

EXHIBIT A – Option 2

REDUCED SCOPE OF SERVICES MODIFIED FOR 2021 (ADDITIONAL COST)

Longmont Public Media (Contractor) shall provide the following services at the indicated funding level from the City:

1. **Broadcasting.** Broadcast professional quality programming on the current cable stations (8,-880) on Layer 3 TV, and YouTube (based on availability of terms of service with YouTube/Google) and on the LPM website. Broadcast outside content on Channels 14 and 16. Some programming may be streamed on social media (Facebook Live and/or YouTube).
2. **Select programming.** Produce a variety of programming in a modern setting and in various locations (as public health orders allow) and with various durations (30 seconds – several hours), which may include:
 - a. Record and broadcast live on Channel 8 and LPM Website City Council meetings, and Planning and Zoning meetings (required).
 - b. Select local shows determined 'best highest use' by LPM with input from City communications staff, including sports, arts, culture, how-to, local events, weather, history, and entertainment programs.
 - c. Videos at the direction of City staff to assist with outreach and engagement. This includes up to 20 hours per week of videography and production time.
3. **The following additional scope items:**
 - a. Broadcast Board and Commission meetings that are recorded and released to LPM.
 - b. Using specialized artificial intelligence (AI) assisted voice to text software, convert all the government (City Council and Planning and Zoning) to searchable text.
 - c. Create an open to the public podcast studio and assist the community in posting podcasts to existing platforms.
4. **Community Outreach.** In accordance with public health orders, coordinate a public access program, train residents on publicly owned equipment, and run appropriate programming produced by any video group in Longmont. Work with various information outlets in partnership for innovative programming/involvement.
5. **Marketing listed in the RFP.** Develop an ongoing marketing plan to communicate the programming created and broadcasted. Include electronic subscription and reminders for the public on various programming and other innovative strategies deemed appropriate by the Contractor. This will include:
 - a. A simple and easy to navigate website
 - b. Regular features in City publications and social media
6. **Metrics listed in the RFP.** Appropriate metrics to measure success. This may include measures such as public knowledge of important issues and amount of civic engagement. The Contractor will propose/define the measures, collect the data, measure success and provide an annual report to the City Council.-A semi-annual metrics report outlined in Contractor's Proposal includes (but may not be limited to):
 - a. Number of sessions
 - b. Number of users/viewers – on demand only

- c. Times a video has been loaded – on demand only
 - d. Times video has been (fully) viewed – on demand only
 - e. Drop off time if viewer didn't finish the video (minutes viewed and % of video viewed) – on demand only
 - f. Most popular videos/shows – on demand only
 - g. Least popular videos/shows – on demand only
 - h. Ranked lists of shows – on demand only.
 - i. Feedback from users (via built-in feedback mechanisms) on videos/shows
7. The City of Longmont's Communications Manager (or designee) shall attend LPM production meetings, as needed, to help strategize future programming.