SEWER AUTHORITY MID-COASTSIDE
Staff Report

Subject / Title

Authorize Manager to Accept Proposal To Video-Record SAM Board Meetings

Staff Recommendation:

Authorize Manager to Accept Proposal To Video-Record SAM Board Meetings

Fiscal Impact:

Up to $7,500 per year for twelve meetings; sufficient funds are available in the FY2008-09 to cover this unbudgeted expense.

Discussion/Report:

At the meeting of November 24, 2008, the SAM Board authorized the manager to issue an RFP for the video-recording of SAM Board Meetings. Two responses were received. Both are attached for your review

The key elements comparing the proposals are these:

Costs Per Meeting	Mid-Coast Television	Montara Fog
Record, DVD, VOD	$550	$495
Cablecast	$75	n/a
Total	$625	$495
No. of hours	4	3

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SAM RFP- Proposal Title Page

MID-COAST TELEVISION

PROPOSAL FOR TAPING OF
SEWER AUTHORITY MID-COASTSIDE
BOARD MEETINGS

Response to SAM Request for Proposals

December 15, 2008

Contact Information:
Mid-Coast Television
Constance Malach, President
525A Obispo Rd.
P. O. Box 1750
El Granada, California 94018
650-726-7326
connie@mctv.com

1

Letter of Introduction

Mid-Coast Television, Inc.
P. O. Box 1750
El Granada, CA 94018

December 15, 2008

Sewer Authority Mid-Coastside
Attn: John F. Foley III, Manager
1000 N. Cabrillo Hwy.
Half Moon Bay, CA 94019

Re: Proposal of Mid-Coast Television in response to
          SAM Request for Proposals for Video Recording Services

Dear Mr. Foley,

This letter of introduction and the accompanying attachments represent the proposal of Mid-Coast Television, Inc. (MCTV) to the Sewer Authority Mid-Coastside (SAM) Request for Proposal (RFP) for video recording services.

Description of MCTV

MCTV is a Section 501(c)(3) non-profit, tax exempt, charitable corporation created to bring public access television to the Coastside. MCTV has been producing community access programming for the Coastside and cablecasting it continuously since 1985. MCTV's programming consists of public, educational, and governmental videos, commonly referred to as PEG Access. MCTV has been designated by both the County of San Mateo and the City of Half Moon Bay as the provider of PEG Access on the cable television system serving the Coastside community, including the service territory of SAM. MCTV is the only entity designated to perform this function within the City of Half Moon Bay or the unincorporated portion of the San Mateo County Coastside. MCTV is governed by a Board of Directors consisting of community members elected by its membership. MCTV receives a portion of its funding from the City and the County in the form of franchise fees paid by the cable television system operator to the governmental entities, who then remit a portion of the fees to MCTV. These fees have not substantially increased during MCTV's existence, and MCTV is required to seek additional funding to support its operations. For this reason MCTV charges governmental agencies a fee to help defray a portion of the cost of producing public meeting programming.

During the more than 23 years that MCTV has been cablecasting programming it has produced and cablecast approximately 2000 public meetings of various public agencies on the Coastside. MCTV submits this proposal to SAM because MCTV would like to produce videos of the SAM Board meetings, and to bring these meetings to the widest possible Coastside

2

audience, and because MCTV was specifically created for the purpose of providing this service to the community through a community-run non-profit organization.

MCTV is represented for purposes of this proposal by Constance Malach, President and Station Manager of MCTV, and Michael Day, Vice President of MCTV. Both are legally authorized to make representations on behalf of MCTV for purposes of this RFP, including negotiating and executing a letter agreement with SAM to provide the services which are the subject of this RFP. This Letter of Introduction is signed by Constance Malach, who is legally authorized to bind MCTV.

Contact information for MCTV's Representatives:

Constance Malach
MCTV
525A Obispo Rd.
P.O. Box 1750
El Granada, CA 94018
650-726-1750
connie@mctv.com

Michael Day
Goodin, MacBride, Squeri, Day & Lamprey, LLP
505 Sansome Street, Suite 900
San Francisco, CA 94111
415-765-8408
mday@goodinmacbride.com

Commitment to Perform the Work

MCTV, by this letter, offers its firm commitment to perform the work requested and to provide the deliverables requested within the required time frames specified in the RFP for a fixed amount of compensation, specifically the fees set forth in Section C – Cost Breakdown, attached to this letter. MCTV is fully capable of performing, and hereby agrees to perform, if selected by SAM, all of the services described in the RFP's Part II A, Scope of Services, including the Optional Service

Summary of the MCTV Proposal

MCTV's Proposal is to provide SAM with a complete package of video production services, combined with the services of the local PEG access channel, which provides the ability to bring the SAM Board meetings to the Coastside community over a basic tier cable television channel. In addition, MCTV will provide SAM with the DVD and video-on-demand (VOD) data file copies of the programming within the time requirements of the RFP. Beyond that, MCTV will webstream the SAM Board meetings on the MCTV website at the same time the program is first cablecast on MCTV channel 6. Thus, the entire community can view the SAM meetings consistently at a regularly scheduled time, whether they choose to watch on television or over the web. In addition, MCTV will maintain the SAM Board meeting video on the MCTV website for free VOD viewing at any time of the viewer's choice. The SAM Board meetings will be retained on the MCTV website for several years. MCTV will discuss its data retention policy in detail below.

MCTV believes that cablecasting the SAM Board meetings on the local public access channel, Channel 6 on the Comcast system, should be one of the primary goals of SAM's

program for public distribution of its meeting content. We note the cablecasting is listed as an Optional Service in the RFP. However, substantial portions of the Coastside community primarily rely on cable television for news and information, particularly the senior citizens and those in the Portuguese and Spanish communities. While it is true that other residents use the internet for news gathering or subscribe to satellite video services which are not required to carry public access programming, MCTV has confirmed through its years of producing and cablecasting public meetings that a very significant portion of the Coastside would be excluded if SAM chose not to carry its meetings on the cable channel. MCTV receives regular input from viewers in all demographics, but particularly from senior citizens, that they regularly watch and appreciate public meetings cablecast on MCTV. Accordingly, MCTV has designed its proposal to include both cablecasting and webstreaming/video on demand services to distribute the SAM Board meeting videos to the widest possible audience.

Deliverables for SAM

MCTV will provide SAM with all the deliverables requested in the RFP. Specifically, MCTV will provide the following:

1. MCTV will provide SAM with a DVD copy of the video program of each Board meeting[1] within three business days of the meeting.

2. MCTV will provide SAM with a digital data file of the video program of each Board meeting within five business days of the meeting. MCTV can provide either an MPEG2 data file, or a Windows Media file copy of the program. No specific format was specified in the RFP. However, MCTV is willing to work with SAM staff to make specific arrangements for the format and digital media to be used for this purpose.

