

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: ERIC MCHENRY, CHIEF INFORMATION OFFICER
BRANDALYN TRAMEL, PURCHASING AGENT
FINANCE DEPARTMENT
SUBJECT: CONTRACT AWARD - DESIGN-BUILD FOR AUDIO/VISUAL
SYSTEM AT UTILITIES FIELD OPERATIONS BUILDING

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Information Technology and Finance Departments, that the Council, by resolution, award a design-build contract, Number F001997, to PCD a California Corporation, Santa Rosa, California, for the removal of the existing audio/visual (A/V) system, to deliver the design-build plan of a new system, and provide installation of the new system at the Utilities Field Operations (UFO) building at 35 Stony Point Road, for a total amount not to exceed \$412,191.84.

EXECUTIVE SUMMARY

The City purchased and installed its current audio/visual system in 2010, as part of the Utilities Field Operations (UFO) construction project, which is now beyond its useful life. A comprehensive proposal solicitation and review process has been completed which has determined that PCD offers the best value to the City for the removal, design, and replacement of the A/V system.

BACKGROUND

The City purchased and installed its current A/V system through a competitive formal Request for Proposals (RFP) solicitation process in 2010. The UFO training rooms serve as a secondary broadcast facility for City meetings; a training facility for City employees, including Police and Fire; and also serve 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. This project will replace the aging A/V system that is

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currently installed in the training center at the City's Utilities Field Operations Building, commonly referred to as conference rooms M, A and F.

This project will remove and replace the existing A/V system to meet current and future meeting needs and will utilize the most current technology and design to improve the meeting experience and increase usability for ADA purposes. The 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 vendor to complete the design work for installation of the system, to produce the necessary final plans, and to obtain the necessary permits prior to complete construction. The construction portion of the project will require the vendor to remove the old equipment, construct all the necessary improvements and install the new equipment.

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 March 12, 2019, the City Council, by Resolution No. RES-2019-017, authorized the Purchasing Agent to conduct a Design-Build Request for Proposals for the removal of the existing system, the design-build of a new system, and provide installation of the new Audio/Visual system at the Utilities Field Operations building training center at 35 Stony Point Road.

ANALYSIS

On April 11, 2019, Request for Proposals (RFP) 19-16, was opened by the City of Santa Rosa Purchasing Agent seeking design-build proposals for the removal of the existing audio/visual system(s), the design-build plan of a new system, and the installation of the new system at the UFO. Ten vendors attended the mandatory walk-through required as part of the solicitation process on April 25, 2019. Four proposals were received and were considered responsive to the solicitation:

<u>Proposer</u>	<u>Location</u>
*PCD	Santa Rosa, CA
Avidex Industries, LLC	Freemont, CA
Coda Technology Group dba Mark Latimer & Associates	Petaluma, CA
Conti Corporation dba Conti MEP Corporation	Sacramento, CA

*Successful proposer; others in no apparent order.

A three-member Selection Committee consisting of Information Technology Department staff carefully evaluated and scored all proposals based on the selection criteria specified in the RFP.

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After completion of the panel review and evaluation of technical proposals received, the evaluation panel identified the top proposal as PCD, who was selected to move forward with a best and final offer and contract negotiation.

PCD was determined to offer the best value to the City for the following reasons:

- 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 removal of existing equipment, design, installation and ongoing support services.
- Very responsive to the requirements of the RFP, including a well-prepared and comprehensive proposal.

FISCAL IMPACT

The Media Services budget has an appropriated budget in the FY 19/20 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.

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.

The project is also exempt from CEQA pursuant to CEQA Guidelines Section 15301 as it involves minor upgrades to an existing facility.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

CONTACT

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