



# Town of Rowley

Massachusetts 01969

BOARD OF SELECTMEN  
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Rowley, MA 01969  
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TOWN ADMINISTRATOR  
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Rowley, MA 01969  
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## Town of Rowley Request for Proposals LOCAL GOVERNMENT CABLE PROGRAMMING SERVICES

The Town of Rowley Board of Selectmen invites sealed proposals for local government cable programming services for the Town's local government cable channel. Services include: 24-hour per day cable programming on both the Comcast and Verizon local government channels; both live and recorded cablecasting of various Town board and committee meetings on a weekly basis; updating the Town's cable channel bulletin board system; and archiving recorded local government programs. The Requests for Proposals (RFP) documents may be obtained Monday – Thursdays from 9:00 a.m. to 4:00 p.m. and on Fridays from 9:00 a.m. to 12:00 p.m. in the Office of the Rowley Board of Selectmen, Rowley Town Hall, 139 Main Street, Rowley, MA 01969 starting Monday, August 16, 2010 through Tuesday, September 7, 2010. The RFP documents may also be downloaded from the Town's website at [www.townofrowley.net](http://www.townofrowley.net). The contact person on this RFP is Rowley Town Administrator Deborah Eagan. She can be reached at 978-948-2705 or [debbie@townofrowley.org](mailto:debbie@townofrowley.org). Price and non-price proposals shall be submitted in separately sealed and clearly marked envelopes. Non-price proposals shall be labeled "Non-price Proposal for Local Government Cable Programming Services" and price proposals shall be clearly marked "Price Proposal for Local Government Cable Programming Services." Proposals must be submitted by 10:00 a.m. Wednesday, September 8, 2010 in the Office of the Rowley Board of Selectmen, Rowley Town Hall, 139 Main Street, Rowley, MA 01969. The contract award will be made by the Rowley Board of Selectmen. The Board of Selectmen reserves the right to reject any or all proposals.

**Request for Proposals**  
for  
Local Government Cable Television Programming  
Services

Town of Rowley

**I. Introduction and Proposal Submission Requirements**

The Town of Rowley Board of Selectmen invites sealed proposals for local government cable programming services for the Town's local government cable channel. Services include: 24-hour per day cable programming on both the Comcast and Verizon local government channels; both live and recorded cablecasting of various Town board and committee meetings on a weekly basis; updating the Town's cable channel bulletin board system; and archiving recorded local government programs. The contract period is one year, with an option to renew under the same terms and conditions for a second year.

The Requests for Proposals (RFP) documents may be obtained Monday - Thursdays from 9:00 a.m. to 4:00 p.m. and on Fridays from 9:00 a.m. to 12:00 p.m. in the Office of the Rowley Board of Selectmen, Rowley Town Hall, 139 Main Street, Rowley, MA 01969 starting Monday, August 16, 2010 through Tuesday, September 7, 2010. The RFP documents may also be downloaded from the Town's website at [www.townofrowley.net](http://www.townofrowley.net). Proposers downloading the RFP from the Town's website are asked to email his or her company name, a contact name, mailing address, telephone number, fax number and email address to: [debbie@townofrowley.org](mailto:debbie@townofrowley.org).

If, at the time that proposals are due, the Town Hall is closed due to uncontrolled events, such as fire, snow, ice, wind or building evacuation, the proposal deadline date will be postponed until 10:00 a.m. on the next normal business day. Proposals will be accepted until that date and time. No late proposals or proposals submitted by facsimile or electronically transferred will be accepted.

Price and non-price proposals shall be submitted in separately sealed and clearly marked envelopes. Non-

price proposals shall be labeled **"Non-price Proposal for Local Government Cable Programming Services"** and price proposals shall be clearly marked **"Price Proposal for Local Government Cable Programming Services."**

Proposals are due in the Office of the Rowley Board of Selectmen, Rowley Town Hall, 139 Main Street, Rowley, MA 01969 by 10:00 a.m., Wednesday, September 8, 2010.

If any changes are made to the RFP, an addendum will be issued. Addenda will be mailed or faxed to all proposers on record as having picked up the RFP.

A proposer may correct, modify, or withdraw a proposal by written notice received by the Town Administrator prior to the time and date set for the bid opening. Proposal modifications must be submitted in a sealed envelope clearly labeled "Modification No. \_\_\_". Each modification must be numbered in sequence, and must reference the original RFP.

