

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: ERIC MCHENRY, CHIEF INFORMATION OFFICER  
BRANDALYN TRAMEL, PURCHASING AGENT  
FINANCE DEPARTMENT  
SUBJECT: APPROVAL OF USE OF DESIGN-BUILD PROCUREMENT FOR  
REMOVAL AND REPLACEMENT OF UTILITIES FIELD  
OPERATIONS AUDIO/VISUAL SYSTEM

AGENDA ACTION: RESOLUTION

---

RECOMMENDATION

It is recommended by the Information Technology and Finance Departments, that the Council, by resolution, approve the use of the design build method of procurement for the removal and replacement of the Audio/Video system at the Utilities Field Operations building at 35 Stony Point Road.

---

EXECUTIVE SUMMARY

This project will replace the aging audio/visual (A/V) system that is currently installed in the training center at the City's Utilities Field Operations building, commonly referred to as conference rooms M, A and F.

BACKGROUND

The City purchased and installed its existing A/V system through a competitive formal request for proposals (RFP) solicitation process in 2010 as part of the Utilities Field Operations (UFO) construction project. The UFO training rooms serve as a secondary broadcast facility for City meetings, a training facility for City employees, including Police and Fire, and as the City's Emergency Operations Center (EOC). The A/V system allows for video presentations in each of the three rooms to be shared to other rooms, as well as broadcasting presentations out through the on-site broadcast facility. The expected lifespan of the existing A/V equipment was estimated at seven to ten years. The current system is beyond its useful life and needs replacement.

PRIOR CITY COUNCIL REVIEW

Not applicable.

# APPROVAL OF DESIGN-BUILD METHOD OF PROCUREMENT FOR AUDIO/VISUAL SYSTEM

Page 2 of 3

## ANALYSIS

The purpose of this project is to remove and replace the existing A/V system to meet current and future meeting needs, and to utilize the most current technology and design to improve the meeting experience and increase usability for ADA purposes.

This project involves the removal of the existing A/V system, design, construction and installation of a new A/V system, and integration with the broadcast system. The design portion of the project will require the contractor to complete the design work for installation of the system, to produce the necessary final plans, and to obtain the necessary permits prior to construction. The construction portion of the project will require the contractor to remove the old equipment, construct all the necessary improvements and install the new equipment as public work.

The proposed design/build procurement method will follow Section 3-60 of the City Code. This method allows for selection of a contractor based on performance criteria which may include, but is not limited to, items such as proposed design approach, initial and/or life cycle costs, project features, quality, capacity, durability, schedule, and operational and functional performance of the equipment and its technology. This method is preferred as it minimizes disputes between the product and technology systems designer and construction contractor, expedites project delivery by overlapping design and construction phases of the project, ensures proper product installation and reduces overall project costs.

A Selection Committee will review and rank the technical proposals based on the evaluation criteria outlined in Section 3-60.120 of the City Code. The Selection Committee may evaluate presentations from the contractors who submitted the highest ranked technical proposals. The Selection Committee will make a recommendation to the City Council to award an agreement to the contractor whose proposal is judged as providing the best value, meets the interests of the City, and meets or exceeds the objectives of the project.

## FISCAL IMPACT

The Media Services budget has an appropriated budget of \$300,000 for the removal of the existing system, and purchase and installation of the new system. The source of funds is the Public, Education and Government (PEG) fund, which is generated from television subscriber Franchise Tax fees. The approval of this action does not have a fiscal impact on the General Fund.

# APPROVAL OF DESIGN-BUILD METHOD OF PROCUREMENT FOR AUDIO/VISUAL SYSTEM

Page 3 of 3

## ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

## BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

## NOTIFICATION

Not applicable.

## ATTACHMENTS

- Resolution

## CONTACT

Brian Kilkenny, [bkilkenny@srcity.org](mailto:bkilkenny@srcity.org), 707-543-3116