

NOTICE INVITING STATEMENTS OF PROPOSAL FOR:

STRATEGIC PLANNING CONSULTING SERVICES FOR BURNSVILLE COMMUNITY TELEVISION

December 7, 2018

The City of Burnsville is requesting Statements of Proposal to retain the services of a qualified firm interested in providing consulting services related to the short- and long-term strategic planning of the City's public, education and government (PEG) operation – Burnsville Community Television.

Qualified vendors are invited to submit one (1) electronic or written copy of a Statement of Proposal as described in the City's RFP. Please remit Statements of Proposal to:

Marty Doll
Communications Coordinator
City of Burnsville
Marty.doll@burnsvillemn.gov
100 Civic Center Parkway
Burnsville, MN 55337.

All Statements of Proposal must be received no later than 4 p.m. on Friday, Dec. 28, 2018. Statements of Proposal will be reviewed, and those vendors whose proposals most appropriately meet the City's needs will be considered. The City reserves the right to reject any or all proposals submitted.

Thank you for your interest.

Sincerely,

Marty Doll
Communications Coordinator
City of Burnsville

CITY OF BURNSVILLE, MINNESOTA

**REQUEST FOR PROPOSALS FOR STRATEGIC PLANNING
CONSULTING SERVICES FOR BURNSVILLE COMMUNITY
TELEVISION**

**CITY OF BURNSVILLE
COMMUNICATIONS DEPARTMENT
100 CIVIC CENTER PARKWAY
BURNSVILLE, MN 55337-3817
WW.BURNSVILLE.ORG**

DECEMBER, 2018

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I. INTRODUCTION AND BACKGROUND

A. General City Information and Background

Burnsville is a community of approximately 60,000 residents legally established under the laws of Minnesota. It is governed by a Mayor and four Council members who serve four-year terms. City Council members serve at large. The four City Council members and the Mayor are responsible for approving operating and capital improvement budgets, establishing City regulations and ordinances, maintaining public facilities, and planning the City's future. A City Manager is appointed by the Mayor and Council and serves as the Executive Officer for the City Council. More information can be found on the City's website at www.burnsville.org.

The City currently serves as the local franchising authority for Burnsville, Minn. Both Comcast and Frontier Communications have cable franchise in Burnsville.

B. Burnsville Community Television Information and Background

Burnsville Community Television (BCTV) is the city's public, education and government (PEG) television operation. BCTV falls under the purview of the City's Communications Department. The operation is currently funded by a combination of PEG and Franchise Fees paid to the City by the franchised cable operators. The annual budget is approximately \$300,000 - \$350,000.

The facility operates from a three-camera television studio and control room located within Burnsville High School (600 East Highway 13) through a joint powers agreement between the City of Burnsville and Burnsville-Eagan-Savage School District 191 (ISD 191).

BCTV staff provides training in studio production, portable production equipment, mobile studio and editing to local area residents and community organizations while offering free access for local residents and organizations to place public access television programs on cable channels in the City of Burnsville

BCTV also programs two channels. (BCTV 14 and BCTV 16/HD 859). ISD 191 programs one channel (ISD 191 Ch. 18). These channels are available to Comcast and Frontier Cable subscribers, and via webstream. In addition, Burnsville's cable system also passes through PEG channels for Eagan Television, Lakeville Area School District 194 and Rosemount-Apple Valley-Eagan School District 196 respectively.

BCTV produces and cablecasts programming and information for its two channels related to City government, services and attractions; local sporting events; community events and concerts; and public access programming created by and for local residents and organizations.

Programming produced by BCTV is chosen based on the interest and value it may have to residents of Burnsville. All content produced by BCTV aligns with the City's "Ends and Outcomes" -- Safety, Youth, Neighborhoods, Development/Redevelopment, Environment, Transportation, City Services and Financial Management.

BCTV Channel 14 cablecasts a mix of local sports, community events and concerts, City of Burnsville programs and public service announcements and programs created by local residents and community organizations (public access).

BCTV Channel 16/HD 859 cablecasts City and government meetings, City government-related events and City of Burnsville programs and public service announcements.

C. Burnsville Community Television Staffing

Under the direction of the City's Communication Coordinator, BCTV employs the following positions who maintain day-to-day operations, produce video, operate a mobile and fixed television studio, schedule BCTV channels 14 and 16/HD 859, teach public access users and work on community outreach.

Community Television Operations Specialist: Responsible for overseeing the day-to-day operations of the BCTV studio located in Burnsville High School; supervising part-time television production staff; coordinating public access operations and community outreach; handling master control duties for BCTV's cable channels; and researching, purchasing and maintenance of studio equipment.

Television Production Specialist: Responsible for coordinating the coverage, cablecasting and webstreaming of City meetings; overseeing the operation of the mobile production studio; creating, editing and producing video programs; and overall audio-visual support for the organization.

Television Production Generalist (*part-time/benefitted*): Responsible for channel scheduling/master control and a number of video production projects

Multimedia Specialist: Responsible for marketing and branding duties for BCTV, creating graphics and providing audio-visual support for the City. Assists in video production, editing, script writing, and video reviewing for specific projects.

(4) Television Production Assistants (*part-time/non-benefitted*): Responsible for assisting in the creation, editing and production of video programs, City meeting coverage and mobile/studio production events, and assisting in studio administration and master control.

D. Burnsville Community Television Assets

BCTV has the following resources at its disposal:

- A fully-equipped high-definition three-camera television studio and control room (shared with ISD 191)
- A fully-equipped high definition control room and associated equipment in the Burnsville City Council Chambers
- A fully-equipped (currently standard definition) mobile production truck (shared with Eagan Television). A new, shared high definition mobile production truck is expected to be complete by February 2019.
- A fully-equipped (currently standard definition) portable cart to produce on-location multi-camera productions
- High-definition professional camcorders, tripods and needed accessories such as wireless microphones and portable lighting
- Professional editing suites utilizing Apple Final Cut X.
- A high-definition video playback system for cable channels and online webstreaming

II. CONSULTANT SELECTION PROCESS

A. Qualifications Based Selection

The City of Burnsville intends to select and award a contract to the firm or firms evaluated to be best qualified to perform the work for the City with cost, compatibility and other performance factors also considered.

B. Review and Recommendation Process

Based upon review of the submitted proposals and interviews with firms, the City staff will recommend to the City Manager or City Council a firm or firms to be retained.

C. Financial Liability Limitations

The City of Burnsville shall not be liable for any expenses incurred by the applicant including but not limited to expenses associated with the preparation of the proposal, attendance at the interviews, preparation of a compensation (fees) schedule or final contract negotiations.

D. Rights of Review

The City of Burnsville reserves the right to reject any and all proposals or to request additional information from any and all applicants.

E. Selection Criteria

The following criteria will be used in order to ascertain which proposal(s) best meet the needs of the City.

1. Reputation and experience of the firm in connection with organizational strategic planning and goal setting. Specific performance data relating to experience is preferable. (0 to 30 points)
2. Qualifications of staff to be assigned. Education, position in firm and types and years of experience will be considered, as derived from the written proposal. Location of the offices performing the work and availability/responsiveness of staff, as derived from the written proposal. (0 to 25 points)
3. Responsiveness of the written proposal in clearly stating an understanding of potential work to be performed. (0 to 15 points)
4. Compensation including charges for specific services and process for billing. (0 to 30 points)

III. STATEMENT INSTRUCTIONS

A. Proposal Submission

One (1) copy (either paper or via email) of the Proposal shall be submitted to:

Marty Doll
Communications Coordinator
City of Burnsville
100 Civic Center Parkway
Burnsville, MN 55337-3817
952.895.4402
marty.doll@burnsvillemn.gov

All responses, questions, and correspondence should be directed in writing to Marty Doll. In the interest of fairness to all respondents, do not contact other staff or elected or appointed officials.

B. Schedule

1. City distributes Request for Proposal..... Dec. 7, 2018
2. Statements of proposal due date..... Dec. 28, 2018
3. Review of RFP's is completed..... Jan. 18, 2019
4. All firms noticed of shortlist and interviews scheduled..... Jan. 22, 2019
5. Interviews (if necessary)..... Jan. 24 – 25, 2019
6. Selection committee final decision, winner notified..... Jan. 29, 2019
7. Contract negotiation completed..... Feb. 15, 2019
8. Contract Approval..... Feb. 19, 2019

NOTE: ALL STATEMENTS OF PROPOSAL MUST BE RECEIVED BY DEC. 28, 2018, NO LATER THAN 4 P.M.

IV. STATEMENT OF PROPOSAL CONTENT

During the evaluation process, the City shall reserve the right to request additional information or clarifications from a firm, or to allow corrections of errors and/or omissions.