After the proposal opening, a proposer may not change any provision of the proposal in a manner prejudicial to the interests of the Town of Rowley or fair competition. Minor informalities will be waived or the proposer will be allowed to correct them. If a mistake and the intended proposal are clearly evident on the face of the proposal document, the mistake will be corrected to reflect the intended correct bid, and the proposer will be so notified in writing, and the proposer may not withdraw the proposal.

The contact person on this RFP is Rowley Town Administrator Deborah Eagan. She can be reached at 978-948-2705 or [debbie@townofrowley.org](mailto:debbie@townofrowley.org). Questions on the RFP must be directed in writing to Town Administrator Deborah Eagan and sent to her via fax at 978-948-8202 or email at [debbie@townofrowley.org](mailto:debbie@townofrowley.org). No questions may be submitted after 12:00 p.m. on Thursday, September 2, 2010. Written responses will be faxed or emailed to all proposers on record as having picked up the RFP.

The Town of Rowley may cancel this Request for Proposals if the Town determines that cancellation serves the best interests of the Town. The Town of Rowley reserves the right to reject any and all bids, if it is in the best interest of the Town to do so.

All proposals must be signed by authorized individual(s).

1. If the proposer is an individual, by her/him personally.

2. If the proposer is a partnership, by the name of the partnership, followed by the signature of each general partner;
3. If the proposer is a corporation, by the authorized officer, whose signature must be attested to by the Clerk/Secretary of the corporation and the corporate seal affixed.

Non-price proposals will be opened by the Town Administrator in the presence of one or more members of the Non-price Proposal Evaluation Committee at 10:15 a.m. on Wednesday, September 8, 2010 in the Town Administrator's Office, Rowley Town Hall, 139 Main Street, Rowley, MA. Non-price proposals will not be publicly opened. A register of proposals will be available for public viewing after the non-proposal opening. Price proposals will be opened by the Town Administrator at 10:00 a.m. on Friday, September 10, 2010 in the Office of the Rowley Board of Selectmen, Rowley Town Hall, 139 Main Street, Rowley, MA.

## **II. Scope of Services**

- The successful cable television programming organization will be responsible for providing 24 hours per day, seven days per week of government channel programming for the Town of Rowley on both Comcast cable and Verizon cable.
- The cable television programming organization will be required to both record and provide live cablecasting of a minimum of two Town board meetings per week. Annual and special town meetings are included in this required service. Scheduled repeat playback of these meetings during the week will be required.
- The cable television programming organization will be required to provide an up to date electronic bulletin board showing announcements of community events, listing of upcoming Town board and committee meeting schedules, and a schedule of upcoming programs. The bulletin board shall be updated weekly as a minimum standard.
- While some board meetings will be held at Town Hall, other meetings will need to be recorded from off-site locations, such as the Town Hall Annex, Pine Grove School and Rowley Public Library.
- Cablecast all recorded video programs from the Triton Regional School District until they have full cable casting capability. At a minimum this will include the school committee meetings and any concerts, sporting

events and special events provided by the regional school district.

- Provides archiving of programming for the Rowley government channel.
- Provides maintenance for all of Rowley's cable equipment including coordination of any outside service or repair required to maintain the quality of the equipment. (Equipment repair costs are outside of the scope of this RFP.)
- Provides a minimum of 8 hrs training per month for volunteer staff in the use of the cable equipment.
- Takes custody of all Town cable and video equipment and control the use of this equipment including lending equipment to trained and qualified personnel. Determines the standards and qualifications required prior to granting authorization to borrow Town equipment. Responsible for the care of all Town cable and video equipment.
- Takes oversight direction from the Rowley Cable advisory Committee. Direction to include selection of board/committee coverage, and general content direction within the constraints of the service request herein provided.

### **III. Plan of Services Requirements**

- Proposers must submit a plan of services, containing a detailed organization chart showing the chain of command, written job descriptions for each for the key personnel who will be assigned to the contract, the name, title and/or position and role of each individual who will substantially contribute to the service contract. For each individual, attach a current resume. Proposers must show how they plan to provide programming to the Town, including off site recording and other programming for the Town's local government channel, including maintaining the bulletin board. The plan must also demonstrate the proposers ability to use the Tightrope system in managing the cable programming operation.
- The plan of services must identify the proposer's needs and use of volunteer workers or the hiring of outside resources to complete the plan, both of which shall fall under the proposer's supervision and control.

#### IV. Evaluation Criteria

##### 1. Quality Requirements

These are "yes or no" standards.

