

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER,  
FINANCE DEPARTMENT  
ERIC MCHENRY, CHIEF INFORMATION OFFICER,  
INFORMATION TECHNOLOGY DEPARTMENT  
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE  
DEPARTMENT  
SUBJECT: CONTRACT AWARD – BROADCAST MEDIA EQUIPMENT RACK

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Finance and Information Technology Departments, that the Council, by resolution, 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.

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EXECUTIVE SUMMARY

The City of Santa Rosa operates four Public, Educational and Government Access Channels (PEG) for Council and Board of Public Utilities meetings which are broadcast by Comcast and AT&T. Historically the system functionality was housed at a remote facility and operated by a non-profit. Due to the closure of the non-profit, 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Hall Council Chambers media room facility and has chosen to install an upgraded system rather than move the existing outdated equipment.

BACKGROUND

On February 22, 2017, Request for Proposal (RFP) 17-04 City of Santa Rosa Media Rack Configuration was opened by the Purchasing Division.

The City's primary 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.

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- Incorporate updated technologies that will contribute to ongoing staff efficiencies (remote access, automation, flexibility).
- Simplify the system to ease technology problem solving such as closed captioning and live streaming reliability.
- Implement technology that accommodates remote video capture for public producer-generated content and offsite official public meetings.

PRIOR CITY COUNCIL REVIEW

Not Applicable

ANALYSIS

Of the fifteen prospective vendors on the City Planet Bid system for this type of work, two vendors responded with written offers. All offers received were considered responsive to the solicitation. 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

The evaluation panel consisted of the City's Chief Information Officer, Information Technology Section Manager, and Media Specialist.

The following is a list of evaluation criteria used in the first initial scoring process:

1. Overall responsiveness to the RFP. Proposals must be neat, complete, and fully address technical specifications to configuration, experience, and cost. Contractor's understanding of the City's stated needs and specifications, as evidenced by the proposal response. Contractor's willingness to sign City Sample Agreement "as is".
2. Ability to do the currently specified tasks.
3. Ability to expand for related, future Audio/Video sources.
4. Timeliness of development/deployment schedule. (Urgent Project)
5. Ease of use, including remote management access.
6. System Costs

As a result of the completed evaluation process, the evaluation panel recommends that the Mark Latimer & Associates proposal be accepted. 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.

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Therefore, the panel has determined the offer submitted by Mark Latimer & Associates is the best overall value to the City.

The award amount includes delivery, setup and implementation, training, one year of ongoing maintenance and support, and warranty.

### FISCAL IMPACT

Funds for this contract have been appropriated in Fiscal Year (FY) 2016-17 adopted budget within the Information Technology Department. The source of funds is PEG franchise fees and does not impact 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 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/Exhibit A - Agreement

### CONTACT

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