3. MCTV will cablecast the SAM Board meeting on a regularly scheduled day, which is likely to be within one or two days of the SAM meeting. The exact day and time will be selected once SAM makes its decision to initiate MCTV taping of its meetings. MCTV will also schedule a repeat showing of the meeting at a different day and time between 7 and 21 days following the meeting.

4. At the same time that MCTV cablecasts the SAM Board meeting, it will webstream the meeting on its website, mctv.com. In this way residents will know that the program is available on cable and on the web at the same time, and choose either means to view the meeting. Because MCTV publishes its schedule in advance in several different formats, this provides greater exposure for SAM's Board meeting.

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[1] Note: This proposal does not address videotaping of Recycled Water Committee meetings or any other meetings of SAM other than Board of Director meetings. MCTV is willing to discuss taping additional meetings at SAM's convenience.

4

5. Following the initial cablecast of each SAM Board meeting, and within three days of the meeting date, MCTV will make the video available for free video on demand viewing on the MCTV website. Visitors to the MCTV website can search for programs by viewing the schedule for the day or week that the program aired, or by searching the program database for the name of the public agency, or the date and time the program aired.

6. MCTV will retain the SAM Board meeting videos on its website for substantially more than one year. MCTV has 1.8 Terabytes of remaining storage capacity on its video on demand server. This is sufficient capacity for over 2000 public meetings, equivalent to more than two decade's worth of public meetings at the current rate of production. MCTV also has the ability to add additional drives to its system to increase its storage capacity as needed. MCTV does permanently retain a DVD copy of all public meetings. MCTV believes that it is impractical and inefficient for any video provider to assert that it will maintain public meetings on a server "forever", particularly if both MCTV and SAM retain DVD copies of the meetings. However, MCTV commits that if at some point in the distant future it seeks to purge any SAM Board meetings from its server, MCTV will consult with SAM prior to deleting any meetings from the video on demand server.

7. MCTV will "chapter" the uploaded video files of SAM Board meetings so that a visitor to the MCTV website can access the link to a particular part of the video corresponding to an item on the SAM agenda for that meeting.

8. Upon delivery to SAM, the DVD copy of the SAM Board meetings becomes the property of SAM, and would qualify as a public record, within the scope of the California Public Records Act, and available to members of the public who request a copy from SAM.

Summary of Fee Schedule for SAM programming and playback services

MCTV will charge SAM the same fees for the same services as it offers other governmental agencies for taping public meetings. The SAM RFP does ask for some additional services that MCTV has not provided in the past. Here is a summary of the MCTV charges for the services requested in the RFP:

- Production for taping a single SAM Board meeting - $250 per meeting
- Cablecast playback of meeting on MCTV (2 playbacks per meeting) - $75
  [Note: This is the only separate charge for the "optional service" of cablecasting.]
- Duplication and delivery of meeting program onto a DVD - $50 per copy
- Duplication and delivery of video program onto digital media – $50 per copy
- Encoding meeting video onto MCTV server for webstreaming and video on demand, plus all related scheduling and archiving services - $100 per meeting
- Creation of chapters within digital file - $100 per meeting

- Total cost per meeting for full service production, cablecasting and webstreaming/VOD plus DVD and digital copies and chaptering = $625

MCTV's Cablecasting, Website, Webstreaming and Video on Demand Facilities

MCTV operates its video production, cablecasting and webstreaming functions from its offices in El Granada, located in a suite of offices in the Comcast Cable building. MCTV has constructed a head end facility with the ability to automatically play video programs and a repeating message channel on air 24 hours a day, 7 days a week. MCTV has built a team of volunteers and part-time staff who have produced public meeting videos continuously since 1985. The MCTV staff and volunteers are trained to use professional grade digital video cameras, to monitor and record the audio and video of the program being produced, and to upload the programming onto MCTV's servers for playback, webstreaming, and video on demand. Importantly, MCTV staff and volunteers are trained to watch for problems with audio and video quality, so that MCTV can correct any issues that arise.

Over the years, MCTV has upgraded its equipment to use the most cost-effective, high quality video formats. This is important to continue to provide viewers with the quality of video that they have come to expect. MCTV and San Mateo County negotiated with Comcast during the most recent franchise renewal process to obtain additional capital funding for MCTV to enable the station to replace outmoded or worn out equipment. This provides additional assurance that MCTV will be able to provide SAM the video service it seeks over the long term.

MCTV's website is hosted by *Bluehost*, a professional webhosting service that offers secure and reliable backup services, unlimited disk storage space for hosting, robust email support facilities, on-site backup power, and 24 hour network monitoring. A sample of Bluehost's promotional material is included in Section E below. The website will link visitors to the MCTV video on demand server to view any MCTV program that has been uploaded, including all SAM meetings. The MCTV video on demand server is located at the MCTV offices, and is protected by a 48 hour backup power supply. Comcast also has its own backup power generators to power the entire building in the event of a power outage, and this protects MCTV's equipment as well. All of MCTV's servers and cablecasting equipment are remotely monitored by MCTV staff, and an automated telephone notice is provided to MCTV staff in the event of a failure of the programming system to show videos on schedule. MCTV retains multiple backup copies of its programming. In addition to the digital file in the video-on-demand server, MCTV retains a DVD copy of public meeting programs at an off site location, a full resolution digital copy is maintained on the MCTV Tightrope server, and MCTV can place an additional copy on a stand alone hard drive connected to the main system.

MCTV has operated its public access operations in a responsible manner for over two decades. MCTV carries broadcaster's liability insurance, as well as general property insurance for its facilities and equipment. MCTV maintains an office in El Granada, and is a well known throughout the Coastside community. Viewers can, and frequently do, contact MCTV to offer comments about programming, to ask about the scheduling of upcoming programs, or to obtain copies of meetings. MCTV routinely responds promptly to these phone and email messages. In

addition, MCTV is responsible to, and is supervised by the County of San Mateo and the City of Half Moon Bay.
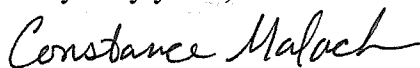
Conclusion

MCTV is the most experienced provider of video production services for public meetings on the Coastside, and the only such provider with two decades of service to the Coastside community. In addition, because MCTV is a non-profit corporation, created for the specific purpose of providing community access programming, a decision by SAM to select MCTV to cablecast and webcast its meetings will help support MCTV's ongoing operations, including its ability to maintain a staff of camera operators, and this will assist MCTV in serving the entire Coastside with a variety of public, educational, and governmental programming. For example, MCTV provides free message channel service to all Coastside non-profits and public agencies. This is a substantial commitment by MCTV, and it would not be possible unless MCTV can earn additional revenues to add to its franchise fee grants from the City and County.

SAM can be confident that MCTV has the experienced staff, professional grade equipment, and internet technology to perform all of the tasks requested in the RFP. No other provider of video production services has demonstrated the ability to provide these services year after year for over two decades. No other provider has successfully partnered with the County and City to fight to retain community access television for the Coastside. In addition, by selecting MCTV to perform these services, SAM would be helping to support a valuable Coastside institution that benefits a wide array of community members.

MCTV appreciates the opportunity to submit a proposal for the SAM RFP and looks forward the answering any questions that the SAM Board members and staff may have regarding our proposal. We would very much like to be able to add SAM Board meetings to the array of governmental meetings shown on MCTV and distributed over the internet.

Very truly yours,

Constance Malach
President, MCTV

Section A – Work Plan

MCTV will utilize its well-tested procedures and resources to produce a video of SAM Board meetings and make them available on the cable system and on the Internet. As described in more detail below, MCTV has performed these services for many public agencies on the Coastside.

1.   Initially, MCTV will work with the SAM staff to select the date and time for cablecasting the SAM Board meetings after they are taped. This program will be added to the MCTV schedule, and will be made available on the MCTV Message Channel which runs on Channel 6 in between regular programming, on the MCTV website, and frequently in local newspapers. In addition, MCTV is working with Comcast to facilitate inclusion of MCTV's detailed program schedule on the Comcast programming guide (Ch. 11), a service Comcast is required to provide under its agreement with the public access channel provider.

2.   MCTV will develop a monthly video production and playback plan which assigns specific staff or volunteer camera operators to the task of producing the video. Each night that a public meeting must be taped, the camera operator for that program will pick up the portable video production gear at the MCTV offices, and arrive early at the site of the meeting to set up the equipment and test the audio and video signals.

3.   During the meeting, the MCTV camera operator will manually adjust the camera to provide the best view of the proceedings, including speakers from the agency, its staff, and members from the public. The limitations of taping in small meeting rooms can impact the sound quality and the ability to show all participants at the meeting. However, MCTV camera operators will attempt to show all speakers and follow any discussion amongst board members. MCTV will tape the meetings "gavel to gavel" and will only turn off the camera during recess periods. As is MCTV's standard policy for public meetings commencing at 6:30 or 7:00 pm, MCTV will conclude its taping at the end of the meeting, or at 11 pm, which ever comes first. MCTV strongly encourages agencies to conduct their meetings so as to be able to end before 11 pm. and we greatly appreciate SAM's cooperation in this regard. The camera operator will also obtain a copy of the meeting agenda and make any notes that will be important in identifying "chapters" in the video to correspond to agenda items.

4.   At the conclusion of the meeting, the camera operator will break down the equipment and return it to the MCTV offices. The camera operator will log in the video tape of the program with the total running time, and will note any technical problems experienced with the taping. On occasion, MCTV has been able to mitigate technical problems (such as low audio volume due to equipment failure) by re-recording programs and boosting audio or video signals. The camera operator or other MCTV staff will upload the video program to the MCTV master server, and take the appropriate steps to create chapters in the video-on-demand digital file so that viewers can access particular portions of the video.

5.   At the time the program is scheduled for cablecasting, the automated MCTV video playback equipment will play the digital videotape of the SAM Board meeting on Channel 6. At the same time, the video will be shown on the MCTV website, which continuously streams the

programming on MCTV at any given time. As the websteaming takes place, MCTV's playback system will automatically upload the program onto an MCTV video server.

6.   Next, MCTV staff must alter the designation of the file in the MCTV server from digital tape to MPEG2 format. Then the MPEG2 file is converted to a Windows Media Video file. Finally, the Windows Media File is uploaded to the video-on-demand server. At the conclusion of this process, which follows the initial showing of the SAM Board meeting on MCTV, it will then be available for anyone to view on the MCTV website using the video-on-demand functions on the website.

6.   MCTV staff will make a DVD copy of the SAM Board meeting for archive purposes. This DVD copy must be duplicated in real time. Next another DVD copy will be made for transmission to SAM. Staff will also make a copy of the digital video file for delivery to SAM. MCTV can provide the program in either MPEG2 format or Windows Media Video format, the format MCTV uses for its video on demand server. MCTV will work with SAM staff to arrange for the specific means of transmitting the digital video file and format. One possibility is for MCTV to obtain two portable data modules ("thumb drives") and deliver a meeting to SAM for downloading on one drive while recovering the other to use for the subsequent meeting. MCTV will then deliver the required copies to SAM within the required deadlines.

7.   The work plan cycle will be repeated for the next meeting.

Examples of Similar Work

MCTV has many examples of similar meetings available on its public access channel and website. MCTV has regularly taped and cablecast meetings for the City Council of Half Moon Bay, Coastside County Water District, Mid-Coast Community Council, Granada Sanitary District, Montara Water and Sanitary District, and the Cabrillo Unified School District. MCTV has also taped and cablecast meetings of SAM, as well as the Half Moon Bay Planning Commission, the Point Montara Fire Protection District, the Half Moon Bay Fire Protection District, and other special meetings, such as certain meetings of the Local Agency Formation Commission. Many of these public agency meetings taped since April of 2008 are also available on the MCTV website through the video on demand function. MCTV invites the SAM Board Members and staff to view examples of these meetings on the website. Equally importantly, SAM should be review the quality of the videos of public meetings cablecast on MCTV Channel 6. The air time of public meetings can be located by selecting the public meetings page on the MCTV website, which lists the regular playback nights and times for the meetings MCTV routinely records.

Section B – Size of Audience

MCTV has the ability through its cablecasting and Internet capabilities to reach a large majority of the Coastside Community, and a far larger percentage of the community than can be reached by any competing provider distributing the meetings over the Internet alone. Comcast Cable does not release detailed information regarding the number of subscribers on its Coastside system, but based upon information provided during franchise renegotiations and MCTV's own surveys, there are between 4500 and 6000 households with subscriptions to Comcast. All Comcast subscribers can access MCTV, which is located at Channel 6 on the basic service tier.

As indicated above, certain parts of the Coastside community, including senior citizens, and the Portuguese community, reply heavily on cable television. There is a locally produced Portuguese language show on MCTV, *Contacto*, which has a substantial viewership. MCTV routinely receives feedback from the Portuguese community expressing appreciation for the availability of community access programming. In the same manner, both senior citizens and those who as act caregivers and service providers to seniors, routinely communicate with MCTV to explain that this provides them an ability to stay involved with their communities when they are unable to attend public meetings in person. In our experience, senior citizens on the Coastside watch public meetings more than many other demographic groups. While Internet usage among senior citizens is increasing, they still lag far behind many other demographic groups in Internet usage. It is vitally important that SAM take advantage of MCTV's ability to reach senior citizens through cable television if SAM is to maximize its ability bring its meetings to the largest possible number of local residents.

In addition, MCTV does reach significant numbers of residents through its website. MCTV instituted webstreaming of its programming, and commenced video on demand in April of 2008. As a result, it has only a partial year of data from the analytical services of its website host to gauge how often the community has accessed videos on the MCTV website. Bluehost data shows that the entire MCTV website received approximately 46,000 hits a month in April, 2008, the first month that the website was reconfigured and webstreaming commenced. That number has grown such that in September, October and November, mctv.com registered between 55,000 and 57,000 hits per month.

More specifically, during the first partial year that MCTV has offered programming on its website, there were 17,901 visits to the MCTV home page, the portal for viewing programs on the Internet. During that same time, there were 12,267 visits to the video page from which viewers can select a video to watch on-line. The Agency Meetings page, which lists the regular programming schedule for all public meetings and provides a link to watch the programs on-line received 1644 visits, and the Watch On-Line page, which allows visitors to watch the current programming on MCTV in real time (frequently consisting of public meeting videos) received 1091 visits in the April-November timeframe.

With the introduction of its new website capabilities, MCTV reaches everyone on the Coastside with access to either cable television or the Internet. However, unlike other competing video providers, MCTV has an established audience that expects to find public meeting programming on MCTV's channel and on its website. In addition, only MCTV uses multi-media outreach to

inform public of the public meeting viewing schedule. This outreach is important if SAM is to maximize the community's access to its meetings. Only MCTV's program schedule is available on TV, the web and print media, providing access to the largest possible audience.

Section C – Cost Breakdown

As explained in the Letter of Introduction, MCTV will charge SAM the same fees for the same services as it offers other governmental agencies for taping public meetings. The SAM RFP does ask for some additional services that MCTV has not provided in the past. The charges for the services requested in the RFP are as follows:

- Production for taping a single SAM Board meeting - $250 per meeting
- Cablecast playback of meeting on MCTV (2 playbacks per meeting) - $75
  [Note: This is the only separate charge for the "optional service" of cablecasting.]
- Duplication and delivery of meeting program onto a DVD - $50 per copy
- Duplication and delivery of video program onto digital media – $50 per copy
- Encoding meeting video onto MCTV server for webstreaming and video on demand, plus all related scheduling and archiving services - $100 per meeting
- Creation of chapters within digital file - $100 per meeting

Total cost per meeting for full service production, cablecasting and webstreaming/VOD plus DVD and digital copies and chaptering = $625

MCTV will not charge SAM any additional charges for travel, postage, or delivery costs. MCTV does not plan to charge SAM for any out of pocket costs other than the charges listed in the cost breakdown above. One potential exception is that if MCTV obtains multiple portable disk drives for delivering data files to SAM, MCTV would ask SAM to replace any drives that were lost or damaged by SAM.

Section D- Acceptance of Pre-Award Conditions

MCTV accepts all of SAM's pre-award conditions stated in the RFP. Specifically, MCTV agrees that:

a. SAM may request additional information, either in writing or verbally, in order to assure itself that the firm can successfully meet all contract requirements. The SAM reserves the right to solely judge the ability of the firm to perform.

b. SAM will select the firm for further negotiations from among those submitting proposals.

c. SAM reserves the right to cancel this Request for Proposal at anytime prior to contract award without any liability whatsoever.

Section E – Additional Information

MCTV attaches to this Proposal the following additional information:

a. Copies of the MCTV website homepage and the webpages related to the viewing of public meetings.

b. Copies of webpages from the Bluehost.com website, illustrating the services and capabilities of this professional web hosting service.

c. A copy of the rate sheet for cablecasting and webstreaming/VOD services that MCTV provides to other Coastside public agencies

Section E – Additional Information

A. Copies of the MCTV website homepage and the webpages
   related to the viewing of public meetings.

Mid-Coast Television – Channel 6

Mid-Coast Television operates the Community Access channel for the San Mateo County Coastside. We provide Public, Educational and Governmental video programming on Channel 6 on the Comcast cable system. On this website, you can learn about MCTV and the Coastside, find our program schedule, and even watch our programming on-line. MCTV can be seen on the cable system in the communities of Half Moon Bay, Montara, Moss Beach, El Granada, Princeton-by-the-Sea, Pescadero and La Honda.
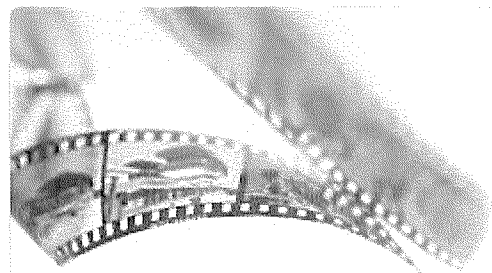
Watch On-Line

Many of MCTV's programs are available to watch on-line. See MCTV programs that are being webstreamed at the same time they are cablecast on Channel 6.

- Watch MCTV Ch. 6 live on-line
- Search the MCTV Program Schedule to watch a program on-line
- How to use the Program Schedule
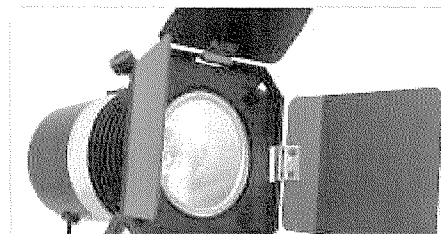
Videos on MCTV

MCTV produces original video programming about the Coastside. Get involved with MCTV and produce your own video to share with the Community.

Explore videos on MCTV

Public Meeting Coverage On MCTV
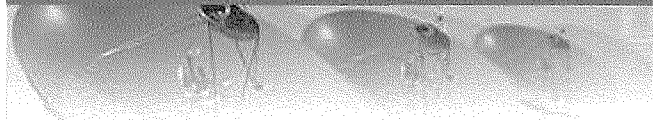
MCTV cablecasts the regularly scheduled meetings of many Coastside governmental agencies, including the Half Moon Bay City Council and the San Mateo County Board of Supervisors.

- Search the MCTV Program Schedule for a Public Meeting
- See a list of the Public Agencies meeting and cablecast schedules
- Watch MCTV-Channel 6 live on-line
- Meeting Video Use Policy
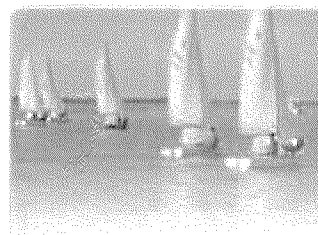
Coastside Highlights

Watch videos about the Coastside, including local history, sports, and performing arts. Enjoy the spectacular beauty of the Coastside!

Coastside Cuisine

The Coastside is famous for fresh seafood, locally grown produce, and some of the best restaurants in the Bay Area.

Watch some of the MCTV cooking shows

Agency Meeting

Public Agency Meeting and Cablecast Schedules.

Please check the agencies' websites to confirm meeting dates, they do change occasionally.

