



# CONTRACT AWARD-BROADCAST MEDIA EQUIPMENT RACK

City Council Meeting  
May 23, 2017

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# CURRENT

- The City of Santa Rosa operates four PEG channels for Council and Board of Public Utilities meetings which are broadcast on Comcast and AT&T.
- Historically the system functionality was housed at a remote facility and operated by a non-profit.

# CURRENT

- The City is required to move the media broadcast and playback system to the City Hall Council Chambers media room facility and has chosen to install an upgraded system rather than move the existing outdated equipment.

# PROPOSED

- On February 22, 2017, Request for Proposals (RFP) 17-04 City of Santa Rosa Media Rack Configuration were opened by the Purchasing Division.
- A tabulation of the responsive vendors, in no specific order of rating, is listed below:

Mark Latimer & Associates, Inc.  
Dba Coda Technology Group  
Petaluma, CA

DigitalGlue  
Laguna Niguel, CA

# PROPOSED (Continued)

- Goals for the upgraded equipment design of the City of Santa Rosa's media equipment are:
  - Rebuild with a focus on quality and reliability for broadcast and playback use.
  - Incorporate updated technologies that will contribute to ongoing staff efficiencies (remote access, automation, flexibility).

# PROPOSED (Continued)

- Simplify the system to ease technology problem solving such as closed captioning and live streaming reliability.
- Implement technology that accommodates remote video capture (public producer-generated content and offsite official public meetings).

# BENEFIT

- Mark Latimer & Associates offers great qualifications and experience in their design and implementation, has a clear and concise understanding of scope of work within the equipment configuration and implementation needs, and the most competitive pricing for the deliverables and service.
- The panel has determined the offer submitted by Mark Latimer & Associates is the best overall value to the City.

# RECOMMENDATION

- It is recommended by the Finance and Information Technology Departments, that the Council, by motion, approve contract award for a broadcast media equipment rack, installation setup, training, and warranty services for the Council media room to Mark Latimer & Associates, Inc. dba Coda Technology Group, Petaluma, CA, in the total amount not to exceed \$161,003.14.



QUESTIONS?