REQUEST FOR PROPOSAL

Consulting Services Regarding a Public, Educational and Governmental (“PEG”) Access Review for the City of St. Louis Park, Minnesota

Introduction

Moss & Barnett is representing the City of St. Louis Park, Minnesota (“city”) as it proceeds through the cable television franchise renewal process with Comcast. The city’s existing cable franchise with Comcast (“company”) will expire on or about January 15, 2021.

To ensure that the city secures reasonable and prudent provisions in its renewal cable franchise agreement, the city is performing a needs assessment. Through this request for proposals, the city seeks a qualified consultant to perform a review of public, educational and governmental (“PEG”) access to identify current and future cable-related community needs and interests.

Background

• The city of St. Louis Park operates ParkTV, which includes HD Ch. 859/SD Ch. 17 for live public meeting coverage and the best of ParkTV productions; SD Ch. 14 for St. Louis Park School District school board meetings, presentations and varsity sports; SD Ch. 15 & 96 offering locally produced and locally submitted programming; and Ch. 16 for mobile van crew productions of sports, concerts and graduations (also broadcast on HD 859).

• While the city has a Telecommunications Advisory Commission, the St. Louis Park City Council is the decision making body in the city.

• The city currently has Comcast connections to the following facilities:
  • From St. Louis Park High School headend to city hall control room racks
  • From St. Louis Park High School football field grandstand to city hall control room racks
  • From St. Louis Park City Hall control room racks to company headend
  • From Wolfe Park Veterans Memorial Amphitheater to city hall control room racks
  • From designated equipment area in The Rec Center to city hall control room racks
Scope of services

The city is looking for a qualified consultant to complete the following tasks:

(1) Review and evaluate the current franchise documents regarding PEG access, connections and related provisions;

(2) Meet with city staff, ParkTV staff and Telecommunications Advisory Commission members to discuss current operations and future plans;

(3) Facilitate one 1-2 hour meeting for any interested public access producers to provide input;

(4) Review the PEG access operations, equipment and facilities, staff and resources, channel capacity, communications and outreach, technical support and interconnection to other cable systems and services;

(5) Review the connections, equipment, maintenance and related services;

(6) Obtain statistical data regarding channel use and programming produced over the past several years to determine future needs;

(7) Provide a recommendation for the number of PEG channels needed by the city to address anticipated future needs, including SD/HD capacity requirements, technical requirements for the PEG channels, electronic programming guide needs to allow for navigation to the PEG channels and any other related cable system requirements necessary to provide high quality community PEG programming over the next franchise term – anticipated to be ten (10) years.

(8) Provide a recommendation regarding the future need for the current Comcast PEG fiber connections listed on the previous page. Address whether the connections provide adequate signal quality and whether any modifications may be necessary or whether the city may be better served to use city-owned fiber or other transmission technology to facilitate the connections.

(9) Provide a recommendation for specific PEG capital equipment needed by the city, educational entities and public access producers over the next 10 years. This should include a detailed list of equipment and associated costs as well as anticipated replacement costs based on the useful life of the equipment over the 10-year term.

(10) Provide a recommendation for any space needs the city may have for PEG production that is not otherwise addressed by existing space in City Hall. This recommendation shall include any associated costs over the 10-year term.

(11) Provide a detailed written report, with an executive summary and with verifiable support for all findings, conclusions and recommendations for both current and future cable system and access operations, and for capital and equipment costs for the city’s use in renewal proceedings.
**General Information**

If you are interested in submitting your proposal to the city, please provide the following information in addition to addressing the above Scope of Services.

1. The legal name of your firm including all contact information and the name of the project manager for this scope of services.
2. A brief history and overview of your firm including length of time doing business and past experience demonstrating your qualifications to provide the requested services.
3. Provide the professional resumes of the individuals that may be assigned to this project including prior work experiences relevant to this scope of services.
4. A representative list of current clients (cities or cable commissions) represented on similar projects, if any.
5. List two to three professional references for which similar services were provided. Include the name, phone number and e-mail address of all references.
6. Assuming an award by July 2, 2019, please provide a general timeline for completion of the scope of services.
7. Please specify the total costs (fees and expenses) to complete the above described scope of services. Bid to be awarded on a not to exceed basis.
8. Proposers may offer ideas and services outside the scope of services; however, all such exceptions should be specifically noted and explained.
9. Any other relevant information that supports the submitted proposal.

**Submission of Proposals**

Provide one (1) electronic copy of your firm’s proposal to Jacque Smith at jsmith@stlouispark.org and one (1) courtesy electronic copy to Brian Grogan at Brian.Grogan@lawmoss.com.

Proposals must be received by 4:30 p.m. Wednesday, June 5, 2019.