- **Cabrillo Unified School District** -- Meetings are usually held the 2nd Thursday of the month; MCTV cablecasts meetings the following Monday at 7 pm.
- **Coastside County Water District** -- Meetings are held the 2nd Tuesday of the month; MCTV cablecasts meetings the following Wednesday at 7 pm.
- **Granada Sanitary District** -- Meetings are held the 3rd Thursday of each month, MCTV cablecasts the meetings on the 4th Tuesday of the month at 7 pm.
- **Half Moon Bay City Council** - Meetings are held on the 1st and 3rd Tuesday of the month; MCTV cablecasts each meeting the following Wednesday at 7 pm .
- **Mid-Coast Community Council** - Meetings are held the 2nd and 4th Wednesday of each month; MCTV cablecasts each meeting the following Thursday at 7 pm.
- **Montara Water & Sanitary District** - Meetings are held each the 1st and 3rd Thursday of each month; MCTV cablecasts the meetings on the following Monday after each meeting at 7 pm.
- **San Mateo County Board of Supervisors** - Board of Supervisor meetings are usually held on the 2nd and 4th Tuesday of each month. The schedule changes frequently so please check the San Mateo County website. MCTV cablecasts Supervisor meetings at 10 am on the following Monday after each meeting.

Topics of Interest

Our beautiful coast

MC

Show Search

[_____] [Go]

Today's Schedule

8:00 AM - Jazz Cardio Strenth Stretch #19

8:30 AM - Jazz Cardio Strenth Stretch #20

9:00 AM - Crossing Montara Mountain (View)

9:30 AM - Granada A Synonym For Paradise (View)

11:00 AM - Girls Night Out Tree Trimming Party Food

12:00 PM - COASTSIDE FISHING 19 First Season Highlights Thanking MCTV

12:30 PM - COASTSIDE FISHING 26 DUNGENESS Crab 1994

1:00 PM - COASTSIDE FISHING 27 Commercial Crab and 1994 Memorial to Lost Fishermen

1:30 PM - COASTSIDE FISHING 41 Crab Opener 1995

2:00 PM - COASTSIDE FISHING 1 Crab (View)

2:30 PM - Girls Night Out Sweet Things with Cathy Merenda (View)

3:30 PM - Talk Art Marketing for Artists with J.D. Savelli and Marco Zecchin (View)

4:00 PM - Girls Night Out Christmas with Michel

5:00 PM - Girls Night Out Sweet Things with Cathy Merenda (View)

6:00 PM - Talk Art Marketing for Artists with J.D. Savelli and Marco Zecchin (View)

6:30 PM - Half Moon Bay Concerto (View)

6:37 PM - Greatest Love (View)

6:40 PM - Four Faces of Woman (View)

Schedule for Tuesday, December 16, 2008

<	December 2008					>
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Start Time	Title	Duration
8:00 AM	Jazz Cardio Strenth Stretch #19	00:29:43
8:30 AM	Jazz Cardio Strenth Stretch #20	00:29:40
9:00 AM	Crossing Montara Mountain (View)	00:22:15
9:30 AM	Granada A Synonym For Paradise (View)	00:25:00
11:00 AM	Girls Night Out Tree Trimming Party Food	00:53:22
12:00 PM	COASTSIDE FISHING 19 First Season Highlights Thanking MCTV	00:26:03
12:30 PM	COASTSIDE FISHING 26 DUNGENESS Crab 1994	00:26:22
1:00 PM	COASTSIDE FISHING 27 Commercial Crab and 1994 Memorial to Lost Fishermen	00:22:26
1:30 PM	COASTSIDE FISHING 41 Crab Opener 1995	00:23:58
2:00 PM	COASTSIDE FISHING 1 Crab (View)	00:27:34
2:30 PM	Girls Night Out Sweet Things with Cathy Merenda (View)	00:49:50

Time	Program	Duration
PM	Crab 1994	00:29:22
1:00 PM	COASTSIDE FISHING 27 Commercial Crab and 1994 Memorial to Lost Fishermen	00:22:26
1:30 PM	COASTSIDE FISHING 41 Crab Opener 1995	00:23:58
2:00 PM	COASTSIDE FISHING 1 Crab (View)	00:27:34
2:30 PM	Girls Night Out Sweet Things with Cathy Merenda (View)	00:49:50
3:30 PM	Talk Art Marketing for Artists with J.D. Savelli and Marco Zecchin (View)	00:28:30
4:00 PM	Girls Night Out Christmas with Michel	00:53:43
5:00 PM	Girls Night Out Sweet Things with Cathy Merenda (View)	00:49:50
6:00 PM	Talk Art Marketing for Artists with J.D. Savelli and Marco Zecchin (View)	00:28:30
6:30 PM	Half Moon Bay Concerto (View)	00:07:39
6:37 PM	Greatest Love (View)	00:03:00
6:40 PM	Four Faces of Woman (View)	00:03:32
6:44 PM	Celtic Weave (View)	00:03:34
7:00 PM	Half Moon Bay City Council Meeting Held 12-16-08	04:00:00
11:30 PM	Recluse Studio ' Under The Radar'	00:54:09

Section E – Additional Information

B. Copies of webpages from the Bluehost.com website

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- Highest customer service
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- Maximum guaranteed uptime
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- The leading feature set available
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- Solid and honest business

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Reliable Service

Reliability is the key to success on the internet. With our high quality redundant systems you can be sure that your data is always available for both you and your customers. Sign up now!

Questions?

BlueHost specializes in customer satisfaction. Call us with your questions toll free!

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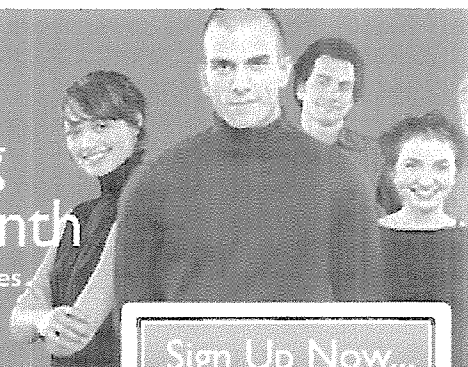
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Our professional Web Hosting plans include all the features you are looking for at the best possible price.

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- UNLIMITED File Transfer (NEW!)
- Host UNLIMITED Domains!!!
- 2,500 POP/Imap Email Accounts
- SSH (Secure Shell), SSL, FTP, Stats
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- 2000/2002 Front Page Extensions
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You don't have your own web address yet?
That's okay! We'll help you get started on the web by setting you up with:

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- Site Promotion Package
- Free eCommerce/Cart
- Free Blog, Forum, Board
- Top Notch 24/7 Support
- $25 Free Yahoo Credits
- $50 Free Google Credits

Transfer Clients

You already have a domain name or web site?
Great! We'll help you setup your domain to work on Bluehost and more...

- Help With Domain Setup
- Site Promotion Package
- Free eCommerce/Cart
- Free Blog, Forum, Board
- Top Notch 24/7 Support
- $25 Free Yahoo Credits
- $50 Free Google Credits

Live Chat

Click here to chat

BlueHost Sales [10:56]: Welcome to BlueHost! What can I help you with today?

