

Scope of Services

YELLOW DOG MEDIA, LLC, D/B/A WANDER MEDIA COMPANY

City Funding Request: \$100,000

Contract Term: June 1, 2024 – May 31, 2025

Overview:

There is a vital need to not only enhance the public access to the City of Jacksonville's content that is currently being broadcast through a custom channel on Comcast, Channel 99, but expand its content beyond transmitting the City of Jacksonville's (COJ) City Council committee and council meetings. This expansion will include the development of a companion digital channel that will live stream on streaming platforms. This dual approach of expanding access **and** content will play a crucial role in fostering transparency and civic engagement in Jacksonville.

Custom channels are used to harness existing, live audiences in places like common areas, waiting rooms, lobbies, and offices. Expanding the offerings of COJ's custom channel to the digital streaming platforms of Roku, Apple TV, Amazon Fire, and YouTube TV targets a wider audience and increases transparency. Through this investment and partnership with Wander Media, the increased transparency will build more trust between the community and municipal authorities, promoting an open and accountable governance system. Additionally, it serves as a vital tool for civic education, allowing residents to stay informed about local issues and civic processes. This inclusivity enhances the democratic fabric of the community, creating a more informed and engaged citizenry.

Funding will be used to cover the rebranding and reconfiguration of the existing public access television channel known as Channel 99 and the development of a companion digital channel that will live stream on Roku, Apple TV, YouTube TV, and Amazon Fire. The implementation will also include Wander Media's expertise in helping to identify content for the expansion that engages all facets of our city, ensuring that pertinent information is disseminated to all segments of the population.

Scope of Work and Deliverables:

Wander Media will provide: creative strategy and development for hardwired in-market channel; creative strategy and development for digital streaming out-of-market channel; content upload and management systems; custom watermarking and branding; regular programming updates; technical strategy and development for hardwired in-market channel installation; technical strategy and development for digital streaming out-of-market channel; equipment and labor; competitive ad blocking; social media integration; privacy and data protection; reporting and analytics.

Wander Media will aid in identifying specific content from the following areas: public safety, elected official features, small and emerging businesses, maps and neighborhoods, arts and culture, parks and recreation, historical and archival footage, emergency messaging, business resources, city services, accessibility, and other areas that will contribute to the transparency between the City of Jacksonville and her residents.

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Implementation Strategy and Reporting:

The implementation strategy is outlined into 4 segments.

Segment 1, months 1-2, will include: conducting the discovery meeting and site inspection with facilities, marketing, and technology departments; develop installation and launch timelines for both closed feed and digital streaming outlets.

Segment 1 – Data Collection

The commencement of Data Collection will begin immediately upon contract execution. This phase is anticipated to be conducted over a 60-day period and tasks will include interaction with the City's facilities, marketing, and technology departments as well as development of installation and launch timelines for both closed feed and digital streaming outlets. This review will be conducted by Wander Media and the Council Director, or her designee, to verify existing conditions, assets, and opportunities. A field review memorandum will serve as the Task 1.0 deliverable.

- Task 1 – Data Collection
- Task 2 – Field Review and Site Inspection
- Task 3 – Project Team Kickoff Meeting
- Task 4 – Miscellaneous Meetings
- Task 5 – Technology Assets, Existing Conditions & Needs Analysis
- Task 6 – Projected Installation and Launch Timelines

Deliverable – Field Review Memorandum

Segment 2 – Existing Conditions & Needs Analysis

The Existing Conditions & Needs Analysis phase will be conducted over a 120-day period. During this phase, previous data collected and verified during the Data Collection phase will be analyzed. Analysis will include obtaining and cataloguing video content library; creating video production strategy and scheduling; developing custom branding components of network; collaborating with cable providers and technicians to refine the launch strategy.

- Task 1 - Existing Conditions Report
- Task 2 – Miscellaneous Meetings
- Task 3 – Cataloguing Video content library
- Task 4 – Creating Strategy
- Task 5 – Scheduling
- Task 6 – Custom Brand Components
- Task 7 – Collaboration with other providers

Deliverable – Existing Conditions Report which shall include, but is not limited to, notes/summaries of all meetings occurring during this phase, a listing of content library, anticipated Channel scheduling, mark-ups of proposed branding for the Channel, etc.

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Segment 3, months 6-19 will include: launching the private beta channel; conducting ongoing quality assurance tests; integrating the channel with third party applications, including social media, websites, and intranet platforms.

Segment 3 – Beta Set-up and UAT Testing

Expected to take place over a 90-day period, Beta Set-up and UAT Testing will include: launching the private beta channel; conducting ongoing quality assurance tests; integrating the channel with third party applications, including social media, websites, and intranet platforms.

- Task 1 – Best Practices
- Task 2 – Initial Concept Planning
- Task 3 – Initial Planning Architectural Graphics
- Task 4 – Miscellaneous Meetings
- Task 5 – Presentation of the Beta Channel
- Task 6 – Media and Brand Narrative
- Task 7 – Review of Planning Graphics
- Task 8 – Final Concept Planning & Implementation Coordination
- Task 9 – Integration with Third Party Applications
- Task 10 – UAT Testing
- Task 11 – Finalize launch date

Segment 3 Deliverable – Launch Channel

Segment 4 – Channel Live

Expected to take place over a 90-day period, Segment 4 will include: launching the live channel and conducting ongoing viewership and engagement rates; overseeing the tech support and maintenance; aiding in the development of growth strategies, marketing campaigns and other opportunities.

- Task 1 – Launch Live Channel
- Task 2 – Monitor and Report Viewership
- Task 3 – Provide Technical Support
- Task 4 – Plan for future creative
- Task 5 – Develop Marketing Opportunities
- Task 6 – Create Additional Scheduling Media

Segment 4 Deliverable – Live Channel with a final report on results of Channel launch

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Payment and Project Reporting:

The City's maximum indebtedness for these services shall be \$100,000. The City shall pay Wander Media for completion of each Task based on the schedule provided below. Contractor shall provide the City with a monthly invoice for each payment request, accompanied by a breakdown of hours worked by assigned professionals in accordance with the hourly rates provided herein, along with the status of Deliverables referenced above to reflect completion of each Task or portion therein.

The City shall have the authority to request additional documentation, as needed, to substantiate completion of each Task. To receive disbursement for Segment 4, Wander Media shall have completely launched the channel, all streaming services, etc. and shall have provided the City with all required documentation and shall maintain the live channel throughout the term of the contract.

Other Agreement Requirements:

- The City, including the Council Auditor, shall have the right to review or audit the Contractor's documents and records related to the Agreement.
- Contractor shall be required to attend all related City meetings pertinent to the contracted services during the Term of the Agreement.
- All equipment procured using City funds, streaming service agreements and documentation generated as part of this Scope of Services shall be the sole property of the City.

Clawback:

If the channel fails to go live or if the channel is not maintained for the duration of the contract term, Wander Media will owe all funds paid to them back to the City.

Summary of Project Costs:

	Cost/Hr	Estimated Hours	Estimated Total Cost
Kate Strickland, (CEO)	\$150	225	\$33,750
Jordan Ringenberg, (CTO)	\$100	280	\$28,000
Stewart Plemmons, Creative Director	\$60	100	\$6,000
Emily Joslin, Administrative Support	\$25	20	\$500
Ryan Robertson, Technical Support	\$25	20	\$500
Equipment	N/A	N/A	\$24,750
Licensing	N/A	N/A	\$6,500