



# City of Sunnyvale

## Agenda Item-No Attachments (PDF)

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File #: 20-0637, Version: 1

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### **REPORT TO COUNCIL**

#### **SUBJECT**

Award a Three-year Contract to Mountain View Community Television for Management of the Sunnyvale Government Access and Public Access Channels (F20-157)

#### **REPORT IN BRIEF**

Approval is requested to award a three-year contract, in an amount not-to-exceed \$210,000, to Mountain View Community Television of Sunnyvale for management of the Sunnyvale Government Access Channels KSUN 15 and Channel 26, and to authorize the City Manager to renew the contract for up to two (2) additional years, within budgeted amounts and provided pricing and services remain acceptable.

The proposed contract consists of \$55,000 per year for existing broadcast services and \$15,000 per year for additional Channel 26 programming.

#### **EXISTING POLICY**

Pursuant to Section 2.08.040 of the Sunnyvale Municipal Code, City Council approval is required for the procurement of goods and/or services exceeding \$100,000 in any one transaction.

Further, Section 2.08.070(b)(3) authorizes the purchase of goods and/or services to be exempted from the competitive bidding requirements when the solicitations of bids or proposals would be impractical, unavailing or impossible.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **BACKGROUND AND DISCUSSION**

Mountain View Community Television (KMVT) is the non-profit organization currently providing broadcast services for Sunnyvale's City Council and Planning Commission meetings. They also have long-standing contracts to provide similar services for the cities of Cupertino, Foster City, Los Altos and Mountain View. KMVT recently moved their business office to Sunnyvale.

KMVT has been performing this service for the City since 2004, including broadcasting special meetings and events such as the annual State of the City and the Budget/Study Issues Workshop. This contract will continue existing broadcasting services (KSUN 15 and Channel 26) and also includes the ability for additional community developed programming and broadcasting services on Channel 26.

Other services available through KMVT are Public Service Announcements (PSA), bulletin board postings, job announcements, formal bid postings and press releases. Pandemic-related services may be implemented to include virtual classes and community training programs.

KMVT's non-profit status, tenure with the City, experience and familiarity with the City's broadcast control room operations and technical equipment, close proximity to City Hall and range of broadcasting and community-based programming services all continue to make them the most viable provider for the specialized services needed by the City.

### **FISCAL IMPACT**

Budgeted funds for the existing broadcast services in the amount of \$55,000 annually are available in operating program 702 (Office of the City Manager). Additional Channel 26 programming in the amount of \$15,000 annually is included in the FY 2020/21 Recommended Budget.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, Sunnyvale Public Library and Department of Public Safety; and by making the agenda and report available at the Office of the City Clerk and on the City's website.

### **RECOMMENDATION**

Take the following actions:

- Award a three-year contract, in substantially the same form as Attachment 1 to the Report, in an amount not-to-exceed \$210,000 to Mountain View Community Television; and
- Authorize the City Manager to renew the contract for up to two additional years, within budget amounts and provided pricing and services remain acceptable.

Prepared by: Gregory S. Card, Purchasing Officer

Reviewed by: Tim Kirby, Director of Finance

Reviewed by: Teri Silva, Assistant City Manager

Reviewed by: Jaqui Guzmán, Deputy City Manager

Approved by: Kent Steffens, City Manager

### **ATTACHMENTS**

1. Draft Consultant Service Agreement