

**REQUEST FOR PROPOSALS FOR
VIDEOTAPING MAYOR AND COUNCIL MEETINGS FOR
SUBSEQUENT CABLE TELEVISION BROADCAST**

DATE OF ISSUE:

The Town of Secaucus requests the submission of proposals from qualified videographers wishing to be retained to provide the attached services for video, editing, web encoding and distribution of Council meetings for a term of one (1), two (2), or five (5) years. The videographer whose proposal is determined to be the most beneficial to the Town in accordance with the specific criteria outlined below shall be awarded a contract to provide such videotaping services. Videographers business operations will be subject to strict adherence to the specifications pertaining to taping which are incorporated by reference, herein annexed and made a part hereof as Exhibit "A". Vendors must complete all requests for cost proposals listed in the attached Addendum. Failure to do so shall result in rejection of the proposal.

In order to assure most favorable consideration by the evaluation committee (discussed below), proposal shall contain all of the following:

1. Recitation of the videographer's related business experience evidencing successful videotaping/broadcast of public meetings over the past five (5) years;
2. Sample recordings of public meetings previously videotaped (submitted on a standard DVD format);
3. Intended staffing of the contract including the names and addresses and ages of each employee together with a brief description of their relevant work experience;
4. Prior to commencing videotaping of meetings, videographer will provide copies of insurance coverage declaration pages evidencing the requisite coverage as set forth in

the Specifications for Workers' Compensation, Public Liability, Property Damage and Hospitalization (for those including videographer not covered by Workers' Compensation);

5. \$500.00 security deposit against damages to the premises by the videographer beyond ordinary wear and tear. Should the contract not be awarded to any videographer submitting proposal, each security deposit shall be returned within 30 days of appointment of the videographer by resolution of the governing body. However, should the successful proposer fail or refuse to enter a contract with the Town, said deposit shall be forfeited;
6. An aggregate amount that videographer agrees to charge the Town for videotaping pursuant to the Specifications;
7. A list of the video recording and storage equipment it will utilize for the contract;
8. A minimum of two (2) letters of recommendation from a governmental entity for whom the videographer has worked in the past five (5) years videotaping/broadcasting;
9. A Statement of Corporate Ownership and Compliance with State laws governing equal employment opportunity and affirmative action, the forms of which are both annexed hereto;
10. See attached Addendum.

The Town has established a committee of three (3) persons to evaluate each of the proposals. The following criteria and relative importance weighting will be applied in the evaluation of the proposals:

1. History and Experience in performing the subject videotaping services - 20%;
2. Availability of personnel, facilities, equipment and other resources deemed necessary to adequately provide the videotaping services - 15% ;

3. Qualifications and experience of employees - 15% ;
4. The strength (or weakness) of the required Letters of Recommendation - 20 %;
5. Contract price - 10 %.

The six (6) proposal criteria outlined above will be independently evaluated by the three (3) committee members who will assign a value of between one (1) and ten (10), with ten (10) being the most favorable. The average of the three (3) scores for each criteria will then be multiplied by the applicable weighting percentage set forth above. The product of the average score times the weighting percentage for each criteria will then be added together to arrive at a total score for the proposal. The total scores for all proposals will then be compared and will be utilized in choosing a videographer.

The foregoing computation is believed to promote an evaluation process that will result in the selection of the proposal that will be most advantageous to the Town and its residents, price and other relevant factors considered.

An original plus two (2) copies of each proposal shall be forwarded to:

TOWN OF SECAUCUS
Municipal Government Center
Secaucus, New Jersey 07094
Attention: David Drumeler, Town Administrator

Deadline for submission of proposals:

August 2, 2012 at 2:00 p.m.

The Town of Secaucus retains the right to reject any and all proposals or to award a contract to the interpreter whose proposal is deemed to be most advantageous to the Town, taking in to account all of the evaluation factors cited above. The Town of Secaucus reserves its right after all proposals are received and opened, but prior to completing the evaluation of proposals, to

request interviews with or presentations from vendors of its choice. Upon completion of the evaluation process, proposers will be notified of the committee's decision in this matter within thirty (30) days of the deadline set for receipt of proposals.

TOWN OF SECAUCUS

By:

David Drumeler
Town Administrator

Dated:

EXHIBIT "A"
SPECIFICATIONS

The Town of Secaucus holds its Mayor and Council meetings in the Municipal Government Center located at 1203 Paterson Plank Road, Secaucus, New Jersey 07094. Pursuant to New Jersey's Open Public Meetings Act, a schedule of meetings is published after the Town's annual Reorganization Meeting. Such schedules are available from the Town Clerk at (201) 330-2017. Meetings are generally scheduled for 7:00 p.m. the second and fourth Tuesdays of each month, with deviation from such schedule for holidays and public business. For the months of June, July, and August, one meeting is generally held on the fourth Tuesday of the month. There may be additional "special" meetings scheduled as needed.

