

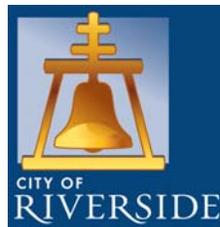
# **Request for Proposals**

For

## **Public Access, Educational and Governmental Channel Grants**

For the

## **City of Riverside**



**Issued: October 31, 2006**

**Proposal Due: Friday, November 17, 2006**

**Issued by:**

**City Manager's Office  
7<sup>th</sup> Floor  
3900 Main Street  
Riverside, CA 92522  
(951) 826-2395**

## INTRODUCTION

### A. Purpose

The purpose of the Public Access, Educational, Governmental Channel (PEG) Grant program is to encourage and support the production of quality community television programs, and to make it easier for individuals or groups to use cable telecommunications to share information and to enrich the lives of Riverside residents. Programs may include specials, short series, weekly or daily programs.

Individuals, non-profit organizations, community groups, educational organizations, and production companies who meet the general criteria for producing and broadcasting programming for public, educational and government access television are encouraged to apply. Programs must be suitable for broadcast on the public, educational and/or governmental access channels. Training is available every quarter to qualify public access users in order to use the facilities and equipment in Charter's local production studio.

### B. Funding Period & Parameters

Riverside's franchise agreement with Charter Communications specifies that PEG grants are awarded on a calendar year basis. The \$45,000 annual funding total is divided among each of the channels with a maximum of \$15,000 available in the PEG categories respectively.

Specific funding amounts within the \$15,000 annual cap for each category will be determined by the City of Riverside, and will be awarded for (receipted) costs to produce the grantee's program. At its discretion, the City Council may approve reimbursement for equipment costs on a case-by-case basis.

The City Council may approve funding either before or after a program is produced. If funding is approved before a program is produced, production must take place in 2006. Funding will be *disbursed* only after a program has been:

- Produced; *and*
- Accepted for broadcast by Charter; *and*
- Reviewed (by City staff) to ensure consistency with the funding application approved by the GAC.

### C. Minimum Grant Applicant Requirements

All Grant Applicants must:

- Be residents of the City of Riverside or work or own businesses with the City.
- Comply with all requirements imposed by the City or Charter for access to the PEG channels.

### D. Questions

Questions regarding the contents of this RFP must be submitted in writing on or before **November 13, 2006** and directed to the City Manager's Office (contact info listed under "**Correspondence**"). All questions will be answered and copies of each question and answer will be disseminated to other identified Grant Applicants. **If you would like to receive copies of other Grant Applicants' questions, please complete the attached Intent to Submit Proposal form and fax to Leanne Johnson at (951) 826-5470 no later than November 13, 2006.**

## E. Correspondence

All correspondence, including proposals, should be submitted to:

City of Riverside  
ATTN: Leanne Johnson, Acting Communications Officer  
3900 Main Street  
Riverside, CA 92522  
Fax Number: (951) 826-5470  
E-mail: [ljjohnson@riversideca.gov](mailto:ljjohnson@riversideca.gov)

## F. Admonition to Grant Applicants

All questions regarding this RFP must be presented in writing as indicated in the “**Questions**” section above.

## G. Proposal Submission Deadline

All proposals must be submitted by 4:00 p.m. (PST) on Friday, November 17, 2006. Proposals may be faxed or e-mailed by the deadline, followed immediately by the mailed original and copies. Please call (951) 826-2395 to confirm receipt of faxed or e-mailed documents.

## II. PROPOSAL TIMELINE

Release of RFP	October 31, 2006
Deadline for submission of questions ( <i>Please submit questions as soon as possible, but no later than the deadline date.</i> )	November 13, 2006, 4:00 p.m. (PST)
Target date for responses to questions (via e-mail)	November 14, 2006
Deadline for proposals	November 17, 2006, 4:00 p.m. (PST)
Grant Awards Announced	November 28, 2006

## III. PROPOSAL CONDITIONS

### A. Contingencies

This RFP does not commit the City to award a grant. The City reserves the right to accept or reject any or all proposals if it determines it is in the best interest of the City to do so.

### B. Modifications

The City reserves the right to issue addenda or amendments to this RFP.

### C. Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this RFP. It is also the Grant Applicant’s responsibility to ensure that its proposal arrives on or before the specified time.

## **D. Incurred Costs**

This RFP does not commit the City to pay any costs incurred in the preparation of a proposal in response to this solicitation, and Grant Applicants agree that all costs incurred in developing this proposal are the Grant Applicant's responsibility.

## **E. Final Authority**

The final authority to award an agreement as a result of this RFP rests with the City of Riverside.

## **IV. SCOPE OF SERVICES TO BE PERFORMED:**

### **A. Background**

In accordance with its franchise agreement with the City, Charter Communications provides channels 31 and 32 for the exclusive use of the City for non commercial governmental access purposes; various local channels for educational programming; and channels 32 and 33 for public access programming. *In this funding cycle, the City specifically seeks to fund programs with content in the following subject areas:*

Public Access Channel Programming:

- Arts/Culture & Entertainment (to include dining)
- Riverside community events
- Public health & safety issues
- Children's entertainment

Educational Channel Programming:

- K-12 & Higher Education issues and programming

Governmental Channel Programming:

- Riverside Park & Recreation Activities
- Riverside Economic Development
  - Restaurants/Fine Dining
  - Housing Developments
  - Downtown Development
- Riverside Public Library programs/activities
- Riverside Metropolitan Museum programs/activities

Through its franchise agreement, Charter Communication provides *free* video production training and access to video production and editing equipment for the purpose of producing public access programming for the City. Public Access Training and access to Public Access Facilities are provided by franchise agreement through Charter Communications. Any resident of the City of Riverside is eligible to participate and must provide proof of residency to enroll.

