



***April 22, 2024***

**To:** Members of the Board of Directors

**From:** Darrell E. Johnson, Chief Executive Officer

**Subject:** Approval to Release Request for Proposals for Board of Directors' Meeting Video Streaming Services

***Overview***

The Orange County Transportation Authority has developed a request for proposals to initiate a competitive procurement to select a firm for the procurement of hardware, software, implementation, maintenance, support, and professional services to support Board of Directors' meeting recording and live video streaming. Board of Directors' approval to release this request for proposals for video streaming services is requested.

***Recommendations***

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 4-2221 to select a firm to provide video streaming services for Board of Directors' meetings.
- B. Approve the release of Request for Proposals 4-2221 to select a firm to provide video streaming services for Board of Directors' meetings for a three-year term with two, one-year option terms.

***Discussion***

The Orange County Transportation Authority (OCTA) Board of Directors (Board) directed staff to explore options for live streaming Board meetings to help inform decision-making through a better understanding of the cost and process for implementation. Staff provided an overview of options and rough order costs to the Board on March 11, 2024. The Board requested additional information regarding cost and process for implementation, which was presented on April 8, 2024. Following which, staff was directed to issue a request for proposals (RFP) for low, medium, and high tiers of quality to video stream Board meetings with an option to also video stream Board committee meetings.

Currently, every Board and committee is audio streamed via OCTA's existing system, Granicus, and includes PowerPoint presentations and video played during the meetings. Adding video streaming of the Board meetings, including display of Board members, staff, and speakers at the podium, requires additional hardware, software, and potentially professional services. Depending on the features, OCTA may require assistance from a firm with the experience and staffing to meet the requirements of OCTA.

The RFP requires that video and audio from the existing audio-visual system will feed into the selected firm's equipment that could add onscreen features before streaming out to Granicus. Onscreen features could include items such as date and time, OCTA logo, each director's name and title, and agenda item number and description.

The RFP will be structured to include multiple options for consideration by the Board. The options will request separate costs for low, medium, and high tiers for quality production of the Board meetings with an additional option to add video for Board committee meetings.

The contract will be structured as a three-year contract with two, one-year option terms aligning with potential relocation of the OCTA headquarters.

***Procurement Approach***

The OCTA Board-approved procurement policies and procedures require that the Board approve all RFPs over \$1,000,000, as well as approve the evaluation criteria and weightings. Staff is submitting for Board approval the draft RFP and evaluation criteria and weightings, which will be used to evaluate proposals received in response to the RFP.

The recommended evaluation criteria and weightings are as follows:

- Qualifications of the Firm 20 percent
- Staffing and Project Organization 25 percent
- Work Plan 30 percent
- Cost and Price 25 percent

Several factors were considered in developing the evaluation criteria weightings. Qualifications of the firm is weighted at 20 percent to ensure the firm has prior experience with the development, implementation, maintenance and support streaming, and production audio video solutions as outlined in the scope of work. Staffing and project organization is weighted at 25 percent to ensure the firm's staff have the requisite expertise for completing a project of similar size. Work

plan is weighted at 30 percent to ensure the firm's approach and hardware and software systems meet OCTA's requirements. Cost and price is weighted at 25 percent to ensure OCTA receives value for the services provided.

The contract term for this procurement will be for a three-year initial term with two, one-year option terms.

This RFP will be released upon Board approval of these recommendations.

#### Fiscal Impact

The costs associated with this project have been included in OCTA's Fiscal Year 2024-25 Budget, Finance and Administration Division, Account No. 1283-7519-A5352-9VB.

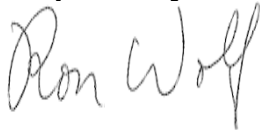
#### ***Summary***

Board of Directors' approval is requested to release Request for Proposals 4-2221 to select a firm to provide video streaming services for Board of Directors' meetings, as well as approve the proposed evaluation criteria and weightings.

**Attachment**

- A. Draft Request for Proposals (RFP) 4-2221 Board of Directors' Meeting Streaming Services

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