The following material is required to be considered:

A. Cover Letter/Title Page

Title page showing the following: request for proposals subject; the firm's name, address, telephone and email address of the contact person; and the date of the proposal.

B. Statement of Work

A statement of work describing the proposed methodology for providing all requested services, including an outline of the approaches and methods anticipated to be used for the project, and a timeline for accomplishing the project.

C. Technical Proposal

The purpose of the technical proposal is to demonstrate the qualifications, competence and capacity of the firms seeking to undertake the role of strategic planning consultant for the City in conformity with the requirements of this request. As such, the substance of the proposals will carry more weight than form or manner of presentation. The information provided should outline the work to be done, and demonstrate the qualifications of the firm and of the particular staff to be assigned to this engagement.

1. Experience

- a. Company history and experience in providing the requested services, as well as evidence of a track record of satisfaction with similar efforts

2. Personnel Qualifications - Resumes

- a. A brief resume of the professional experience and qualifications of the individual(s).
- b. An outline of the proposed function of the individual(s) in the proposed engagement.
- c. A description of the accessibility and availability of the individual(s).
- d. The office location to which the individual(s) is assigned.

3. References

- a. Three (3) references for which the proposer has performed work similar or identical to the services requested in this RFP.

4. Scope of Services

Chosen consultant(s) will be required to enter into a not-to-exceed contract for some or all of the following services:

Strategic Plan Development

- Assist City and BCTV staff in developing a five- to 10-year strategic plan for PEG television operations focusing on fulfilling community needs and cementing role as a valuable community asset; long-term sustainability and viability; increased efficiencies; stable funding; adequate staffing levels; and shaping overall make-up of the organization including themes and goals.

- Design and conduct an ascertainment of BCTV's current operations and provide recommendations and strategic plans/goals related to the following: funding, staffing, hours of operation, staff-produced programming, public access opportunities, equipment/facilities, promotions/marketing, volunteer recruitment/retention and overall efficiency
- Coordination and completion of community survey to help determine the community's needs and wants as it relates to BCTV's operation. [Cost options should be provided for both a telephone survey, and an online survey.]
- Provide a detailed, written report with an executive summary and verifiable support for all findings, conclusions and recommendations, as well as strengths and weaknesses identified in BCTV's current operations.
- Provide a detailed strategic plan template including short- and long-term goals developed with staff through consultant's findings, and focusing on BCTV's ideal make-up, path for growth, continued relevancy and financial and operational sustainability.
- Develop and provide a matrix for BCTV to track goals and progress while following the strategic plan.
- Other items not outlined in the scope of service, but that are deemed useful and beneficial by the consultant.

Compensation Schedule

- The proposal should clearly set forth the basis for fees to be charged for the work proposed and for various financing alternatives. The proposal should clearly define the billing process, including the timing of billings as it relates to work performed. It should also include a maximum fee that covers the complete scope of the project and all tasks. The maximum fee shall indicate (a) the estimated hours (b) the hourly rate and (c) the total that will not be exceeded to complete the Scope of Work tasks.

V. CONTRACT EXECUTION

The information below is being provided as part of this Request for Proposals to give proposers an understanding of the City's expectations with respect to contract execution.

A. Negotiations and Contract Execution

The City reserves the right to negotiate the final terms and conditions of the contract to be executed. Should the City and a firm be unable to agree upon the entire contract, the City reserves the right to discontinue negotiations, select another firm, or reject all of the statements of proposal. Upon completion of negotiations agreeable to the City and firm, a contract shall be executed.

B. Contracting Ethics

1. No elected official or employee of the City of Burnsville who exercises any responsibilities in the review, approval, or implementation of the proposal shall participate in any decision, which affects his or her direct or indirect financial interests.
2. It is a breach of ethical standards for any person to offer, give, or agree to give any City of Burnsville employee or Council person, or for any City of Burnsville employee or Council person to solicit, demand, accept, or agree to accept from another person or firm, a gratuity or an offer of employment whenever a reasonable prudent person would conclude that such consideration was motivated by an individual, group or corporate desire to obtain special, preferential, or more favorable treatment than is normally accorded the general public.
3. The firm shall not assign any interest in this contract and shall not transfer any interest in the same without the prior written consent of the City.
4. The firm shall not accept any private client or project which, by nature, places it in ethical conflict during its representation of the City of Burnsville.