### **B. Scope of Work**

Successful Grant Applicants will provide, at a minimum, the following:

- The program title and approximate program length
- Detailed description of the program’s content, including the program’s objective and a program summary.
- Production expenditure details.
- Description of desired program audience (children, seniors, women, minority, general audience, etc.).
- Explanation of the program’s relevance to Riverside residents.
- Description of program format (i.e. performance, talk show, film, documentary, etc.).
- List any patrons or underwriters who will be acknowledged in the production.
- Execute a grant agreement with the City of Riverside.

## **V. SUBMISSION OF PROPOSALS:**

### **A. General**

- All interested and qualified Grant Applicants are invited to submit a proposal for consideration. Submission of a proposal indicates that the Grant Applicant has read and understands the entire RFP, to include all appendixes, attachments, exhibits, schedules, and addendum (as applicable) and all concerns regarding the RFP have been satisfied.
- Proposals must be submitted in the format described below. Proposals are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP. Expensive bindings, colored displays, promotional materials, etc., are neither necessary nor desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.
- Proposals must be complete in all respects as required in this RFP. Proposal may not be considered if it is conditional or incomplete. The City reserves the right to request additional information from all applicants.
- All proposals and materials submitted become the property of the City. All proposals received are subject to the “California Public Records Act.”

### **B. Proposal Presentation Instructions**

- The preferred format for proposals is an 8 ½” x 11” document with section headings with clearly marked section headings.
- One (1) original and two (2) copies, total of three (3), of the complete proposal must be received by the deadline for receipt of proposal specified in the “**Proposal Timeline**” section. The original and all copies must be in a sealed envelope or container stating on the outside: Grant Applicant’s Name, address, telephone number, e-mail address, RFP Title, and Proposal due date.

- Proposals cannot be withdrawn, or corrected after being opened. The City will not be responsible for errors, or omissions on the part of bidders in making up their proposals.
- Hand carried proposals may be delivered to the address listed in the “**Correspondence**” section only between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday, excluding holidays observed by the City. Grant Applicants are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring that the address information appears on the outer wrapper or envelope used by such service.
- The City reserves the right to reject any and all proposals or portions of proposal or alternates received by reasons of this request.
- The City will make the award based upon the proposal which best meets the criteria outlined this RFP. The City may reject any or all proposals, any portion of a proposal, and may waive any informality or immaterial irregularities in a proposal.

## **VI. PROPOSAL FORMAT**

Response to this RFP must be in the form of a proposal package, which must be submitted in the following format:

- Application Form
- CD, DVD or video of the completed program or production treatment (outline) for the program.
- Supporting documentation for expenses (or projected expenses) for program production.

## **VII. PROPOSAL EVALUATION AND SELECTION**

### **A. Evaluation Process**

Responses will be evaluated based on the following criteria:

- Specificity and completeness of application regarding development of programs listed in the “**Scope of Work**” section of this RFP.
- Riverside residency, employment in the City, and/or business residency.
- Compliance with all rules and regulations imposed by City and/or Charter for use of PEG channels.

### **B. Selection Process**

- City staff will review all applications for grant funding to identify those which comply with program guidelines consistent with the Franchise Agreement.
- Applications which qualify will be forwarded for award consideration by the Governmental Affairs Committee (GAC).
- GAC will consider all applications and determine funding amounts based upon the extent to which such program proposals best meet the needs of the public.

- Staff will subsequently view programs for which funding has been approved to determine compliance with the proposal as approved. If staff determines that significant inconsistencies exist between a finished program and the proposal upon which funding was based, they will work with the program producer to seek compliance. If this attempt at resolution is unsuccessful, staff will return the issue for GAC consideration prior to disbursement of any funds.

## **VIII. GENERAL AGREEMENT TERMS**

A sample agreement is included within this RFP for Grant Applicants' review. The agreement to be executed by the successful Grant Applicant will generally conform to the content therein; however, the City reserves the right to update the agreement to its current standards at the time the City intends to award the agreement. Grant Applicants are advised that the indemnification and insurance provisions contained in the sample agreement are mandatory and not subject to revision.

**Attachment A**  
**INTENT TO SUBMIT PROPOSAL**

**REQUEST FOR PROPOSALS**  
**for**  
**PEG Grant Funding**

By completing the information below, the applicant identified below provides notice to the City of Riverside that it may be submitting a proposal for PEG Grant Funding.

The primary purpose of this information will allow the City to distribute to this firm, copies of the questions and answers submitted by other Grant Applicants.

Name: \_\_\_\_\_

To Attention of: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

FAX: \_\_\_\_\_

If questions:

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

***Please FAX this completed form no later than November 13, 2006 to:***

***Leanne Johnson***  
***(951) 826-5470***

***Please call (951) 826-2395 to confirm receipt of fax.***