- The cable television programming organization must have a member of its key personnel who has a minimum of three years of cable television management experience in local government programming, similar in size and scope to the Town of Rowley.
- The cable television programming organization must have key personnel who are well-trained in the use of the Tightrope system. The key personnel must have a minimum of one year of demonstrated experience using Tightrope.
- The cable television programming organization must have key personnel who have a minimum of two years of experience in offsite videotaping and recording of meetings and other events.

##### 2. Comparative Evaluation Criteria

The Comparative Evaluation Criteria ratings are: Highly Advantageous, Advantageous, Not Advantageous, and Unacceptable.

##### Criterion

- **Relevant Experience of Proposer and Key Personnel in managing a local government cable programming services**
  - A. Highly Advantageous - The proposer has at least five years of experience in managing and providing a local government cable programming.
  - B. Advantageous - The proposer has at least three years of experience in managing and providing a local government cable programming
  - C. Not Advantageous - The proposer has less than three years of experience in managing and providing a local government cable programming
  - D. Unacceptable - The proposer has no experience in managing and providing local government cable programming.
- **Staffing Plan and Methodology**

- A. Highly Advantageous - The plan of services proposes a detailed, logical and highly efficient scheme for providing local government cable programming to the Town of Rowley.
- B. Advantageous - The plan of services proposes a credible scheme for providing local government cable programming to the Town of Rowley.
- C. Not Advantageous - The plan of services is not sufficiently detailed to fully evaluate, or the plan does not contain all the components necessary to provide local government cable programming.
- D. Unacceptable - No plan of services was submitted.

- **Experience Using Tightrope system**

- A. Highly Advantageous - The proposer has a key member of its personnel who has at least two years of experience using the Tightrope system.
- B. Advantageous - The proposer has a key member of its personnel with at least one year of experience using the Tightrope system.
- C. Not Advantageous - The proposer has a key member of its personnel who has less than one year of experience using the Tightrope system.
- D. Unacceptable - The proposer does not have any members of its personnel with experience using the Tightrope system.

- **Evaluation of the Proposed Plan**

- A. Highly Advantageous - The proposal contains a clear and comprehensive plan that addresses all of the requirements in the RFP.
- B. Advantageous - The proposal contains a clear plan that addresses most of the requirements in the RFP
- C. Not Advantageous - The proposal does not contain a clear plan that addresses most of the requirements in the RFP.
- D. Unacceptable - The proposal does not address the requirements in the RFP.

### 3. Best Price

Proposers must submit a single price for a one-year contract term, a single price for the optional second-year term and a total contract price. Proposers are

required to submit price proposals on the Price Form included in this RFP.

**V. Rule for Award**

The Town Administrator/Chief Procurement Officer will determine the most advantageous proposal from a responsible and responsive proposer, taking into consideration price and all evaluation criteria set forth in the RFP. The contract will be awarded by the Board of Selectmen within thirty (30) days to the responsive and responsible proposer offering the most advantageous offer as determined by the Town Administrator/Chief Procurement Officer, unless the award date is extended by consent of all parties concerned. The contract awarded may be conditioned upon successful negotiation of revisions to the plan of services. If the successful proposer refuses to execute a contract, the Board of Selectmen may award the contract to the proposer deemed to have offered the next most advantageous proposal.

**VI. Standard Forms**

Proposers are required to complete and submit the following forms, which are attached to this RFP:

- Certificate of noncollusion
- Certificate as to Payment of Tax
- Price Form

**VII. Contract Terms and Conditions**

Proposers must agree to the Terms and Conditions listed below.

- 1) **Agreement** -The successful proposer will be required to execute and sign an agreement for the plans of services, subject to all the terms and conditions as stated in this RFP. The parties shall be the successful proposer, hereinafter referred to as the "Vendor" and the Town of Rowley, hereinafter referred to as the "Town". The RFP and the executed Agreement constitutes the entire Agreement, and there are no agreements other than those incorporated therein.
- 2) **Term of Agreement** - The term shall be for one year with an option to be exercised by the Town for a second year. The Town shall notify the successful

proposer hereinafter referred to as "Vendor" in writing 45 days before the expiration date of the agreement that the Town intends to exercise its option for a second year.