Already a member? Click here to chat

Connected: 00:11   Send Message

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
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From the business owner to the individual who desires full functionality on a small budget, Bluehost provides your complete web hosting solution. View a listing of what we offer below or try our services for yourself by accessing our online demo site.

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Host UNLIMITED Domains (WOW!)	✓
Free Drag and Drop Site Builder (NEW!)	✓
Free Domain Name	✓
Support International Domain Names	✓
POP3/POP3 Secure Email Support	2,500
IMAP/Secure IMAP Email Support	2,500
3 Different Web Based Email Solutions	✓
Forwarding Email Accounts	Unlimited
Email Autoresponder	Unlimited
Gigs of Site Transfer (NOW MORE!)	Unlimited
Add-on Domains	Unlimited
Parked Domains	Unlimited
Subdomains	Unlimited
Additional FTP Accounts	1,000
MySQL Databases	100
PostgreSQL Databases	100
CGI-BIN	✓
CGI Library	✓
Server Side Includes	✓
Frontpage 2000/2002 Extensions	✓
Account "Control Panel"	✓
FTP Access	✓
Shell Access (SSH)	✓
Override .htaccess Support	✓
Anonymous FTP	✓
Webmail (Browser Based Email)	✓
Log Files + Site Stats	✓
Customizable Error Pages	✓
Web File Manager	✓
Custom Cronjobs	✓
Hotlink Protection	✓
Spam Assassin Protection	✓

Live Demo

View our demo site, try out some of our tools, and see what BlueHost can offer you.
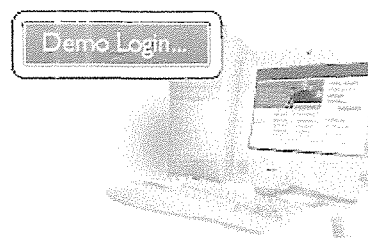
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	Python	✓
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	MySQL 5 Database Server	✓
	PostgreSQL Database Server	✓
	Javascript/ DHTML	✓
	Flash / Shockwave	✓

	FREE WEBSITE PLUG-IN SCRIPTS	INCLUDED
	Message Forum (PHPBB and More)	✓
	Form-mail Scripts	✓
	PHP Nuke / Post Nuke	✓
	Guestbook (Multiple Options)	✓
	Web Blogs / Wordpress / b2evolution	✓
	Mailing Lists	✓
	Image Galleries / Coppermine (More!)	✓
	Poll and Survey Software	✓
	Moodle	✓
	Tikiwiki	✓
	Mambo and Joomla	✓
	phpForm Generator	✓
	Help Center/Support Ticket	✓
	Many, Many Others...	✓

	E-COMMERCE FEATURES	INCLUDED
	SSL Secure Server	✓
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	Agora Shopping Cart	✓
	Cube Cart Shopping Cart	✓
	Zen Cart Shopping Cart	✓
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	OpenPGP / GPG Encryption	✓

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	Supports Streaming Audio	✓
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	Add Own MIME Types	✓

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Section E – Additional Information

C. The MCTV rate sheet for cablecasting and webstreaming/VOD

Mid-Coast Television

Rate Sheet
for
Video Production, Cablecasting, Webstreaming, and Video on Demand for Public Meetings
Effective September 1, 2008

Mid-Coast Television (MCTV) offers the following services for the taping and cablecasting of public meetings. MCTV now also offers the opportunity for public meetings to be webstreamed on MCTV's website (mctv.com) and for programs to be viewed after their initial airing through video-on-demand. Please note that the fees charged by MCTV help to offset the operational costs of taping and showing public meetings, however they do not recover the full cost to MCTV of the production, cablecasting, and webstreaming of these programs. MCTV is a non-profit public benefit corporation utilizing contributions from the public and volunteers to provide its services to the Coastside community. These rates are subject to change.

Production fee for taping a public meeting (not to exceed 4 hours or beyond 11 pm):

$250 per meeting

Single cablecast playback of meeting on MCTV:

$75

Duplication of meeting video onto DVD format:

$50 per copy

Encoding meeting video onto MCTV server for Video-on-Demand:

$100 per meeting

Encoding meeting video onto MCTV server for Video-on-Demand plus chaptering segments of meeting by agenda item:

$200 per meeting

For more information, contact Constance Malach, MCTV President, at 650-726-1750 or at mctv@comcast.net

Mid-Coast Television
525A Obispo Road
P. O. Box 1750
El Granada, CA 94018

Montara Fog

Proposal for Video Services, Sewer Authority Mid-coast

December 14, 2008

Contact:

Darin Boville/Montara Fog
1128 Birch Street
PO 370120
Montara, CA 94037

650-728-7051

darin@montarafog.com

Letter of Introduction

This proposal is by Montara Fog, a sole proprietorship owned by Darin Boville, to provide video services to the Sewer Authority Mid-coast.

These video services will, in summary, consist of:

1) Videotaping twelve, monthly SAM meetings on a modern, HDV (high definition) format, camera.

2) Converting video to a widely compatible web video format (Flash).

3) Dividing the video by agenda item and creating menus corresponding to each item to increase viewer convenience.

4) Upload the video files to SAM's internet server and assist SAM's webmaster in publishing the videos on SAM's web page. Optionally SAM can choose to have Montara Fog host the videos--there is no charge for this as long as SAM is a client.

5) Provide SAM with the files on a data DVD.

The timeline for completion these services will be 72 hours after the SAM meeting.

Cost

The cost will be $495 for a meeting three hours or shorter. The cost for each additional meeting hour is $100 (and includes all phases of processing as described above).

Optionally, Montara Fog will be happy to take your existing video file and process it for the web, creating menu items, and publishing as described in items 2-5, above. The cost for this service is $300.
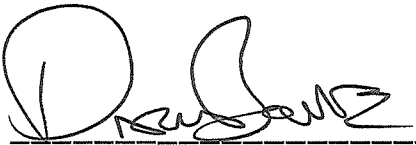
All services will be on a "work-for-hire" basis which gives SAM full ownership of the copyright to the videos.

Montara Fog and Darin Boville make a positive commitment to perform the work and deliver the deliverables in the required time for the proposed amount.

Contact:

Darin Boville
1128 Birch Street
PO 370120
Montara, CA 94037

650-728-7051

(signature) _____   12-19-08 _____
Darin Boville, Owner   Date
Montara Fog

Section A: Work Plan

A camera person for Montara Fog will arrive at the SAM meeting and will have the recording gear ready to go before the start of the meeting.

<u>Filming</u>: Filming will take place with modern, widescreen, HDV format cameras. We do not use low-resolution DV format cameras.

