL CONTENTS

Proposals should adhere to the format and order set forth below. Each of the subparts listed below must be addressed in the proposal and be specifically labeled.

1. Cover letter

Please briefly explain your and your funder's motivation for submitting a proposal and what you hope to accomplish through the establishment of an educational access channel in the City of Wilmington.

2. Description of the cable television educational access service

Provide a description of the cable television educational access service you envision.

3. Community benefit

Describe how the educational access facility and access channel will involve and benefit Wilmington children and families and appeal to general audiences.

4. Evidence of need

Provide evidence that a need exists in the City of Wilmington for the specific educational services and programming proposed.

5. Service to the local community, local youth and area schools

Describe how your proposal will meet the following local purposes:

- a. Provide video production training and production and post-production equipment to area school-age youth.
- b. Provide channel time for programs produced by school-age youth.
- c. Provide channel time to area schools for the cablecast of school board meetings and other events as requested by the schools.
- d. Provide channel time to area schools for announcements.
- e. Provide channel time to area organizations or businesses for coverage of educational events or training programs of interest to the public.
- f. Provide professional production services for educational purposes.

6. Management

Explain what type of organization will be established or identify a tax-supported or an incorporated entity under state and federal law that will manage the station.

7. Source of funding

Describe how this service will be funded and include strategies for obtaining additional funding. Provide a business plan and operating budget that includes personnel, operating, and other relevant expenditures and revenue categories for three years starting July 1, 2018. List all revenue sources (actual and proposed) and the amount of revenue from these sources that will fund the services described in the proposal.

8. Source of programming

State what percentage of the channel's 24 hours of programming will be locally-produced and what percent will be syndicated programming of an educational nature. Please describe possible sources of programming.

9. Technical quality

Describe how the technical quality of the programming on the channel will be maintained. Include in your discussion how local producers will be trained and how programming technical guidelines will be enforced.

10. Timeline

Discuss each of the tasks below in the order you would accomplish them during your first contract year. In your proposal first state when you will complete the task (Month 3 Week 2, for example) and then briefly discuss.

- a. **Incorporation.** Establish or identify a tax-supported or an incorporated entity under state and federal law that will manage the station and present organizational documents (such as articles of incorporation, certificate of formation, by-laws or operating agreement) that cover the establishment of an educational access station.
- b. **Policies and procedures.** Develop policies and procedures for the station and the fair consideration and settlement of grievances. In your proposal, please generally describe the goals of these policies and procedures and discuss how your facility will maintain accountability to your users, viewers, and the community.
- c. **Hiring of staff.** Hire employees adequate to support the services proposed. In this proposal, briefly describe *the* staff positions, approximate hours per week, and responsibilities.
- d. **Marketing and outreach.** Develop and implement a marketing and outreach plan for the station. Briefly describe the chief components of the plan. Explain how the internet would be integrated into the plan.
- e. **Location.** Occupy a suitable facility within the City of Wilmington. Describe the kind of facility and the area of the City you believe would be appropriate for the educational access station.
- f. **Origination.** Work with Comcast to establish an origination point for the channel. Describe the type of location you would seek.
- g. **Hours of programming.** With an automatic playback system, provide a minimum of 12 hours of video programming daily, with a portion of the video programming to be locally-produced. Provide a timely local message board and/or underwriting messages to fill the remaining channel time.

- h. **Broadcast Schedule.** Please provide a date when you expect to begin airing programming on the channel (not to be later than January 1, 2018) and a sample programming schedule.
- i. **Equipment.** Purchase equipment and supplies adequate to support the services proposed. Provide examples of the type of equipment to be purchased and why.
- j. **Equipment maintenance and inventory plan.** Develop and implement a plan to maintain equipment in good working order and to track inventory. Please discuss any experience you have in this area.
- k. **ADA compliance.** Develop and implement a plan to accommodate people with special needs or with disabilities in conformance with the Americans with Disabilities Act. Please discuss any experience you have in this area.
- l. **Financial management.** Establish financial management, oversight, and accounting procedures. Please discuss any previous experience in this area.
- m. **Insurance.** Obtain and maintain comprehensive general liability insurance with limits of at least \$1,000,000 per person and \$2,000,000 per occurrence. If the organization is a non-profit, carry non-profit insurance to cover officers and directors with limits of at least \$1,000,000 per claim and \$2,000,000 in the aggregate. The applicant shall also maintain worker's compensation insurance as required by law. The City shall be named as an additional insured and entitled to receive certificates of insurance for all insurance required under the agreement.

11. Qualifications. A qualified applicant will demonstrate to the city's satisfaction that it possesses the following qualifications. Please discuss the following four points in the order given. These responses will be utilized in the evaluation process.

- 1. **Financial.** A financial capacity to support the operating and capital requirements of an educational access channel.
- 2. **Track record.** An established successful track record providing services in the educational, youth, or video production field.
- 3. **Community partnerships.** A relationship or partnership with individuals or organizations that have successful track records in the educational, youth, or video production fields, should the applicant be deficient in any one of these areas.

4. **Cable access television experience.** Experience in cable access television management and/or an understanding of the field.

III. SUPPORTING DOCUMENTS

The proposal shall include the following documents.

1. Organizational Documents and EIN number. If the applicant is forming a new non-profit organization, the applicant must provide draft organizational documents.
2. Financial capability. Please provide the following documents:
 - A recently audited financial statement of current assets and liabilities for the past two years, to the extent available.
 - Documentation of the organization's current net worth and the form of that net worth, including its capacity to convert non-liquid assets into cash if needed.
 - Evidence of the amount of current reserve borrowing power for the organization.
 - List of commitments or potential commitments, which may impact assets, lines of credit, guarantor letters, or otherwise affect the ability to perform this contract.
 - Documentation showing the organization's access to working capital, including the finance of equipment needed to service the proposal.

If the managing organization will not be the funding organization, provide the above documentation for the primary funder or funders and a letter affirming the financial commitment the funders are making to the station.

3. Letters of support and recommendation from area organizations that indicate they are willing to partner/work with the applicant or that speak to a prior successful working relationship, or to a current or past successful experience managing an organization (access television management particularly helpful).

IV. PROPOSAL PROCESS TIMELINE

Event	Date/Location
RFQ Issued	March 15, 2018 & March 22, 2018
Deadline for Written Questions	April 13, 2018 at 4:00 p.m.
Voluntary Pre-Proposal Meeting	March 29, 2018 at 10:00 a.m. Council Committee Room
Proposal Due Date and Time	April 23, 2018 at 4:00 p.m.
Conduct Interviews	Estimated as April 26 - April 27, 2018
Announcement of Recommendation	Estimated as April 30 - May 4, 2018
Broadcast Deadline	January 1, 2019

V. ADDRESS ON DELIVER WRITTEN PROPOSALS TO:

Mailing address:

City of Wilmington
Department of Finance
Division of Procurement and Records
5th Floor, Louis L. Redding City/County Building
800 French Street
Wilmington, DE 19801
Attn: Tina Romano
E-Mail address: tromano@wilmingtonde.gov

If you have any questions or need clarification, please submit your question or request for clarification in writing to the email address set forth above on or prior to Friday, April 13, 2018 at 4:00 p.m. Relevant questions will be sent to all specification holders of record in the form of an addendum.