



CITY OF

NEWPORT BEACH

City Council Staff Report

May 14, 2019
Agenda Item No. 11

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: Grace K. Leung, City Manager - 949-644-3001,
gleung@newportbeachca.gov

PREPARED BY: Angela Crespi, Administrative Manager, Fire Department
acrespi@newportbeachca.gov
Mary Locey, Administrative Analyst, City Manager's Office
mlocey@newportbeachca.gov

PHONE: 949-644-3352 | 949-644-3031

TITLE: Approve Two Professional Services Agreements with Red 88 Media, LLC for Video Production Services

ABSTRACT:

Administered by the Fire Department, the Newport Beach Junior Lifeguard program has a long-standing history of utilizing professional video production services to produce an annual video. In addition, the City Manager's Office requires the services of a professional video production firm to provide on-call strategic, comprehensive, and educational video services for major community-wide efforts. In early 2019, the City's Purchasing staff issued a formal Request for Proposal (RFP) and the procurement process identified Red 88 Media, LLC as the highest-qualified proposer for video production services. Due to the varied scopes of work, staff proposes the award of two separate professional services agreements to secure the required services.

RECOMMENDATIONS:

- a) Determine this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) and 15060(c)(3) of the CEQA Guidelines because this action will not result in a physical change to the environment, directly or indirectly;
- b) Approve a five-year Professional Services Agreement with Red 88 Media, LLC for production of the annual Junior Lifeguard program video for a total not-to-exceed amount of \$235,953.52 (\$45,000 to \$50,000 per year), and authorize the Mayor and City Clerk to execute the agreement; and
- c) Approve a one-year On-Call Professional Services Agreement with Red 88 Media, LLC to provide the City Manager's Office with strategic, comprehensive, and educational video production services for a not-to-exceed amount of \$9,000, and authorize the City Manager and City Clerk to execute the agreement.

FUNDING REQUIREMENTS:

Fire Department

The current adopted budget includes sufficient funding for award of this service. Funding for this service is partially recovered from fees charged to the Junior Lifeguard program. The annual cost of services will be expensed to the Junior Lifeguard, Professional and Technical Services account in the Fire Department, 01040405-811008.

City Manager's Office

The current adopted budget includes sufficient funding for award of this service. It will be expensed to the Public Information Office, Professional and Technical Services account in the City Manager's Office, 01020201-811008.

DISCUSSION:

Services for the Fire Department

The Junior Lifeguard program is one of the most popular youth-based recreational programs in Newport Beach. The seven-week summer program offers education, beach environment awareness, water safety, and fun for 1,400 participants ranging in age from nine to 15. The number of returning families year-to-year is a testament to the quality of the program and the overall value relative to program cost. In addition to the popular uniform items, program participants receive an annual video highlighting various activities and events. Children, parents, and grandparents alike enjoy the family friendly, loosely storied videos that feature a unique theme each year.

Due to expiration of the previous Professional Services Agreement for the Junior Lifeguard Program video production, the Fire Department prepared specifications to solicit a new vendor to provide services beginning with the upcoming 2019 summer program. Staff is excited to change the delivery of the videos from the former 20-minute feature film to a six "episode" miniseries format where short videos will be released every one to two weeks.

The Junior Lifeguard program has many moving parts as 1,400 participants are moved in and out of activities each day. The selected vendor must independently navigate through these activities to capture live aerial footage, ground level footage, and footage in and from the water. For that reason, staff is requesting a five-year agreement with the selected vendor so that they may become accustomed to the program and work relatively independently after the first year.

Services for the City Manager's Office

The City Manager's Office has an existing agreement with Newport Beach and Company (NB&Co.) to provide video production and management of the City's government access channel, Newport Beach Television (NBTV). Per the agreement with NB&Co., the video production services are for specific items such as filming and producing City Council and Planning Commission meetings and a variety of programs highlighting City services and City sponsored community events.

