



CITY OF

NEWPORT BEACH

City Council Staff Report

January 14, 2020
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: Tara Finnigan, Deputy City Manager,
tfinnigan@newportbeachca.gov

PHONE: 949-644-3035

TITLE: Amendment to the Professional Services Agreement with Newport Beach & Company for Video Production and Government Access Channel Management

ABSTRACT:

Staff recommends approval of an amendment to the Professional Services Agreement with Newport Beach & Company to provide video production and government access channel management for Newport Beach Television (NBTv).

RECOMMENDATION:

- 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) Authorize a waiver of Council Policy F-14 in regard to re-bidding NBTv Video Production and Channel Management and award a single-source contract to Newport Beach & Company by amending its existing contract; and
- c) Execute Amendment No. 1 to the Professional Services Agreement with Newport Beach & Company for Management of NBTv Programming and Operations, which extends the term by one year and adds \$117,208.44 for a total not-to-exceed amount of \$288,023.24.

FUNDING REQUIREMENTS:

The current adopted budget includes sufficient funding for this service. It will be expensed to the NBTv Operations account in the Public Information Office budget, 01020201-87104.

DISCUSSION:

Background

The City of Newport Beach (City) operates a government access channel called NBTv. City staff managed NBTv operations, production and programming for a number of years before outsourcing the services to Newport Beach & Company in March 2014. Following a Request for Proposals process in July 2018, the City Council approved a one-year agreement with Newport Beach & Company, which is set to expire on January 31, 2020.

Proposed Amendment

Staff is recommending an amendment to the current agreement with Newport Beach & Company to add an additional one-year term. This requires Council's review and approval, as does the requested waiver of Council Policy F-14. Per Council Policy F-14 (A), the City should select professional consultants through a qualifications-based selection process. As mentioned previously, the City conducted a formal bidding process for NBTv services in July 2018. Because the RFP process was conducted fairly recently, staff does not anticipate a substantive change in the market or a marked difference in the RFP results.

During the past year, Newport Beach & Company has worked closely with City staff to streamline costs and services and provide updated content. Their team has been very responsive to the City's requests and has made a number of good suggestions on how to further enhance the quality of programming while also providing the services more efficiently. They assigned one of the existing video crew members to serve as the producer, both overseeing and working hands-on with content development and video production. This change resulted in significant cost savings as the individual supervising the video crew also shoots and edits videos. The City is also moving forward with the installation of remote-controlled video cameras in certain City facilities. The cameras will reduce the number of hours video crew members spend setting up and editing video and this change will result in further cost savings under this agreement.

The total approved amount, including a seven percent contingency, of the 2019 agreement was \$170,814.80. Due to the efficiencies previously referenced, staff estimates approximately \$35,000 - \$40,000 in savings by the end of term. Staff from the City and Newport Beach & Company recently met to review the budget and agreed that due to the savings achieved this year, the overall budget of the proposed amendment should be reduced. The table below details the costs associated with the current agreement and the proposed amendment, showing a reduction in the amount budgeted for video production and a reduced fee for the executive producer office lease share as proposed by Newport Beach & Company.

Service	Current Agreement	Proposed Amendment
City Council Meetings	\$ 10,920.00	\$ 10,920.00
Planning Commission Meetings	\$ 5,040.00	\$ 5,040.00
Monthly NBTv Admin Fee	\$ 61,680.00	\$ 61,680.00
Annual Management Fee	\$ 13,992.00	\$ 13,992.00
Executive Producer Office Lease Share	\$ 4,992.00	\$ 2,500.00
Video Production Blended Rate	\$ 63,000.00	\$ 50,400.00
7% Contingency	<u>\$ 11,174.80</u>	<u>\$ 10,117.24</u>
ANNUAL TOTAL	\$170,798.80	\$154,649.24

Due to the cost savings in the current agreement and the re-negotiated fees in the proposed amendment, the contract will require an additional \$117,208.44 to cover the cost of the term extension.

Staff and the NBTv crew have implemented changes to NBTv, but some improvements are still in progress and will be completed within the next month. These include completing improvements to the City's website to make it easier to find NBTv videos and enhancing the NBTv YouTube page. Moving forward, meetings and programs will be uploaded to both the City website and the YouTube page. The team also intends to launch one to two new programs within the first quarter of the new year. The proposed amendment includes a contingency in the event new programming ideas or unanticipated projects arise. The City's new public information manager may also wish to make further programming changes.

Staff is recommending a one-year amendment to the current agreement with Newport Beach & Company to keep the current programs and projects moving forward and due to the efficiencies and cost savings realized this year.

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).

ATTACHMENT:

Attachment A – Amendment No. 1