

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: SCOTT WESTROPE, FIRE CHIEF
SUBJECT: APPROVAL – ISSUANCE OF PURCHASE ORDER FOR THE
PURCHASE OF VIDEO WALL COMMUNICATION SYSTEM
COMPONENTS

AGENDA ACTION: MOTION

RECOMMENDATION

The Fire and Finance Departments recommend that the Council, by motion, approve the issuance of a Purchase Order with Federal Terms and Conditions for the purchase of video wall communication system components for use in the Emergency Operations Center to Coda Technology Group, Petaluma, California, for a total not to exceed amount of \$253,465.88 and authorize the Purchasing Agent to execute the Purchase Order. This item has no impact on current fiscal year budget.

EXECUTIVE SUMMARY

The Fire Department submitted a request to Purchasing to initiate a Request for Proposal for the purchase of video wall communication system components for use in the Emergency Operations Center (EOC) located at the Utilities Field Operations (UFO) office. The Purchasing Division of the Finance Department (Purchasing) issued Request for Proposal (RFP) 26-26 for this purchase.

GOAL

This purchase advances City Council Strategic Priority 2 (Invest in the Development and Maintenance of the City's Infrastructure) through capital investment in the EOC's core operational infrastructure, and Strategic Priority 4 (Foster a Safe, Healthy, and Inclusive Community) by enhancing the City's capacity to coordinate emergency response during major disasters.

BACKGROUND/PRIOR COUNCIL REVIEW

The UFO training room has served as the City's Emergency Operations Center for large events numerous times, including the Sonoma Complex Fires of 2017, Glass Fire, and Kincade Fire. The City has received \$ 1 million dollars in funding through a federal grant

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to make improvements to our EOC which includes a new support space to the rear of the UFO training rooms. This structure will serve as the primary “warm” EOC and will flow into the training rooms as needed for larger events. During these large events, monitoring multiple sources of information is crucial to the success of City emergency response and operations. A large video wall is an efficient way to allow EOC staff to monitor information in a manner that frees up their personally assigned resources for other duties, and ensures all staff are receiving the same information. Video walls are seen in many EOCs, including one recently installed in the Marin County EOC.

The video wall system will be commercial grade equipment designed for continuous duty emergency operations environments similar to other public safety agencies. No installation, mounting, electrical, or cabling work will be performed by City employees. All such work will be completed by a third-party contractor under a current contract with the City.

ANALYSIS

Purchasing received Purchase Request R171465 for the design and purchase of a complete video wall communication system, goods purchase only. A federal compliant Request for Proposal (RFP) 26-26 was issued on March 13, 2026, and closed on April 1, 2026.

- On March 23, 2026, a mandatory pre-proposal site visit was completed with attendance of three (3) local vendors.
- On April 1, 2026, RFP 26-26 resulted in the receipt of a single proposal submitted by Coda Technology Group, Petaluma, CA.
- Due to the limited timeframe of delivery of components, and third-party installation of the system, the other two vendors elected not to respond.
- The single proposal is considered in the City's best interest to award based on the following:
 - 1) three (3) qualified vendors participated in a mandatory pre-proposal site visit, confirming adequate competition was solicited consistent with 2 CFR 200.320(a)(2).
 - 2) two (2) non-responding vendors declined due to delivery and installation constraints unrelated to price or specification.
 - 3) Coda Technology Group's proposal was evaluated and found technically responsive to all specifications at a price determined to be fair and reasonable.
- Award to a single responsive offeror under these circumstances is consistent with 2 CFR 200.320(c)(5), which permits award where, after soliciting several sources, competition is determined to be inadequate through no fault of the procurement process.

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FISCAL IMPACT

The City provided \$333,334 for this project to meet the requirement of matching funds being 25% of total overall EOC project costs. These funds were previously appropriated from General Fund reserves and budgeted in Project Key 05118, along with CalOES grant funds.

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 consists of administrative activities related to the procurement of equipment and does not have the potential to result in a direct or reasonably foreseeable indirect physical change in the environment. In the alternative, the action is exempt pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Coda Technology Group Proposal
- Attachment 2 – Federal PO Terms and Conditions

PRESENTER(S)

Paul Lowenthal, Division Chief Fire Marshal
Neil Bregman, Emergency Preparedness Manager