<u>Filming style</u>: The style of videotaping used by Montara Fog is different than that of other vendors on the coast. We emphasize *active framing* where the camera moves to frame each speaker (as opposed to zooming the camera out to a wide setting and remaining largely static). We also emphasize *filling the frame* where the speaker is generally zoomed in on to allow the viewer to clearly see facial expressions and hand gestures. This style requires much more work and attention on the part of the camera person than the alternative but if you remember that on the computer screen the entire image is only a few inches tall you can quickly see that if a speaker is not zoomed in on they will comprise only a tiny portion of a small screen--very hard to see and very hard to maintain viewer interest. To gain this qualitative advantage the Montara Fog camera person will be active and alert--you will never see a Montara Fog camera person reading a book, doing homework, or wandering around the room during a meeting.

<u>Sound</u>: Many organizations do not want the cost, complexity, delay, and downright hassle of setting up multi-microphone sound systems just to allow a vendor to record their sound. Montara Fog is highly experienced in sound gathering *without* hard-wired sound systems and uses specialized microphones to gather the sound of the voices in the meeting without the need for an additional sound system. This technique has been used by Montara Fog and refined over several years. We will not need to use a SAM supplied sound system.

<u>Conversion to web format</u>: After the meeting the video will be converted to a web-ready format. We currently use Flash format since that format comes pre-installed on almost all computers and has has tremendous market penetration. In addition, Flash plays well on both Macintosh and Windows systems. Other formats, such as Windows Media Player, have not been supported by the vendor on the Macintosh for several years. Montara Fog fully supports technologies compatible with the Macintosh platform.

<u>Menus</u>: The video will be divided into smaller pieces corresponding to agenda items. This element is key in generating user interest since viewers need not sit through "gavel to gavel" coverage to see the item they are interested in.

<u>Publishing</u>: Here the SAM RFP is not clear so I will offer you two options that "cover all the bases."

The two possibilities are different depending on whose computer "serves" the files when the viewer watches them.

The first possibility is that SAM wants to have the files residing on SAM servers, or on servers of SAM's web services vendor.

In this case I would upload the video files to SAM's server and provide SAM and its vendor with information (e.g. sample code) to allow SAM to place the videos on SAM's web page.

The second possibility is that SAM wishes Montara Fog to keep the video files on Montara Fog servers. In that case I would provide the information to SAM's webmaster to allow them to publish the videos on the SAM page.

People not familiar with web servers, etc might find the above somewhat opaque but the basic issue boils down to the question of where the video files physically reside "behind the scenes"--in either case the video will appear on the SAM page and look identical to the user.

The price is the same in either case--there is no extra charge for having the files reside on my server as long as you remain a client. Should you not remain a client or should you wish to move the files you would have twelve months to do so and there would be no cost for such a move. (The goal I'm working toward here is allowing SAM to have the videos available to the public in perpetuity.)

<u>Archive</u>: Montara Fog will provide a data DVD "hard copy" to SAM of the video files.

<u>Work-for-hire</u>: Finally, all of this work will be done on a "work for hire" basis. What this means is that SAM will own all rights to the video and can decide to do with it as it pleases without reference to the vendor's interests. For example, SAM may make the video freely available to the public without restriction.

Note that the above is what I think SAM intended to ask for when it requested on page 1 of the RFP that "Upon delivery, the recordings of the meeting will become public documents and the property of SAM."

However, in past proposals to other coastside governmental bodies addressing the same issue I have since learned that the phrase "public document" does not have the legal meaning a lay person might think it has--a public document can still be copyrighted by the vendor and restricted in its use by the vendor. Likewise "property of SAM" can also be interpreted narrowly, giving SAM ownership of the files for use on its own web page but still restricting SAM's ability to disseminate the video or allow further public use. The copyright--and thus the true ownership--still resides with the vendor!

The only way to avoid these arcane and convoluted legal definitions is to simply insist that the work under the contract is done on a "work-for-hire" basis and that all rights to all of the property produced under the contract will be owned solely by SAM.

These terms are perfectly acceptable to Montara Fog.

Lists of Similar Work Products

There are two versions of services proposed--a "do it all" version and a "do the web part" version.

An example where Montara Fog "does it all" are the videos produced for the Coastside Fire Protection District. Montara Fog competed successfully against the local cable channel early this year to obtain the contract and just last week CFPD voted unanimously, 9-0, to extend the contract to the end of 2009.

An example where Montara Fog does only the web portion are the videos produced for Coastside County Water District. All of the videos on their web page, and the recent one of the SAM meeting which was paid for by CCWD, were processed and converted for the web by Montara Fog.

Optional Service (Cable Broadcast)

MCTV is the local cable channel and though it is a public access channel it restricts access to its broadcasts to an unusual degree, refusing for a variety of reasons to accept videos of local government meetings, even when such videos are of superior quality to the in-house work produced by MCTV.

Such restrictions seem to apply only to the market segment where MCTV faces competition for contracts.

The most recent version of the reason for this refusal was expressed by MCTV representatives at a recent SAM meeting where Michael Dey said that they did not have the resources to review and ensure the quality of the content of long videos such as those of government meetings.

Montara Fog does not have control over the government subsidized cable station but would be perfectly willing to submit videos for review prior to broadcast. At the currently hourly rate of MCTV employees the cost of reviewing a three-hour film would be approximately $40 which Montara Fog would pass on to SAM without increase. Thus, in this scenario, instead of paying $495 for video service to Montara Fog SAM would pay $495+ $40 = $535.

Section B: Size of Audience

Determining audience size is a challenge fraught with difficulty. Television broadcasts, on cable or otherwise, are determined by survey, such as the famous Nielsen Ratings. Small stations such as cable-access stations are not included in the survey and thus have to estimate their numbers based upon experience and sheer guesswork.

Web pages are in a better situation in terms of counting viewers--web logs record visits and downloads and thus give the webmaster something to count. But a closer examination of these web statistics reveals that the issue is far more complex than it at first seems and there are many caveats to these numbers. Thus even though web statistics are far more reliable than broadcast numbers they must also be taken with a (sometimes large) grain of salt.

One way to address the problem is to calibrate one's expectations and to form a baseline with which to compare vendor's claims of audience size. In rough numbers, on the coastside about 4000 (50%) of the households have cable and about 6000 (75%) households have computers. In addition, many of those households without computers have access to computers at work (and the web stats show that traffic is busy during work hours and from corporate addresses).

Those numbers provide a ceiling on the maximum number of viewers and also provide a bit of context with which to evaluate claims--sometimes extravagant ones--of viewership.

In addition to this we have data from Nielsen Media which shows the audience share of the top ten cable shows in the country. I have provided a chart of that data below. The last column is my estimate of coastside households watching each show based upon the Nielsen numbers.

