

EXHIBIT A – Option 3
REDUED SCOPE OF SERVICES MODIFIED FOR 2021 (NO ADDITIONAL FUNDS)

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~~ **which may include** 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~~ **8** hours per week of videography and production time. **(side note: this is, effectively, one/two simple PSA(s) or one simple live stream per week – the time is not fungible, i.e. use it or lose it each week).**
3. **The following additional scope items:**
 - a. Broadcast Board and Commission meetings that are recorded and released to LPM **in LPM designated format(s).**
 - b. Using specialized artificial intelligence (AI) assisted voice to text software, convert all the government (City Council and Planning and Zoning **only**) to searchable text.
 - c. ~~Create~~ Operate an open to the public podcast studio and, **when time permits**, 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
1. ~~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~~

1. The City of Longmont’s Communications Manager (or designee) shall attend LPM production meetings, as needed, to help strategize future programming.