



CITY OF HOUSTON - CITY COUNCIL

Meeting Date: 12/7/2021

ALL

Item Creation Date: 11/12/2021

T29756 - Public Access Channel Services - ORDINANCE (Houston MediaSource, Inc.)

Agenda Item#: 70.

Background:

Request for Proposals (RFP) received March 25, 2021 for S33-T29756 - Approve an ordinance awarding a contract to Houston MediaSource, Inc. in the maximum contract amount of \$7,605,826.00 for the development and production of programming for public access television for the Mayor's Office.

Specific Explanation:

The Director of Houston Television (HTV) and the Chief Procurement Officer (CPO) recommend that City Council approve an ordinance awarding a contract remaining **in effect until June 30, 2024 with (2) one-year options to renew** to Houston MediaSource, Inc. (HMS) in the maximum contract amount of **\$7,605,826.00** for the development and production of programming for public access television for the City of Houston. The Director of Houston Television (HTV) may terminate this agreement at any time by giving 30 days' written notice to the Contractor, with a copy of the notice to the CPO.

The scope of work requires the Contractor to provide all personnel, management, supervision, labor, materials, equipment, parts, transportation, and incidentals necessary to develop and produce programming for public access television for the Mayor's Office.

Sections 37-221 through 37-227 of the City of Houston's Code of Ordinances allow cable channels to be made available for Public Educational and Governmental (PEG) programming to be cablecast through the City's PEG channel playback facilities. Various cable and video operators in the state of Texas hold state-issued certificates of authority authorizing them to operate in the Houston area. As a result, the City has access to four cable channels for PEG programming. The City's Municipal Channel broadcasts on one of these channels; the remaining three channels are used for Public and Educational programming developed and produced by the Contractor. In addition to providing channels, the state-issued certificates of authority provide funding of approximately \$3.4.M annually for the ongoing operations of PEG programming. Historically, these funds have been evenly divided between the Municipal Channel and the public access channel currently operated by HMS.

This RFP was advertised in accordance with the requirements of the State of Texas bid laws and as a result, two (2) proposals were received from HMS and Creed Global Media. The evaluation committee consisted of evaluators from the Administration and Regulatory Affairs Department and the Mayor's Office. The proposals were evaluated based upon the following criteria:

- Professional Qualifications
- Involvement with a similar project.
- Strategy and Operational Plan.
- Price Proposal

HMS received the highest overall score, and the Mayor's Office is confident that HMS can perform the required services outlined in the RFP.

M/WBE Participation:

The RFP was advertised with a 9% M/WBE participation. The Contractor submitted a Good Faith Effort to the Office of Business Opportunity, which was approved for 5.26% M/WBE goal. Therefore, the Contractor has designated the below-name companies as its certified M/WBE subcontractors:

Name	Type of Work	Percentage
Blazek & Vetterling	Certified public accountants' offices	1.24%
First National Trading Company, LLC	Commercial Printing	0.47%
The Urban Circle, LLC	Advertising specialty distribution services	0.44%
Regency Security Professionals	Security guard services	1.82%
L.T. Baehr Inc.	Public relations agencies	0.71%
Working Partner, Inc.	Fundraising campaign organization services on a contract or fee basis	0.58%
	Total	5.26%


Hire Houston First:

This contract requires compliance with the City's "Hire Houston First" ordinance which promotes economic opportunity for Houston businesses and supports job creation. In this case, HMS is a designated HHF company, but they were the successful awardee without application of the HHF preference.

Fiscal Note:

Funding for this item is included in the FY22 Adopted Budget. Therefore, no Fiscal Note is required as stated in the Financial Policies.

11/24/2021

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Jerry Adams, Chief Procurement Officer
Finance/Strategic Procurement Division

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 11/24/2021
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Department Approval Signature

Estimated Spending Authority:			
Department	FY 2022	Out Years	Total
Mayor's Office	\$1,671,409.00	\$5,934,417.00	\$7,605,826.00

The City will pay the budgeted amounts approved by the Houston Media Source Board of Directors up to ½ of the PEG fees received in any fiscal year. PEG fees are restricted and shall only be used for purposes allowed by federal law.

Amount and Source of Funding:

\$7,605,826.00 – State Cable TV Fund (2428)

Contact Information:

Name:	Department / Division	Phone
Yesenia Chuca, Purchasing Manager	FIN/SPD	(832) 393-8735
Edith Beal, Sr. Procurement Specialist	FIN/SPD	(832) 393-8730
Valerie Berry, Assistant Director	ARA	(832) 393-8510
Ted Irving, Director	HTV	(832) 393-1277

ATTACHMENTS:

Description	Type
T29756 - AM Best Rating	Backup Material
T29756 - Award Letter_HTV_05.21.21	Backup Material
T29756 - Budget Form A_11.16.21	Financial Information
T29756 - Cleared Tax Report_2021	Backup Material
T29756 - COF_11.08.21	Financial Information
T29756 - COI & Endorsements_HMS	Backup Material
T29756 - Conflict of Interest Form_HMS	Backup Material
T29756 - HHF_HMS_11.17.21	Backup Material
T29756 - Ownership Information Form_HMS	Backup Material
T29756 - References Form_HMS	Backup Material
T29756 - Secretary of State	Backup Material
T29756 - PrecontractSvc_ Approval_11.01.21	Financial Information
T29756 - MWBE Participation Plan	Backup Material
T29756 - OBO Pre-Award GFE Approval	Backup Material