



**COMMISSION
AGENDA MEMORANDUM**

Item No. 6i

ACTION ITEM

Date of Meeting July 24, 2018

DATE: July 11, 2018

TO: Stephen P. Metruck, Executive Director

FROM: Kathy Roeder, Public Affairs, Director of Communications

SUBJECT: Authorization to enter into an Interlocal agreement with Seattle Colleges Cable Television to provide video and web services

Amount of this request: \$1,200,000

Total estimated project cost: \$1,200,000

ACTION REQUESTED

Request Commission authorization for the Executive Director to enter into an interlocal agreement with Seattle Colleges Cable Television (SCCtv) for Commission meeting services, including video streaming Commission meetings, archiving Commission meeting video, and creating a web library of Commission documents, and providing editorial video services. The authorization is for up to a total of \$1,200,000 for five years. Annual expenses for commission meetings are anticipated at a maximum of \$175,080 a year, and annual expenses for editorial video services is estimated at a maximum of \$32,500 a year.

EXECUTIVE SUMMARY

The Port’s current SCCtv agreement expires on July 31, 2018. 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 videos for the Port of Seattle. The work performed and work products produced by SCCtv personnel have been high quality, efficient, reliable, and low cost. Recorded Commission meetings are accessible via cable access channels of SCCtv and King County Television. SCCtv videos document major Port moments, such as the arrival of Norwegian Cruise Line ship *Bliss*, as well as extend our video capabilities for storytelling efforts.

Public Affairs funds the vast majority of the cost out of its annual budget.

The Port wishes SCCtv to continue its work for a five-year period to commence August 1, 2018, through July 31, 2023.

JUSTIFICATION

According to our recent statistics, there are approximately 1,000 non-Port views of Port meeting materials, including the video recording, live stream, and uploaded documents. The

Meeting Date: July 24, 2018

global nature of the Port’s services draws customers, ports, and travelers from around the world to Port of Seattle meetings.

This service provides historical records and real time public access to the Port Commission’s actions and deliberations and expands the Port’s video. The service enhances:

- Transparency to the Commission actions and deliberations in real time and on demand
- Accessibility to public information and public meetings without requiring attendance
- Provision of secondary records of meeting minutes, agendas, and meeting packet materials without the need for public records disclosure requests

Key Terms

SCCtv will provide:

- Multi-camera video productions of the Port of Seattle Commission’s regular and special meetings. Meetings will be edited and titled to make it easier for viewers to find specific agenda items.
- Online hosting of video and digital documents for each Port of Seattle Commission meeting via SCCtv’s Web Portal Services
- Editorial video stories and promotional videos

Schedule

We intend to enter into an immediate contract with SCCtv to begin August 2018.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Based on staff’s knowledge of the industry for web streaming and related services, we find that SCCtv offers a highly affordable and local partner solution to a critically important task. On average, there are about 1,000 non-Port views of a Port meeting from users around the world, including customers and officials at other Ports. The Port and Seattle Colleges also share a mission of commitment to public service and a commitment to our region. In 2013 the Port requested bids from private sector providers for services provided via the interlocal agreement. At the time, no provider could match the range of services and affordable value provided by SCCtv. In 2018 we did not seek private sector bids considering our high level of satisfaction with SCCtv services and the continued low cost of their services.

Alternative 1 – Maintain Commission meeting services; eliminate editorial video stories.

Cost Implications: Reduces this contract maximum from \$1.2 million to \$1.05 million over five years.

- (1) Lower cost
- (2) Maintains a Commission meeting web portal that works and that community members use prolifically

Meeting Date: July 24, 2018

Cons:

- (1) No video services for higher profile projects and no back up coverage for when our videographer is away
- (2) Less video content for our audiences
- (3) Lose access to SCCTv's stock video library

This is not the recommended alternative.

Alternative 2 – Maintain Commission meeting services; seek editorial video services elsewhere

Cost Implications: Reduces this contract to \$1.05 million over five years, adds a minimum of \$105,000 to an additional editorial video contract.

Pros:

- (1) Maintains a Commission meeting web portal that works and that community members use prolifically
- (2) Could potentially lead to more state of the art video production tools

Cons:

- (1) Sourcing video stories from their vendors would be significantly more expensive.
- (2) Based on market research, high-quality, well-edited narrative videos cost upwards of \$10,000.

This is not the recommended alternative.

Alternative 3 – Maintain current levels of service on Commission meetings recording, streaming, and posting and editorial videos.

Cost Implications: \$1.2 million over five years.

Pros:

- (1) Maintains the transparent and real time services that the public experiences today
- (2) Provides editorial video content in service of business objectives (customer experience, recruitment, news content)

Cons:

- (1) Does not reduce spending.

This is the recommended alternative.

ATTACHMENTS TO THIS REQUEST

- (1) Presentation slides
- (2) Draft interagency agreement

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

April 2, 2013 – The Commission authorized the current interlocal agreement with SCCTv in the amount of \$1,185,000