- 3) **Termination** - The Town reserves the right to terminate the agreement, with or without cause, by providing 30 days written notice to the Vendor.
- 4) **Safety** - The Vendor shall take all necessary precautions for the safety of all its employees on the work site and the Vendor shall comply with all federal, state and local laws and regulations.
- 5) **Payment Terms** - The Vendor shall submit invoices to the attention of the Town Administrator on a monthly basis. Upon receipt and acceptance of the invoices by the Town Administrator, the Vendor will be paid within 30 days. Vendor shall submit itemized invoices containing the names of Vendor's personnel and the date and the hours worked, and other related information. Payment is subject to the availability of funds.
- 6) **Indemnity** - The Vendor shall indemnify and hold harmless the Town and its elected officials, officers, employees, and volunteers against any and all liability, loss, damages, costs or expenses for personal injury or damage to real or tangible personal property which the Town may sustain, incur or be required to pay, arising out of or in connection with the performance of the Agreement by reason of any negligent action/inaction or willful misconduct by the Vendor, its agents, subcontractors or employees, including any such injury related in any way to the delivery and installation of any equipment or materials brought on to Town property.
- 7) **Insurance** - The Vendor shall purchase and maintain, and shall cause each sub-vendor (if any) to purchase and maintain, at all times during the term of the Agreement such insurance as will protect the Town from claims that may arise under the agreement, including: general liability and works' compensation insurance. Vendor shall promptly provide the Town of Rowley with an insurance certificate naming the Town of Rowley as an additional insured for general liability with limits of \$1,000,000 per occurrence and \$2,000,000 general aggregate. Vendor shall have worker's compensation insurance as required by law. Vendor shall also provide the Town with a certificate of insurance for workers' compensation insurance. All

insurance coverage shall be in force from the time of execution of the Agreement to the date when the Agreement expires. The Vendor shall notify the Town at least thirty (30) days prior to the effective date of the cancellation of, or any material change in, any such policy. All certificates of insurance must be sent to the attention of the Town Administrator.

- 8) **Assignability:** The Vendor shall not assign, sell, subcontract or otherwise transfer any interest of this contract without the prior written consent of the Town.
- 9) **State Conflict of Interest Law** - The Town of Rowley prohibits any activity on the part of the Vendor that would constitute a violation of M.G.L. c. 268A, the state conflict of interest law.
- 10) **Care of Town Property and Equipment** - Town equipment or property damaged or destroyed due to negligence by the Vendor shall be replaced or repaired by the Vendor at no cost to the Town. It is the responsibility of the Vendor to ensure that Town property is not damaged or destroyed while in its care and custody.

**BID PRICE FORM**

**Request for Proposals**

**Local Government Cable Television Programming Services**

PROPOSER NAME: \_\_\_\_\_

YEAR ONE TOTAL PRICE FOR LOCAL GOVERNMENT CABLE TELEVISION  
PROGRAMMING SERVICES IN WORDS:

\_\_\_\_\_

YEAR ONE TOTAL PRICE FOR LOCAL GOVERNMENT CABLE TELEVISION  
PROGRAMMING SERVICES IN WORDS IN FIGURES:

\_\_\_\_\_

YEAR TWO TOTAL PRICE FOR LOCAL GOVERNMENT CABLE TELEVISION  
PROGRAMMING SERVICES IN WORDS:

\_\_\_\_\_

YEAR TWO TOTAL PRICE FOR LOCAL GOVERNMENT CABLE TELEVISION  
PROGRAMMING SERVICES IN WORDS IN FIGURES:

\_\_\_\_\_

TOTAL PRICE FOR YEAR ONE AND YEAR TWO IN WORDS:

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TOTAL PRICE FOR YEAR ONE AND YEAR TWO IN FIGURES:

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SIGNATURE OF INDIVIDUAL AUTHORIZED TO SUBMIT BID:

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PRINTED NAME OF INDIVIDUAL AUTHORIZED TO SUBMIT BID:

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## CERTIFICATE AS TO PAYMENT OF STATE TAXES FORM

In accordance with the requirements of M.G.L. c. 62C section 49A, I certify under the penalties of perjury that, to my best knowledge and belief, I am, and if this bid is being submitted by a partnership or corporation, the partnership or corporation as the case may be, is, in compliance with all the laws of the Commonwealth of Massachusetts relating to taxes, reporting of employees and contractors, and withholding and remitting of child support.

\_\_\_\_\_  
Social Security Number or  
Federal Identification  
Number

\_\_\_\_\_  
Signature of Individual or  
Corporate Name

By: \_\_\_\_\_  
Corporate Officer  
(If applicable)

## **CERTIFICATE OF NON-COLLUSION FORM**

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity, or group of individuals.

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Signature of individual submitting bid or proposal

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Name of Proposer