



## Takoma Park City Council Meeting – May 25, 2022 Agenda Item 5

### **Work Session**

Authorization of Purchase of Channel Automation, Digital Signage, and Closed Captioning Systems for Takoma Park City TV

### **Recommended Council Action**

Approve Ordinance

### **Context with Key Issues**

Takoma Park City TV is a government cable access channel or PEG (Public, Educational, and Government) Access channel in Montgomery County, Maryland, operated by the City of Takoma Park. Takoma Park City TV channels offer channel cablecasts of many live performances and events from the Takoma Park Community Center auditorium, including the weekly city council meeting, poetry readings, public forums, and music and dance performances.

The Fiscal Year 2022 Capital Improvement Plan includes \$165,000 for Cable TV servers and \$20,000 for closed captioning for Takoma Park City TV. The Communications Department has selected Municipal Captioning to improve quality and access of the City of Takoma Park's media channels and digital communications. The selection of Municipal Captioning resulted from a competitive bidding process that opened in February 2022 and closed in mid-March 2022. Municipal Captioning's costs, qualifications, prior experience, and other bid submission components were found to be most responsive to the City's bid criteria.

The scope of work for this contract includes upgrading the Channel Automation System and Digital Signage System and installing an automated Closed Captioning System. The Takoma Park channel relies on Cablecast and Carousel, both Tightrope Media Systems platforms. The equipment supporting the City's cablecasts has reached the end of its useful life and will be replaced. The current video servers have reached point of failure and need replacement. The contract will also expand the City's storage capacity for higher resolution video files to enhance video quality. In addition, the City currently doesn't have a closed captioning system – this contract includes installation of the ENCO Closed Captioning system. The Digital Signage system operates on three screens inside the Takoma Park Community Center lobby areas and requires upgrades to supporting equipment. The price for this equipment (\$79,343) includes a 10 percent discount.

### **Council Priority**

Engaged, Responsive and Service-Oriented Government

### **Environmental Considerations**

N/A

### **Fiscal Considerations**

The Fiscal Year 2022 Capital Improvement Plan includes \$165,000 for Cable TV servers and \$20,000 for closed captioning for Takoma Park City TV. This purchase will be made through Cable Grants (special revenue funds). The budgeted amount is sufficient to cover this purchase.

**Racial Equity Considerations**

The purchase and use of this equipment will not adversely affect or disproportionately impact any particular group. The implementation of closed captioning will make the City's cable channel more accessible to residents with disabilities. The contract also includes expanding Takoma Park's digital footprint to Apple TV, Roku, Amazon Fire, iOS or Android apps, which will also broaden access.

**Attachments and Links**

Single Reading Ordinance

Introduced by:

Single Reading:

**CITY OF TAKOMA PARK  
ORDINANCE NO. 2022-**

**AWARDING A CONTRACT FOR CHANNEL AUTOMATION,  
DIGITAL SIGNAGE, AND CLOSED CAPTIONING SYSTEM UPGRADES**

WHEREAS, the Fiscal Year 2022 budget includes \$185,000 in funding for the purchase of a closed captioning system and upgrades to equipment supporting Cable TV channel automation and digital signage in the capital improvement plan; and

WHEREAS, the upgrade of the channel automation system and digital signage system and installation of a closed captioning system is needed to ensure functioning of Takoma Park City TV cable channels and meet the needs of the City's cable audience; and

WHEREAS, due to the cost of this purchase exceeding \$30,000, per the Takoma Park City Code Section 7.08, a competitive bidding process was completed; and

WHEREAS, as a result of that competitive process, City TV staff have determined that the bid submission provided by Municipal Captioning is most responsive to the City's competitive bid criteria, with respect to experience and qualifications of the firm, responsiveness, understanding of the scope of services requested, and prior experience working with local governments; and

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND, THAT:

Section 1. The City Manager is authorized to enter into a contract in the amount of Seventy-Nine Thousand, Three Hundred Forty-Three Dollars (\$79,343) with Municipal Captioning for the installation and configuration of the closed captioning system and upgrades to the channel automation and digital signage systems.

Section 2. This Ordinance shall become effective upon adoption.

Adopted this \_\_\_\_ day of \_\_\_\_\_, 2022.

AYE:

NAY:

ABSTAIN:

ABSENT: