

White Plains Public Library & White Plains Community Media

Project Scope:

The Department of Public Works of the City of White Plains is issuing this Request for Proposals (RFP) to evaluate available spaces within the White Plains Public Library that can house the programmatic requirements, spatial arrangements and mechanical and electrical requirements for a new TV broadcasting studio as well as office space for the White Plains Community Media (WPCM) staff. Experienced firms should submit their qualifications as outlined in this RFP by Tuesday, November 18, 2014 before 2:00 pm EST.

Background and Purpose:

The White Plains Cable TV Access Commission was formed in 1981 to provide a conduit for information and entertainment for the White Plains community through the cable TV system that was being built at the time. The organization has served the community with high end production facilities for 30 years, enabling businesses, organizations, individuals, and the City government to create and distribute programming to local cable subscribers.

For the last 20 years the Commission has occupied a subterranean space away from the notice, and to a certain extent, the participation of the public, while ironically operating a public access channel. The confines of the space has made it impossible to expand and difficult to broaden its mission. In 2010 the Commission started streaming its channels over the Internet and in 2011 began operating as White Plains Community Media.

WPCM has a staff of three: an executive director, post-production coordinator, and studio manager as well as interns and volunteers.

The White Plains Public Library, for its part, has been going through a period of renewal, fueled by a master plan for the building and the completion of a strategic plan. One of the busiest libraries north of New York City, the Library seeks opportunities to place itself at the crossroads of the community, to create increased learning opportunities for teenagers and adults, and to become a leader in providing the White Plains community with the resources to create and distribute digital content.

The Library consists of one, 80,000-square-foot facility located in downtown White Plains. Built in 1974, the three floor structure includes collections and services for adults and teens on the first floor, and a children's library, offices for administration, a gallery and meeting rooms on the second floor. The third floor, open only to staff, houses maintenance and mechanical rooms, a staff room, office space for the Library's technical services and IT staff, the city's archives, and storage. In 2013, the Library opened The Edge, a library for teens with a digital media lab.

While the new studio will support the work of WPCM, the facility will also be available to Library staff for programming and events, either in partnership with WPCM or independently.

A three camera TV studio is still the core production center for public access TV, but it no longer needs to be built in the style of professional broadcast TV. Cameras are smaller, and low-voltage lighting reduces electricity consumption and the need for heavy-duty air conditioning. However, a studio is just one piece

of the modern media creation picture. The age of YouTube has fostered great interest in amateur video, but it has also cluttered the Internet with video of kids skateboarding off garage roofs to a foregone conclusion. The medium has the potential to deliver a much more meaningful product.

It is expected that locating WPCM in the Library would have benefits for the White Plains community. This could happen in many ways, but two could be immediate. With WPCM staff onsite, able to provide workshops and one-on-one instruction in video editing and production, video editing software could be made available on computers in The Edge, for teens, and in the Learning Commons, for adults. This would greatly expand the Library's capability in digital media, while expanding the pool of content contributors for WPCM.

Two, the Library's auditorium, on the second floor, would be wired to allow for content capture. Making Library and community programs available through Cable TV, as well as the Internet, has the potential to expand the Library's reach and give greater value to programs.

Two spaces have been identified which could serve as a new studio and control room.

The first space, on the first floor, is slightly larger than the Cable Commission's existing studio and control room. It is presently a workroom. This space is located in what will be a high-traffic area of the library. It will be adjacent to the Learning Commons, which provides adults with reference services, enhanced computer technology with 50+ workstations, classrooms, and tutoring/coworking spaces. It would also be adjacent to a café and bookstore. These adjacencies would provide greater public exposure and accessibility to WPCM.

The second potential space, on the third floor, is significantly larger than the Cable Commission's existing studio. It is presently used for book storage. Without windows or noise, this may well be a better site for the studio. But the third floor is not presently accessible to the public, and opening this space to the public presents security challenges. At the same time, office space for WPCM would be housed on the third floor, providing a useful adjacency between the studio and staff areas. However, the opportunity to market WPCM through a prominent location on the first floor would be lost.

It should be noted that if the recommendation is to place the studio on the third floor, the first floor space can also be utilized by WPCM, provided that it is joint space that would benefit the Library. An example of this would be creating a flexible classroom space, akin to the Digital Media Lab in the Edge, which could provide meeting rooms space for WPCM as well post-production space; the Library, in turn, could use this space for classes and workshops.

Specifically, space has been identified to accommodate the following media creation and administrative needs of WPCM:

Studio/control room – 1200 sq. ft.-1st floor or 3rd floor

Green room – 100 sq. ft.-1st floor or 3rd floor

Office space – 3rd floor

Master control – 2nd or 3rd floor

Auditorium wired as second studio for programming with a live audience – 2nd Floor.

For greater detail, consult the attached Project Program.

Selection Process:

After the receipt and review of the respondent's RFPs with the qualification statements, DPW will ask a selected list of firms to attend an interview. The successful firm will be asked to provide services for the analysis, evaluation and recommendation of the spaces currently under consideration within the WPPL that are to be converted to a TV/Filming studio. We are especially interested in the first floor versus the third floor as a location for the studio/control room/green room and the cost estimates for each.

The architectural design team will need to include architectural, structural, mechanical & electrical engineering and cost estimating services necessary to properly evaluate the spaces under consideration. It will be the responsibility of each team to determine what additional team members will be needed to provide an evaluation and recommendation for the spaces under consideration.

The Response to the Request for Proposals should be sent to attention of:

Joseph Nicolette, Commissioner
Public Works
255 Main Street, 3Rd Floor
White Plains, NY 10601

Submissions to this RFP must be clearly marked "Request for Proposals for the evaluation and recommendation of existing spaces under consideration within the WPPL to be converted to a new TV Studio".

Questions regarding this solicitation and project may also be addressed to DPW via email (address?) prior to Tuesday, November 4, 2014.

No phone calls will be accepted.

Evaluation Criteria:

The following criteria will be used to evaluate the qualifications of each team submitting on this RFP.

1. The team must have experience in the design and construction of similar projects or in analyzing and evaluating existing spaces that are to be converted to TV/Filming studios. Such services should have been performed or projects should have been completed within the last ten years.
2. The experience with this building type of the team members that will be assigned to this project.
3. The ability of the team to complete the analysis and evaluation within the client's project schedule.
4. The ability of the team to complete the analysis and evaluation within the client's project budget.
5. The ability to deliver a report which clearly outlines the analysis and evaluation of the spaces under consideration, the cost to transform the spaces to the expected programmatic requirements and project schedule for the remodeling of the selected space or spaces within the library.

Project Program: See attached Excel File