

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: BRIAN TICKNER, CHIEF INFORMATION OFFICER,
INFORMATION TECHNOLOGY DEPARTMENT
SUBJECT: APPROVAL OF PROFESSIONAL SERVICES AGREEMENT WITH
MARK LATIMER & ASSOCIATES, INC. DBA CODA
TECHNOLOGY GROUP FOR BROADCAST PLAYBACK SYSTEM
REPLACEMENT AT CITY COUNCIL CHAMBER

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Information Technology Department that the Council, by resolution, approve a Professional Services Agreement with Mark Latimer & Associates, Inc. dba Coda Technology Group (Coda), Petaluma, California, to upgrade the broadcast playback system, in an amount not to exceed \$144,153, which includes a \$2,000 contingency.

EXECUTIVE SUMMARY

The City purchased and installed its current broadcast playback system in 2017, as part of a transition of the equipment from the defunct Community Media building located at the Santa Rosa High School campus. This system provides recording and playback of public meetings, as well as administration of media content for the City's four Public, Educational, and Government (PEG) TV channels. The system is now beyond its end of support life and is limiting our ability to fully support our broadcast services. The City needs to replace this outdated equipment and plans to use PEG funds to do so.

BACKGROUND

The City Council Chamber building is the primary meeting site for the City Council and other public meetings. As such, Public, Educational, and Government (PEG) funds have been, and continue to be, the primary source of funding to maintain the equipment necessary to continue operating in this facility, as PEG funds are generated through cable franchise fees with the sole use being dedicated to capital assets associated with PEG operations facilities and public, educational, and government broadcasting.

The City purchased and installed its current broadcast playback system in 2017 as part of the transition of control of the local PEG channels from Community Media, located at the Santa Rosa High School campus. This system allows City staff to record, schedule

APPROVAL OF PROFESSIONAL SERVICES AGREEMENT FOR BROADCAST
PLAYBACK SYSTEM AT CITY COUNCIL CHAMBER
PAGE 2 OF 4

and play back public meetings on the government TV channels. It also controls the playback of public service announcements (PSAs) and other content played between meetings.

Additionally in 2017, the City entered into an agreement with the Sonoma County Library, providing a portion of PEG funds received by the City to the Library for their purchase of audio and video equipment to generate additional community audio and video content. The City and Library have developed a conduit to bring this community-generated content to the PEG channels for public consumption within the City of Santa Rosa using the City's broadcast playback system.

In 2022, the video switching components of the City Council Chamber were upgraded by Coda. As part of that upgrade, the ability to simultaneously broadcast a live Spanish-translated version of the meeting was added, with the content being directed to a PEG channel dedicated to Spanish content. The current playback system does not accommodate recording and playback of Spanish content, but the upgraded system will enable this feature, allowing recorded Spanish-language content to be scheduled and played on our Spanish PEG TV channel.

The expected lifespan of the existing broadcast playback equipment was estimated at 4 to 5 years in 2017. The current system is beyond its support life, occasionally experiences technical failures, and does not meet our current needs for publicly generated and Spanish-language content. This project will replace the aging broadcast playback equipment with the current model, adding new functionality while building on existing staff knowledge and training.

PRIOR CITY COUNCIL REVIEW

On January 14, 2014, the City Council adopted Ordinance 4021, which established regulations for the award, use and evaluation of design-build contracts.

On May 23, 2017, the City Council, by Resolution No. RES-2017-076, authorized the Purchasing Agent to conduct a Design-Build Request for Proposals for the design-build of a new broadcast system, and provide installation of the new broadcast system at the City Council Chamber at City Hall at 100 Santa Rosa Avenue. The work resulting from this RFP process was awarded to Coda.

ANALYSIS

Coda submitted a quote for equipment and services to design and replace the broadcast playback system and integrate with the existing video switcher system at the City Council Chamber. This quote was reviewed by the IT Department and found to be in line with current pricing for the specified goods and services.

This project will ultimately replace the existing broadcast playback system, including the control server, storage array, and playback devices. The project includes services for the removal of the existing broadcast playback system; programming and installation of

APPROVAL OF PROFESSIONAL SERVICES AGREEMENT FOR BROADCAST
PLAYBACK SYSTEM AT CITY COUNCIL CHAMBER
PAGE 3 OF 4

the new broadcast playback system; and integration with the existing video switcher system.

Staff determined Coda offers the best value to the City for the following reasons:

- Intimate knowledge of the City's existing broadcast system.
- Innovative technology and equipment.
- Demonstrated knowledge and experience providing products and services to agencies similar to the City of Santa Rosa.
- Highly knowledgeable and experienced trained staff to provide design for modern broadcast systems, replacement of existing equipment, installation, training, and ongoing support services.

FISCAL IMPACT

The approval of this action does not have a fiscal impact on the General Fund. The source of funds for this project is from existing Public, Educational, and Government (PEG) funds in the FY25-26 Information Technology department budget (JL Key 02066). PEG funds are generated through cable franchise fees with the sole use being dedicated to capital assets associated with PEG operations facilities and public, educational, and government broadcasting.

The total cost for this project is \$142,153.00, which includes \$124,634.00 for equipment and \$8,055.00 for services, including engineering, installation, programming and training. An additional \$2,000 has been added for contingency, bringing the not to exceed contract total to \$144,153.00.

ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the proposed action is not a "project" subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the proposed action is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the project may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

APPROVAL OF PROFESSIONAL SERVICES AGREEMENT FOR BROADCAST
PLAYBACK SYSTEM AT CITY COUNCIL CHAMBER
PAGE 4 OF 4

ATTACHMENTS

- Resolution / Exhibit A – Professional Services Agreement

PRESENTERS

Brian Tickner, Chief Information Officer
Brian Kilkenny, Acting IT Supervisor