

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
ACTION ITEM

Item No. 5e
Date of Meeting April 2, 2013

DATE: March 22, 2013
TO: Tay Yoshitani, Chief Executive Officer
FROM: Patricia Akiyama, Director, Public Affairs
Nancy Blanton, Manager, Business and Corporate Communications
SUBJECT: Interlocal Agreement with Seattle Community Colleges Television

Amount of This Request:	\$1,185,000	Source of Funds:	Operating Budget
Est. State and Local Taxes:	N/A	Est. Jobs Created:	5
Est. Total Project Cost:	\$1,185,000		

ACTION REQUESTED:

Request Commission authorization for the Chief Executive Officer to enter into an interlocal agreement (ILA) with Seattle Community Colleges Television (SCCtv), part of the Seattle Community College District VI of the State of Washington, in the amount of \$1,185,000.

SYNOPSIS:

Since 2009, the Port of Seattle has relied on SCCtv to videotape, stream and make available to the public the Port of Seattle Commission's meetings and to provide quarterly news-magazine style videos for the Port of Seattle. The work performed and work products produced by SCCtv personnel have been high quality, efficient, reliable and relatively low cost. Tracking by SCCtv indicates in 2012 nearly 4,000 viewers accessed the live streaming of Commission meetings from their website. Since January 2013, more than 1,500 viewers have accessed SCCtv's live streaming, and nearly 6,000 viewers accessed the Port's Commission Meeting website which links to the live streaming. Recorded Commission meetings and Port news magazine videos also are accessible via cable access channels of Seattle Community Colleges Television and King County Television. At any given time, Comcast estimates 15,000 viewers are watching these public access and educational channels.

In 2009, the Port entered into a four-year interlocal agreement that expires July 31, 2013, under which SCCtv has provided these services to the Port so that the public can hear and view these meetings online and on television. The Port wishes to engage SCCtv to continue its work for a five-year period to commence August 1, 2013, through July 31, 2018.

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BACKGROUND:

The Port of Seattle derives its legal authority to act from its enabling statutes, Title 53 RCW and Chapter 14.08 RCW. Unless delegated to the CEO by the Port Commission, the power to act on behalf of the Port is held by the Commission. Under the Open Public Meetings Act, all actions of the Commission must be taken openly and the Commission's deliberations must be conducted in public. To meet the need to keep the public informed of the Port Commission's actions and deliberations, the Port engaged the services of SCCtv to videotape, stream and make recordings of the Port Commission's meetings easily accessible to the public. Using SCCtv work product, the Port provides links to audio and video recordings of the Port of Seattle Commission's meetings on the Port of Seattle's website. This has greatly broadened the public's access to the Commission's meetings by allowing people to hear and view these meetings live or at their convenience instead of having to attend in person. The news-magazine style videos produced by SCCtv also have educated the public about Port of Seattle activities. Commission meetings and news magazine videos are aired on Seattle Community Colleges Television and King County Television.

Under RCW 39.34.080, a public agency may contract with any one or more other public agencies to perform any governmental service, activity or undertaking if each public agency entering into the contract has legal authority to perform such service, activity or undertaking. The authority for the Port to contract for a service to meet the public's need for information about the Commission's meetings and provide transparency to the Commission's actions and deliberations is necessarily or fairly implied in the laws mandating open public meetings.

Objectives:

This service is needed to provide and maintain remote public access to the Port Commission's actions and deliberations. Specific objectives include the following:

- Provide transparency to the Commission actions and deliberations in real time and on demand.
- Provide accessibility to public information and public meetings without requiring attendance.
- Maintain consistency, quality and reliability of audio and video products for public use.

In addition, the videotaped meetings serve as secondary records to the Port's official audio recordings available through public disclosure requests.

Scope of Work:

SCCtv will provide multi-camera productions of the Port of Seattle Commission's meetings, generally three times per month, that are streamed live during each meeting and then encoded, chaptered and made available for on-demand viewing via the Internet. The digital files of each meeting will be stored with SCCtv. SCCtv will provide the bandwidth to allow public access of

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these meetings, and a functional web interface that meets the Port's requirements and may be updated or modified as needed to facilitate viewing and retrieval of related public documents.

SCCtv also will produce quarterly news-magazine style videos, entitled *Portfolio*, that highlight Port of Seattle business activities. The productions will be approximately 20 minutes in length and will be available to the Port of Seattle for streaming from the Port's website. SCCtv also will submit Commission meeting and *Portfolio* digital products to King County TV as the primary cable channel by which the public can access and view the recordings.

Depending on the subject matter, SCCtv may also create additional programs, called *Sidelines*, focused on one interviewee, at no additional cost to the Port of Seattle.

Schedule:

- a. Regular commission meetings on the first, second and fourth Tuesday of each month are videotaped and streamed live from the Port of Seattle website.
- b. Commission meeting video files are generally made available for on-demand viewing on the Port's website the following day, chaptered (by meeting item or topic), stored on and streamed from SCCtv servers.
- c. The recorded meetings are submitted to King County TV for broadcast via internet file transfer process within three days of the meeting. The meetings are also broadcast on SCCtv.
- d. Additional meetings or special off-site meetings are scheduled and managed separately.
- e. Portfolio is produced in spring, summer and fall. Tapings are scheduled according to story, event and subject matter expert, and are written, edited, reviewed, finalized and submitted to cable channels within an approximate six-week production schedule.

FINANCIAL IMPLICATIONS:

The project is budgeted to Public Affairs Department operating funds. The not-to-exceed amount for this work is \$1,184,000 over the five-year agreement period.

STRATEGIC OBJECTIVES:

This project supports the Port strategy to implement the Century Agenda action plan. Information about the strategies and related accomplishments are communicated to King County citizens, key stakeholders and other constituencies through the transparency of open Commission meetings and through the coverage of projects and events in *Portfolio*.

ALTERNATIVES CONSIDERED AND THEIR IMPLICATIONS:

1. Do nothing. In this case the interlocal agreement would lapse in July 2013 and the Port would be unable to maintain the video streaming access to public Commission meetings the public has come to expect. Not recommended.

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2. Contract with another third party vendor. The Port recently concluded a pilot project with a third-party vendor specializing in this type of service. For a number of reasons the vendor was unable to meet the Port's requirements. This option resulted in a protracted effort by Port departments but was ultimately unsuccessful. Not recommended.
3. Provide in-house video streaming capability. This option would require additional staff and the acquisition of costly equipment that is quickly outdated as technology changes. Not recommended.
4. Renew interlocal agreement with SCCtv. This agreement is beneficial to both the Port and SCCtv. The agreement allows the Port to have continuity and consistency of work at low cost for a five-year term. SCCtv acts as a partner in serving the local community, and does not make a profit on the work or deliverables for the Port. **This is the recommended alternative.**

OTHER DOCUMENTS ASSOCIATED WITH THIS REQUEST:

Port of Seattle and Seattle Community Colleges Television Interlocal Agreement
(Including Attachment A: Scope of Work, and Attachment B: Budget)

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS:

N/A