Staff has identified a need to produce topic-specific educational videos that require a full-service, professional media company to assist from concept to completion. This includes working closely with staff to develop the creative strategy, scripts and storyboards, identify shooting locations, coordinate speaker appearances and make-up (if needed), and filming, editing and producing video content. These videos will be distributed through targeted social media campaigns and other resources in addition to scheduling for broadcast on NBTv.

The scope of work proposed for Red 88 exceeds the services provided by NB&Co. In addition to camera operators and video editors, Red 88 offers strategic planning and vision, a cinematographer, animator and a hair and make-up artist to round out its services. Red 88 owns a complete and comprehensive stock of professional equipment, from cameras to drones, as well as postproduction and media software to generate professional and engaging videos.

Educating the community with video would be of significant value for the City's on-going communication efforts. Having Red 88 as an on-call resource to address highly complex issues, such as the City's current efforts to minimize the impacts of John Wayne Airport, ensures that the resources are readily available.

While the contract amount of \$9,000 is within the signing authority of staff per Council Policy F-14, and funds are available for the on-call services, staff is bringing the matter to the City Council in an effort to be transparent about the award of these services.

Vendor Selection Process

Using specifications provided by the Fire Department, the City's Purchasing staff issued a formal Request for Proposal ("RFP") solicitation for video production services related to the Junior Lifeguard Program. RFP 19-52 was posted on the City's public procurement system (PlanetBids) and distributed directly to known providers of video production services. The RFP yielded a total of nine responses. Six of the responders did not meet the minimum 70% rating.

The evaluation panel assigned to this RFP consisted of City staff from the Lifeguard Division of the Fire Department and the City Manager's Office. The evaluation panel was responsible for reviewing all proposals and rating them on technical factors such as:

- Experience in providing video production services;
- Specific project history in recording in outdoor and public settings;
- Successful projects of a similar scope and nature; and
- Technical qualifications of the project team.

Proposers were also required to submit work samples of previous projects. The panel rated these samples as part of the overall evaluation process.

The City's Purchasing staff reviewed the cost submittals of the three finalists. The basis of pricing used for comparison was that of a miniseries model, requiring the proposers to price out the annual cost of professionally filming, editing and producing six episodes on the Junior Lifeguard program, with each episode running seven to 10 minutes in length.

The following table provides the final ranking; technical scores from the evaluation panel proposal review and interviews; cost scores from Purchasing staff review; and overall scores. In addition, the table provides annual costs from each of the finalists, as well as a five year cost to reflect the term of the proposed contract. The RFP stipulated that proposals needed to earn a minimum of 70% of the possible Technical Score in order to advance and have their associated costs evaluated. The proposers listed in the table are the three that met this requirement.

Rank	Proposer	Technical Score (Max 80)	Cost Score (Max 20)	Overall Score (Max 100)	Annual Cost	5-Year Cost
1	Red 88 Media, LLC	61.83	20.00	81.83	\$45,519.18	\$235,954.45*
2	GOAL Productions, Inc.	62.50	14.53	77.03	\$64,953.00	\$324,765.00
3	Dynamic Video Communications	60.33	13.96	74.29	\$67,600.00	\$338,000.00

*Includes an annual increase of three percent beginning in year three.

As a result of this formal procurement process, the City identified Red 88 Media as the highest-qualified proposer for video production services. The balance of a high technical score and lowest cost to the City compared to the other finalists makes Red 88 Media the best value to the City for this project.

Red 88 Media cited extensive project history and references in providing video production services to various public agency clients, including the City of Monrovia, Temple City, Sierra Madre, as well as the Metro Gold Line Extension program. They also possess experience filming in outdoor settings and recreational programs, which instills confidence that they can successfully handle this project.

Staff is requesting the approval of two professional services agreements with Red 88 to provide video production services for the Fire Department's Junior Lifeguard program and on-call services for the City Manager's Office.

ENVIRONMENTAL REVIEW:

Staff recommends the City Council find this action is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly.

NOTICING:

The agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Council considers the item).

ATTACHMENTS:

Attachment A – Five-year Professional Services Agreement with Red 88 Media, LLC
Attachment B – On-Call Professional Services Agreement with Red 88 Media, LLC