



Legislation Text

File #: 19-1220, **Version:** 1

STRATEGIC PRIORITY: Quality of Life
AGENDA DATE: September 25, 2019
COUNCIL DISTRICT(S): N/A
DEPARTMENT: Office of Cultural Affairs
EXECUTIVE: Joey Zapata

SUBJECT

Authorize **(1)** a five-year extension to the contract for radio industry standard audience measurement and research reports for the period October 1, 2019 through September 30, 2024 - The Nielsen Company (US), LLC, sole source; and **(2)** an increase in funding, from \$316,337.00 to \$899,064.00 - Not to exceed \$582,727.00 - Financing: Municipal Radio Fund (subject to annual appropriations)

BACKGROUND

Since 2016, WRR 101.1-FM has utilized The Nielsen Company (US), LLC, for audience data to make key programming decisions as well as Nielsen/Scarborough demographic and consumer behavior data to market the radio station to potential advertisers and advertising agencies. The service contract will provide three types of reports: (1) Audio Portable People Meter (PPM) data, used to generate quantitative audience information for both sales and programming purposes; (2) Program Director and PPM Analysis Tools, used to make hour-by-hour programming decisions to help build an ever larger audience; and (3) Nielsen/Scarborough research, used to generate qualitative information for sales proposals. Nielsen information is the broadcast industry standard for audience and revenue development.

Documents were submitted to the Office of Procurement Services (OPS) and OPS determined that this is a sole source.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On May 11, 2016, City Council authorized a contract for radio audience measurement and research reports with The Nielsen Company (US), LLC by Resolution No. 16-0725.

FISCAL INFORMATION

Municipal Radio Funds - \$582,727.00 (subject to annual appropriations)

<u>Fiscal Year</u>	<u>Amount</u>
FY 2016-17 through FY 2018-19	\$316,337.00
FY 2019-20 through FY 2023-24 (this action)	<u>\$582,727.00</u> (subject to annual appropriations)
Total	\$899,064.00

<u>Fiscal Year</u>	<u>Amount</u>
2019-20	\$111,083.00 (subject to annual appropriations)
2020-21	\$113,858.00 (subject to annual appropriations)
2021-22	\$116,136.00 (subject to annual appropriations)
2022-23	\$119,038.00 (subject to annual appropriations)
2023-24	<u>\$122,612.00</u> (subject to annual appropriations)
Total	\$582,727.00 (subject to annual appropriations)

M/WBE INFORMATION

In accordance with the City's Business Inclusion and Development Plan adopted on October 22, 2008, by Resolution No. 08-2826, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Category	M/WBE Goal	M/WBE %	M/WBE \$
\$582,727.00	Sole Source	N/A	N/A	N/A
<ul style="list-style-type: none"> • The Business Inclusion and Development Plan does not apply to Sole Source Agreements. • The Nielsen Company (US), LLC is providing a five-year service contract for radio industry standard audience measurement and research reports and is the sole source provider. No sub contracting opportunities are available. 				

PROCUREMENT INFORMATION

Method of Evaluation for Award Type:

Sole Source	<ul style="list-style-type: none"> • Utilized for procurements where functional requirements can only be satisfied by one vendor, such as those where patents, copyrights or monopolies exists • Exempted from competitive bidding process • Reviewed by Procurement Services to ensure the procurement meets at least one general exception as stated in the Texas Local Government Code
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<u>Bidder</u>	<u>Address</u>	<u>Amount</u>
The Nielsen Company (US), LLC	85 Broad Street New York, NY 10004	\$582,727.00

Note: The Office of Procurement Services conducted a sole source review and found no exceptions.

OWNER

The Nielsen Company (US), LLC

Michael Scally, Vice President