



Date: August 13, 2024

Honorable Mayor and Council Members:

Author and title: Bron Roberts, Communications Manager

Title: Contract for Videography Services

Jen Callaway, Town Manager

Recommended Action: Authorize the Town Manager to execute a twelve-month contract with Court Leve Productions to provide on-call videography services and produce a series of videos related to Town services and projects.

Discussion:

Public outreach and community engagement is a Council focus, and adaptive communications efforts foster community cohesion, greater accessibility to information, and increased, meaningful community engagement. The Communications Program looks to utilize a variety of outreach methods and recognizes the popularity of video content through websites, e-news and social media platforms. Utilizing this popular method of communication on the platforms that the community is using helps to build the Town of Truckee as a credible, consistent, and transparent source of information.

The Town has been producing more video footage in recent years, featuring Council and Town staff. These videos can be used to promote Town of Truckee services and inform the community of current projects, decisions, and potential changes. For example, the Town has hired Court Leve Productions to produce video footage of the 4th of July, Public Works capital projects, updates on the River Revitalization (R2SC) process, and Dark Skies education campaign. The videos can be utilized on the Town's social media channels, distributed as e-news items via the Town's website, shared with Truckee Tahoe Media and regional partners for streaming and used in various Town presentations.

As such, staff recommends continuing to produce focused videos on a variety of topics, including, but not limited to, the following:

- **Emergency Preparedness** (Ready Truckee series in collaboration with Truckee Fire, winter preparedness)
- **Housing** (Rooted Renters, Lease to Locals, THAP)
- **Sustainability** (Single use updates and policy education and stormwater education)
- **Transit Programs** (highlighting public transit options)
- **Engagement** (Hiring/promotion of jobs, using SeeClickFix and parking applications, encouragement of civic engagement)
- **2025-2027 Council Priorities & Progress**

Rather than completing multiple contracts for production of each video, staff recommends execution of one, year-long contract, for videography services in an amount not to exceed \$60,000. This will provide roughly twelve videos or series (based on video complexity and length) that can be shared with the community on various outlets. Court Leve provides a very professional service with high quality videography and has developed familiarity with the Town and Town staff that he has worked with.

Therefore, staff recommends that the Town Council authorize the Town Manager to execute a twelve-month contract with Court Level Productions for an amount not to exceed \$60,000.

Priority:

<input checked="" type="checkbox"/>	Enhanced Communication	<input checked="" type="checkbox"/>	Climate and Greenhouse Gas Reduction	<input checked="" type="checkbox"/>	Housing
<input checked="" type="checkbox"/>	Infrastructure Investment	<input checked="" type="checkbox"/>	Emergency and Wildfire Preparedness	<input checked="" type="checkbox"/>	Core Service

Fiscal Impact: Services were budgeted for within the adopted FY 2024/25 Operating Budget.

Public Communication: Agenda Posting.

Attachments:

1. Videography proposal and scope of work