

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: BRIAN TICKNER, CHIEF INFORMATION OFFICER,
INFORMATION TECHNOLOGY DEPARTMENT
SUBJECT: APPROVAL OF GENERAL SERVICES AGREEMENT WITH PCD
FOR BROADCAST AND MEETING ROOM AUDIO/VISUAL
SYSTEM UPGRADES AT UTILITIES FIELD OPERATIONS
BUILDING

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Information Technology and Finance Departments, that the Council, by resolution: 1) find that PCD, Santa Rosa, California offers the best value to City to upgrade the broadcast system at the Utilities Field Operations building at 35 Stony Point Road; and 2) approve a General Services Agreement with PCD to upgrade the broadcast system, for a total amount not to exceed \$482,641.29, which includes a \$5,000 contingency.

EXECUTIVE SUMMARY

The City purchased and installed its secondary broadcast system and public meeting audio/visual (A/V) equipment in 2010, as part of the Utilities Field Operations (UFO) construction project. The system is now beyond its end of support life and frequently experiences technical issues and equipment failures. In 2019, several of the audio/visual (A/V) components of the UFO conference rooms were upgraded by PCD through a competitive Request for Proposals (RFP) process. The City needs to upgrade and replace the original, now outdated and faulty, remaining broadcast system components from 2010 and plans to use Public, Educational, and Government (PEG) funds to do so. A comprehensive proposal review process has been completed by the City's Purchasing division of Finance and the Media Services division of the Information Technology department which has determined and recommends that Council find that PCD offers the best value to the City for the equipment upgrade, design, and installation of the broadcast system with integration into the existing A/V system components installed in 2019.

BACKGROUND

The Utilities Field Office (UFO) conference rooms M, A, and F have served as the City's secondary broadcast facility for City Council and other public meetings since the UFO

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building was first constructed. The rooms are also used as a training and educational facility for City and other government agency employees, including Police and Fire; and have also served as the City's Emergency Operations Center (EOC) during major events. 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 these facilities, 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 backup broadcast system in 2010 as part of the UFO construction project. In 2019, the audio/visual (A/V) components of the UFO training rooms were upgraded by PCD through a formal Request for Proposals (RFP) process. The broadcast and A/V system allow for meetings and video presentations in each of the three rooms to be shared to other rooms, as well as broadcast out through the on-site facility to the City's public television channels and streamed to its website and other locations. The expected lifespan of the existing broadcast equipment was estimated at seven to ten years in 2010. The current system is beyond its support life, frequently experiences technical failures, and needs replacement. This project will replace the aging broadcast equipment to match the equipment in the City Council chamber, as well as upgrade the existing conference microphones, speakers, and assisted listening systems to better facilitate public meetings that are currently occurring at the City's Utilities Field Operations Building.

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 A/V system, the design-build of a new system, and provide installation of the new A/V system at the Utilities Field Operations building conference rooms at 35 Stony Point Road. The work resulting from this RFP process was awarded to PCD

ANALYSIS

PCD submitted a quote for equipment and services to design and replace the broadcast system and integrate with the existing A/V system at the UFO. This quote was reviewed by the Purchasing division of the Finance department and found to be in line with current pricing for the specified goods and services.

This project will ultimately remove and replace the existing broadcast system, including the video production switcher, to match the equipment at the City Council Chambers for better supportability, add additional cameras to provide multiple angles of view instead of the current single view from behind, install a larger control desk, and upgrade the speaker system and wireless microphones to replace the failing equipment, along with upgrading the assisted listening system to improve the meeting experience and

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increase usability for ADA purposes. The project also includes services for the removal of the existing broadcast system; design, construction, and installation of the new broadcast system; and perform integration with and upgrades to the existing A/V 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 completing 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 as public work.

PCD is presently preparing a revised scope of work to include a description of the training and required as-built drawings, with no change to total compensation under the agreement. The General Services Agreement is being brought forward to Council for approval in substantially the same form as the Exhibit A to the resolution except with a revised scope of work to include required training and required as-built drawings, subject to approval as to form by the City Attorney.

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

- Intimate knowledge of the City's existing A/V 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, removal 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 current FY24-25 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 \$477,641.29, which includes \$366,698.66 for equipment and \$110,942.63 for services, including engineering, installation, programming and training. An additional \$5,000 has been added for contingency, bringing the not to exceed contract total to \$482,641.29.

ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution / Exhibit A - Agreement

PRESENTERS

Brian Tickner, Chief Information Officer
Jennifer Myles, Acting Purchasing Agent