

Item #13

Questions for ITA

Was it always intended to use subcontractors under the new bench contract model and not Squadron's pre-existing employees? If so, when was that determined?

Who negotiated the terms of the ITA and Squadron contract on behalf of the City, and who approved the final financial, operational, and staffing provisions before the contract was presented to Council?

Who was removed from the ITA/Squadron Contract development? And why?

How do you reconcile the procurement rationale of replacing 41 individual contractors to reduce administrative burden with a model that still relies on individual contractors, now through Squadron?

What analysis was done to determine whether the new structure would save the City money after accounting for reduced crew availability, turnover, training, equipment logistics, and possible service disruption?

Who was responsible for pursuing the elimination of the individual contractor structure, and what was the rationale?

What role did the City Attorney play in the decision not to extend the existing contracts?

Why was the City Attorney opposed to extending the existing contracts?

Is there any personal, professional, or financial connection between anyone working for the City and Squadron?

Contractors raised concerns on February 23. Which concerns were incorporated into the final structure, which were rejected, and who made those decisions?

Why were contractors asked for input before they had the contract terms necessary to evaluate the financial impact on their businesses?

Why was an evolving FAQ used instead of providing specific written responses to the questions contractors submitted?

Who decided that an FAQ was sufficient, and what was the rationale for not creating a clear written record addressing each contractor concern before implementation?

What role do a Information Systems Manager II, the current Station Manager, or other CityView managers have in deciding which current contractors Squadron hires, recommends, rejects, or assigns?

What written selection criteria are being used for current contractors?

Council was led to believe all existing contractors would be onboarded by Squadron. How many were offered contracts? How many applied?

Have recommendations about individual contractors already been provided to Squadron? If so, by whom, when, and using what criteria?

Can a contractor's criticism of the transition, contact with Council, or participation in public comment affect whether that contractor is recommended, selected, or assigned work?

Why was responsibility for running Channel 35 given to an Information Systems Manager II and the Current Station Manager despite BOTH having no prior experience managing or operating a television station or actual field production experience?

What experience prepared an Information Systems Manager II and the Current Station Manager to make decisions about public service programming, Council coverage, production staffing, and Channel 35 operations?

What criteria was used to appoint the new station manager? Did anyone else apply to the position? What were their qualifications?

What is the contingency plan if experienced contractors decline Squadron's terms and Channel 35 cannot maintain its production capacity?

Who is accountable if the transition causes a reduction in Channel 35 production output or service quality?

Why is LA This Week being impacted so severely when it provided regular coverage of Council activity and City government?

What analysis was conducted regarding the resulting loss of exposure for Council offices and City business?

Why is Channel 35 prioritizing social media over traditional television programming when that shift can reduce exposure for Council District events and longer form public information?

What is Channel 35's public service objective: maximizing clicks and engagement, or ensuring residents receive important City information clearly and in a timely manner?

How is management measuring whether residents are actually receiving timely information about City Council activity, District events, City services, and public programs rather than simply measuring social media performance?