Nielsen raking of top 10 cable shows
Week ending December 1, 2008

RANK	PROGRAMS	Network	Audience %	Total Audience (1000s)	Coastside Estimated Viewers
1	NFL REGULAR SEASON L (JAGUARS/TEXANS)	ESPN	5.9	8697	472
2	MERRY X-MAS, DRAKE & JOSH	NICK	4.4	9095	352
3	LIBRARIAN:CURSE/JUDAS(S)-12/07/2008	TNT	3.2	5440	256
4	LEVERAGE	TNT	3.1	4987	248
5	WWE ENTERTAINMENT (WWE RAW)	USA	3.0	5072	240
5	SPONGEBOB	NICK	3.0	4824	240
7	SPONGEBOB	NICK	2.9	4932	232
7	MERRY X-MAS, DRAKE & JOSH	NICK	2.9	4763	232
7	SATURDAY MOVIE III (AN ACCIDENTAL CHRISTMAS)	LIF	2.9	4053	232
7	WWE ENTERTAINMENT (WWE RAW)	USA	2.9	4881	232

Source: Nielsenmedia.com

Thus, for example, the number one ranked cable show was the NFL game of the Jaguars vs. the Texans. This show had 5.9% of all households which translates into an estimated 8.9 million households nationwide and almost 500 households here on the coast.

Please keep the numbers in mind when evaluating proposals. Other vendors proposing services to other coastside government organizations have suggested in the past that their broadcasts garner a 30-40% audience share on the coast--about six times the top cable show!--and, to use another example, that a Portuguese-oriented show has two thousand viewers on the coastside.

The numbers I suggest that you can expect to achieve will be much smaller than fantasy figures such as these but are, I think, much closer to reality.

In my experience, based upon an analysis of web logs and informal viewer surveys on the coast over the past three years I estimate the audience size as follows:

For "routine" meetings/agenda items: 35-50 households.

For "high-profile" meetings/agenda items: 50-200 households.

For exceptionally controversial agenda items (very rare): up to and above 1000 households.

I'd love to say your audience would be in the thousands but it just isn't true, even with cable and web combined.

However, having meetings online has a few valuable aspects that increase the impact of the videos on public benefit.

First, the coastside is a highly politically charged region and meetings such as that at SAM can have a much higher level of community interest than similar meetings in many other communities. What I have found is that there seems to be a number of community "thought leaders"--roughly defined as elected and appointed officials (both on the coastside and beyond) and politically active citizens who follow issues such as water and sewer policy closely and who are influential in their circle of friends and associates. Thus even if the household count is fifty households the influence of the videos can and does go well beyond that number as each "thought leader" disseminates key information to other stakeholders around them.

Second, videos sometime become important only later after subsequent events or controversies take place. Thus the value of any given video may increase over time--and thus the importance of making the videos available to the public for as long as possible.

Third, many elected officials and citizens have expressed their approval that the videos provide a permanent record of what transpired at the meeting, more accurate and more "real" than any minutes or audio-only recording. These people feel that having a camera in the room lends a certain civility to tense meetings and engenders cooperation among participants.

Fourth, if SAM chooses a vendor that produces videos on a "work for hire" basis--such as Montara Fog--and allows the public free use of the videos, the local media may then decide to make use of certain clips, thereby expanding the "reach" of the video.

Section C: Cost Breakdown

The cost breakdown for Montara Fog's proposal is simple and clear.

$495 for "meeting to web" or $300 for just the web part.

In more detail:

Videotaping and putting the videos on the web is $495 for three hours, $100 an hour extra for each additional meeting hour.

If you choose instead to have another vendor do the videotaping (proving Montara Fog with a DVD or other source material) and have Montara Fog do the web portion the cost is $300.

Additional work that you may desire is billed at $100 per hour. Examples of optional work that I have done in the past include creating a special version of a meeting or a portion of a meeting and repairing the poor sound and/or video quality on video produced by another vendor. These extra services are wholly optional and not necessary in the normal course of the contract.

There are no hidden costs. Transportation to any coastside location, postage and delivery costs, and all out-of-pocket expenses are included.

Optional Service (Cable Broadcast)

Montara Fog will provide any cable station indicated by SAM with broadcast-ready video. If the cable station charges for this (perhaps for reviewing the tape prior to broadcast or perhaps they will charge a broadcast fee) then Montara Fog will pass that cost on "as-is." There is no additional charge on Montara Fog's part. Please see the earlier discussion of this option.

Section D: Acceptance of Pre-Award Conditions

The SAM proposal includes the following requirement:

The proposal will incorporate a positive statement affirming the firm's acceptance of the following contract pre-
award conditions:

a. SAM may request additional information, either in writing or verbally, in order to assure itself that the
firm can successfully meet all contract requirements. The SAM reserves the right to solely judge the ability of the firm to perform.

c. SAM will select the firm for further negotiations from among those submitting proposals.

d. SAM reserves the right to cancel this Request for Proposal at anytime prior to contract award without
any liability whatsoever.

Montara Fog hereby makes a positive statement affirming acceptance of these contract pre-award conditions.

Section E: Additional Information

I want to add a few words about Montara Fog's "for profit" status vs. rival vendors who may have non-profit tax status--another vendor has made it an issue at a prior SAM meeting and I would like to address the issue head on.

Montara Fog is a sole proprietorship operating on a "for profit" basis and has no plans to change. I briefly considered becoming a non-profit, which would save me on taxes, but I also noticed the disadvantages of such a move. The biggest disadvantage is that it pushes an organization to be more dependent upon charitable contributions. This sounds great at first until it becomes clear that such an organization may quickly loose sight of the needs of its viewers and more and more serve the needs of those supplying the money.

This is the fate that I believe has befallen many cable station throughout the country.

But to say that Montara Fog is organized for tax purposes as "for profit" says nothing about its public service value to the community.

You will often hear other vendors with non-profit status claim that "every dollar that comes to us goes back to the community" but you won't hear them talk about the salary of the part-time Executive Director--over $60,000 according to 2007 tax records, in one local case--which can easily consume over half of the budget.

Montara Fog is currently reinvesting 100% of the gain from its operation back into expanding its public service. Darin Boville is currently not receiving any salary nor does he have plans to do so.

You might also hear talk about how one vendor produces an array of public service videos serving the community. Reviewing the actual programming however, might tell a different story. How many of those shows--aside from the government meetings for which it receives a direct fee--have been produced recently? How many are purchased from "cable syndication" distributors who have no coastside connection which sell shows nationwide and how many are produced on the coastside? How many are more than ten years old?

Montara Fog produces a hundred or more videos a year with only a very few providing any income. All of the rest are done on a public service basis. Montara Fog does not accept advertising.

In short, Montara Fog provides a large public service value and is not simply a

"self-interested, for-profit firm."

It is worth noting that Darin Boville has a graduate degree from Harvard's Kennedy School of Government and was a federal government official before moving to California four years ago. The reason he started Montara Fog was not to make money--there are far easier and far more lucrative avenues open to him--but to address an urgent need on the coastside. The coastside needs greater transparency in government and greater participation from the citizenry. By making government meetings more visible to the public and by providing a permanent archive of those meetings Darin Boville hopes to help democracy on the coast work more effectively.