



# COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

## SUMMARY REPORT

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**Agenda Date:** 2/6/2024

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**To:** Sonoma County Board of Supervisors

**Department or Agency Name(s):** Public Infrastructure

**Staff Name and Phone Number:** Johannes J. Hoevertsz, 707-565-2550

**Vote Requirement:** Majority

**Supervisorial District(s):** All

**Title:**

Award Blanket Purchase Orders for as-needed Video Production, Broadcast and Related Services throughout the County

**Recommended Action:**

Authorize the Purchasing Agent to:

- A) Execute three (3) Blanket Purchase Order agreements with three (3) contractors: Daydreamer Cinema, LLC DBA Culture Pop Films; Brown Barn Films, and Sonoma FilmWorks, Inc. for video production, broadcast, and related services. Each of these agreements shall be effective February 6, 2024, for a period of one (1) year with an option to extend for up to four (4) additional one (1) year periods.
- B) Authorize Purchasing Agent to execute amendments for price adjustments or additional services that may be required under these agreements.

**Executive Summary:**

The Sonoma County Public Infrastructure Department (SPI) is requesting authorization for the Purchasing Agent to execute Blanket Purchase order agreements for as needed video production, broadcast, and related services. The proposed Blanket Purchase Order agreements will provide for continued service for the weekly Board of Supervisors meetings in addition to off-site meetings throughout the County.

**Discussion:**

**Background:**

A Blanket Purchase Order (BPO) is a purchasing agreement established and managed by the Sonoma County Public Infrastructure (SPI) Purchasing Division. BPOs are structured to achieve the most favorable prices, terms, and conditions in the procurement of goods or services required to achieve the maximum benefit of the end user and the County. Once established, they are available for repetitive use by County departments and provide a streamlined process for procuring goods or services.

Capturing the content of various public meetings facilitates rebroadcasting, distributing, and archiving. The County has contracted with Culture Pop Films for video production services for the Board of Supervisors general public meetings, the Economic Development Board's annual State of the County address, and various other videography needs by other County departments since June 2018, and this agreement is nearing

expiration. To best meet the needs of the community by continuing to have agreements in place for video production, broadcast, and related services, work began to procure these services through a BPO.

In collaboration with the CAO's office and Clerk of the Board, a Request for Proposals (RFP) was released in August 2023 with the intent to seek multiple awards for both on-site and off-site meetings throughout the County. A thorough search was performed to invite local firms and small minority and women owned businesses to participate in the solicitation and submit proposals.

The Purchasing Division invited 403 potential proposers including 164 Minority and Women owned businesses to submit proposals. To expand the search for potential proposers, notification of the RFP was distributed through GovDelivery, a public sector messaging platform that sent the notification to over 2,000 subscribers.

The RFP closed on September 28, 2023, and four proposals were received. After thorough review by the evaluation team, it was determined that it would be in the County's best interest to move forward with the following 3 firms:

1. DayDreamer Cinema, LLC, DBA Culture Pop Films
2. Brown Barn Films
3. Sonoma FilmWorks, Inc.

Following evaluation, it was recommended that Culture Pop Films continue as the primary contractor for the Board of Supervisors meetings with Brown Barn Films and Sonoma FilmWorks, Inc. recommended as secondary contractors, thereby expanding service capability by adding these two new contractors.

Culture Pop Films has been providing video production services for the Board of Supervisors meetings since 2018. The company previously engaged in contract with the County in 2018 with a 3-year term, beginning September 1, 2018, to August 31, 2021, with 2 options to extend the term of the agreement for an additional 1 year each, the last of which occurred on August 31, 2023. To allow for continued services while the RFP process was conducted, a single source waiver was approved on June 23, 2023, by the Purchasing Agent and an agreement put in place with Culture Pop Films, effective September 1, 2023, with an option to extend for one (1) additional one (1) year term.

As a result of the RFP process, terms and conditions were negotiated with all three firms that include the following:

- 1) BPO agreements shall be made available to all Sonoma County departments in addition to the Water Agency, Community Development Commission, and the Agricultural Preservation and Open Space District ("affiliated entities").
- 2) FEMA provisions are included in the agreements to allow for utilization of these agreements in the event of a declared disaster or emergency.
- 3) Negotiated pricing is firm and fixed for a period of one (1) year and includes an escalation clause for any future price modifications. Term is effective February 6, 2024, for 1 year with the option of four (4) one (1) year extensions.

4) Commitment from contractors to respond within 24 hours in response to any request from the County for off-site meetings.

**Strategic Plan:**

N/A

**Prior Board Actions:**

None

**FISCAL SUMMARY**

	<b>FY 23-24 Adopted</b>	<b>FY 24-25 Projected</b>	<b>FY 25-26 Projected</b>
<b>Expenditures</b>			
Budgeted Expenses			
Additional Appropriation Requested			
<b>Total Expenditures</b>			
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>			

**Narrative Explanation of Fiscal Impacts:**

Appropriations for work performed under these agreements will be funded through each individual departments adopted budget when service is requested. Annual average spend with Culture Pop Films over the past 5 years is \$120,000.

**Narrative Explanation of Staffing Impacts (If Required):**

None

**Attachments:**

- 1 – Request for Proposals
- 2 – Culture Pop Films Blanket Purchase Order Agreement
- 3 – Brown Barn Films Blanket Purchase Order Agreement
- 4 – Sonoma FilmWorks Blanket Purchase Order Agreement

**Related Items "On File" with the Clerk of the Board:**  
None