Meetings are held in the first floor Mayor and Council Chambers/Municipal Court. Municipal Court sessions are generally held on Tuesdays at 9:30 a.m. and noon and on alternate Tuesday, Wednesday and Thursday evenings at 5:30 p.m. Provision of the instant services shall not interfere with Municipal Court operations.

The Mayor and Council wish to have an electronic recording made of certain public portions of their meetings, limited to (i) the Salute of the Flag; (ii) Roll Call; (iii) any presentation of awards; (iv) adoption of minutes, if any; (v) first reading of Ordinances; (vi) public hearings and votes on Ordinances; (vii) and reading, Council discussion, public discussion and vote on Resolutions. Public discussion on Resolutions will require a prior sign up with the Town Clerk and will be limited to one (1) hour per resolution and five (5) minutes per individual speaker. If an hour has not been expended on public discussion of a Resolution and there are no more public speakers on the Resolution, a prior speaker on a Resolution may be afforded an additional five (5) minutes to speak. The Chair of the meeting (normally the Mayor) shall be entitled to stop the recording at his signal if he determines that the public safety or the morals of a potential viewer will be jeopardized or if slanderous comments are made about an individual or entity.

The Mayor and Council envision one camera in the rear of the room focused on the Mayor and Council and staff on the dais, with an ability to obtain "close up" shots on speakers as they speak. One camera is also envisioned in the front of the room to focus on the public speaker rostrum. Appropriate audio equipment may be required to be utilized in order to provide clear audio of individuals who are permitted to speak at the meeting.

The recording must be subject to editing if the Mayor and Council determine that it includes any inappropriate words or actions by a public speaker. The recording will be subsequently broadcast over the Town's cable television public channel periodically until the next meeting is available for broadcast. The recording must also be reproducible for copies under the Open Public Records Act.

The Town will rely upon the expertise of the videographer in determining the video and audio setup and provision of a "sample" demonstrating video and audio clarity; wide scan and ability to focus; and general quality of recording for broadcast will be helpful. The Town may provide access to the Mayor and Council Chambers for purposes of producing such a "sample".

The Mayor and Council also envision the video to be converted to a web appropriate format and made available on a dedicated video website to be created and maintained by the videographer. It should include all development, maintenance, and hosting costs.

ADDENDUM

- Quantity:** 4 DVD copies / each meeting
- Length:** Meetings last up to 2 hours
- Details:** Taped using 1 camera with integrated wireless system.
Taped from rear of council chambers
- Editing:** Limited editing to include introduction with date and elimination of any inappropriate behavior. Any edits resulting in the removal of any video or audio will be documented at the time of removal to indicate reason.
- Delivery:** Physical DVD delivered no later than the Friday following each meeting.

Web distribution available no later than the Monday following each meeting.
- Label:** Printed text label to include date
- Special Sessions** Accommodated at the standard rate based on availability.

COST BREAKDOWN

Taping of council meeting: Overtime: \$_____ up to 2 hours in length
Editing of council meeting: \$_____/ half hour over 2 hours \$_____
Web encoding to prep for streaming: \$_____
Web Upload: \$_____
Web site, domain & updates: \$_____
Dedicated Hosting \$_____
- required for Alpha Dog's
system to recognize new videos

Total per meeting: \$_____

DVD/CD DUPLICATION RATES

Type Total Order	Quantity	Price EA 1-24	Price EA 25-49	Price EA 50-100	Price EA 101-299
DVD Content only					
DVD B&W Text only					
DVD Full Color Label					
CD Content only					
CD B&W Text only					
CD Full Color Label					

Type	Quantity	Price EA
Slim Jewel Case	_____	
Paper Sleeve	_____	
Adhesive Sleeve	_____	
Spindle (Free with 35+)	_____	
Wedding Case	_____	
Premium Case	_____	

Event Video Prices

Video Services for Parades, Street Fairs, Tree Lightings, Memorials, Etc

Overview Coverage up to 6 hours
Complete editing (set to music, titles, etc)
35 DVD copies Web
distribution

Pricing 1 Camera: \$_____
2 Cameras: \$_____
3 Cameras: \$_____

Concerts, Small community functions, Etc

Overview Coverage up to 2 hours
Light editing (cleaned up only)
2 DVD copies
Web distribution

Pricing 1 Camera: \$_____
2 Cameras: \$_____
3 Cameras: \$_____

Monthly, quarterly, or annual television show

Overview Coverage up to 1 hour Complete editing
2 DVD copies
Web distribution

Pricing 2 Cameras: \$_____ (one videographer)