

City of Waterloo, Wisconsin

Request for Proposals

Municipal Cable Television Strategic Planning Services



Submission Date: April 10, 2012 @ 4:00 p.m.

Issued by:

Mo Hansen, Clerk/Treasurer
City of Waterloo
136 N. Monroe Street
Waterloo, WI 53594
920-478-3025
920-478-2021 (fax)
cityhall@waterloowi.us
www.waterloowi.us

REQUEST FOR PROPOSALS

To Whom It May Concern:

The City of Waterloo invites qualified individuals and firms to submit proposals for Municipal Cable Television Strategic Planning Services.

To receive consideration, responses must be submitted in accordance with the following instructions:

1. All response submittals shall be submitted via email:
City of Waterloo
Attn: Clerk/Treasurer
cityhall@waterloowi.us
2. Sent one email with an PDF attachment containing the complete submittal to cityhall@waterloowi.us by 4:00 p.m. on April 10, 2012
3. The email subject must be clearly marked “PROPOSAL – MUNICIPAL CABLE TELEVISION STRATEGIC PLANNING SERVICES”
4. The submittal must be signed by a person legally authorized to bind the individual or firm to provide services as stated. The submittal must include the firm/individual name along with all relevant contact information of the legal authority.
5. If you have any questions, please contact Mo Hansen, Clerk/Treasurer at 920-478-3025 or cityhall@waterloowi.us
6. The City of Waterloo reserves the right to reject any and all responses, to waive informalities, and has the right, at its sole discretion, to accept the submittal it considers most favorable to the City’s interest.

GENERAL

Introduction and Background

The City of Waterloo currently operates two cable access television channels and receives revenue on a quarterly basis equal to approximately 5% of the cable subscriber fees (approximately \$35,000 annually) from Charter Communications. Currently that revenue stream is dedicated to the purpose of public access television in the community.

The City is home to 3,311 residents and is located between Madison and Milwaukee in Jefferson County. The City form of government consists of an elected Mayor and a seven (7) member Council. The CATV Regulatory Board (“Board”) was created by Council action several decades ago. A part-time Director assisted by a part-time Coordinator reports directly to the Board. Part-time videographers are hired to assist with photography of events. The Director is responsible for producing content for two stations (primarily local sporting events and government meetings). Additionally content from other sources is run on the two public access stations.

See <http://www.waterloowi.us> for additional background information on the City of Waterloo.

General Statement of Duties

The selected individual or firm will provide contracted strategic planning services for the City reporting directly to the Board. The successful individual or firm will coordinate with the City Clerk/Treasurer and the Director on all major activities relating to these services.

RFP respondents must meet the following minimum requirements:

1. Demonstrate experience and knowledge of the operations of public access television in Wisconsin.
2. Assign to the project a professional lead person who has a minimum of 3 years’ work experience in this the area of cable access television
3. Must be available to meeting the Board members and staff in the early evenings or afternoons in Waterloo on a scheduled basis.

SCOPE OF WORK

CATV Request for Proposal – Scope of Services
(percent of project = TOTAL 100%)

1. Organizational visioning exercise (12.5%)
2. Identification of PEG Channel service trends in Wisconsin and Waterloo specific service opportunities under the 2007 Video Competition Act (12.5%)
3. Presentation of a range of strategic directions and policy considerations to the board – to include, but not limited to, developing the Waterloo website as a broadcast medium. Said presentation is to result in Board decision points establishing a strategic direction. (25%)
4. Presentation of a draft ordinance update given the strategic directions and policies established by the Board in item 3 above (5%)
5. Submittal of a working business plan with implementation timelines and a funding outline (45%)

The successful firm shall be responsible for all resources necessary to deliver these services. Email and phone conferences is to be used to largest degree possible to minimize travel time. Final work product documents are to be delivered in a PDF format.

CONSULTING ENGINEER SELECTION PROCESS

The City will utilize the following general selection process in determining the most qualified and best firm or individual to provide these services.

1. Interested parties will provide written statements of qualifications to the City based on the guidelines and information in the RFP.
2. A selection committee will review and rank all Proposals based upon the criteria established in the RFP.
3. The City may request 2-3 submitters to participate in an interview process to include, but not be limited to, an interview and an extended check on references.
4. Based on the findings of the committee, a recommendation will be made to the City Council to award a contract.
5. The City will then proceed to negotiate a contract -- based upon the submittal -- with the individual/firm selected.
6. The City reserves the right to reject any and all proposals at any time, waive minor informalities in the screening process and/or terminate the selection process at any time.

PROPOSAL CONTENT

Proposals shall not exceed 10 pages. The City is not interested in brochures, boilerplate filler, or general information that is not relevant to this process. The consultants responding to this RFP are advised to provide a clear and responsive approach to addressing all issues noted in this RFP.

Key elements to each should include the following items:

Firm's (or individual's) History: Provide a brief history or work accomplishments.

Understanding of Need: The firm or individual should clearly state its understanding of the City's need for services. Specific examples and insights will be useful in this section.

Experience: The firm or individual shall describe its experience and expertise in providing the services to other communities.

Project Team: Provide resumes of the individual(s) involved.

Availability: It is important that the selected individual or firm be capable of responding to the City's needs in a timely manner, complete projects on time, and be an efficient resource for the City.

Rates Charged for Service and Lump Sum Estimate: Please provide a rate sheet describing services rendered. Additionally, please provide a lump sum estimate for each project item listed in the scope of work.

References: Individuals and firms shall provide a list of municipal references for which the firm has provided similar professional services. Reference information should include:

1. Name of Owner
2. Project Name
3. Contact Person & Address
4. Telephone Number
5. Firm's key personnel assigned to referenced project

SELECTION CRITERIA

The selection criteria below will be used by the selection committee to award points and rank submittals.

Selection Criteria	Relative Weight
Knowledge of cable TV industry and cable access station management	20
Video production experience	12.5
Website development experience	12.5
Understanding and Approach; Quality of Proposal	15
Charges for Service	15
References	15
Proximity to Waterloo	10
Total Points	100

SCHEDULE OF DATES

Proposal Made Public – March 22, 2012

Proposals due to the City – April 10, 2012

Staff/Board submittal review – April 10 – April 17 *** (possible candidate interviews)

CATV Regulatory Board recommendation To Council – April 17, 2012

Council consideration of CATV Regulatory Board recommendation – April 19, 2012

Complete and execute a contract for service – to be determined April 20, 2012

Estimated project start date – April 23, 2012

Estimated project completion date – July 17, 2012