

City of Santa Maria



REQUEST FOR PROPOSALS

City Council Chambers Audio Visual System Evaluation and
Recommendations

ISSUING OFFICE: City of Santa Maria
City Manager's Office
110 East Cook Street, Room 1
Santa Maria, CA 93454

1 PURPOSE:

The City of Santa Maria, CA (hereafter "City") is seeking proposals from qualified consultants to review and evaluate the City's current audio-visual system being used to conduct, broadcast, stream, and record City Council and Commission meetings. The scope of the project includes: reviewing existing systems, reviewing current meeting workflows, interviewing staff to document requirements, evaluating existing systems for fitness for purpose, and making recommendations for improvements and enhancements.

The consultant will assist the City in performing a review of existing audio-visual systems to determine gaps in functionality, deficiencies in capabilities, inefficient or cumbersome integrations as well as advise City staff about features that will help facilitate in-person meetings, remote meetings, and hybrid meetings.

The City is seeking to improve and upgrade the overall audio and visual experience both for participants in the room and on television. The system should be flexible to allow for equipment changes or additions at a later date.

2 BACKGROUND:

The City of Santa Maria was incorporated on September 12, 1905 and is located in Santa Barbara County on the west coast of California in what is known as the Central Coast. The City has a population of approximately 108,000 and a harmonious balance of maintaining coastal and agricultural lands while promoting business. Santa Maria has been recognized nationally as an All-America City by the National Civic League and offers reasonably priced housing, community festivals, quality schools, and is in close proximity to beaches, cultural arts, a local airport, wineries, and higher education institutions. Santa Maria is the largest City by population and geographic area in the County. The City provides a full range of municipal services including police and fire services, engineering and planning, street maintenance, recreation and parks services, water and wastewater utilities, solid waste collection and disposal, and general administrative activities. The City is organized into 10 departments. The information technology functions of the City are centralized.

The current audio-visual system has been in place for about 26 years and has been expanded numerous times over these years to accommodate changes in technology, functionality, and community requirements. Some of the sub-systems are now beyond their useful life and are reaching technical obsolescence. Therefore, the City is planning to evaluate and upgrade this system to meet the current and future expectations of City officials, staff, and residents. Some examples of added functionality include the need to live broadcast council and commission meetings on a local cable TV channel, streaming the live broadcast on the City's YouTube channel, recording meetings, and making them available online and on DVD. Most recently, due to the onset of the coronavirus pandemic in 2020, the City was forced again to integrate the ability to conduct meetings using online video conferencing platforms such as Zoom and Microsoft Teams. The steady demand to keep up with advances in technology and the integration of disparate technologies has led to a

complex system that has become difficult to maintain and operate during fast-paced meetings. The City wishes to take a step back and review the entire system to make it easier to operate and maintain and provide a better meeting experience for meeting participants and the public. City Hall, built in 1934, is a historic landmark. The Council Chamber furniture also is historic, including the one-of-a-kind raised dais where the Council and commissioners sit.

3 AUDIO-VISUAL EQUIPMENT:

The technology used to conduct meetings is located in three separate locations: City Hall Chambers, the City Hall Control Tower, and a satellite location called Shepard Hall located in the City Library building adjacent to City Hall.

Council Chambers equipment:

- 3 PTZ cameras (supporting HD and SD) that can be controlled remotely from the City Hall Tower to follow and highlight meeting participants.
- 12 gooseneck microphones, one at each participant position.
- 2 mounted television screens to provide in-Chambers viewing of presentations and videos.
- Ceiling-mounted speakers to provide audio to in-Chambers participants.
- Ceiling-mounted speakers in hallway for overflow audience capacity.
- A microphone/audio volume controller to balance microphone volumes.
- 2 computers to accommodate digital presentations, videos, agenda management, and remote participants (e.g., Zoom or MS Teams).
- An audio/video aggregator (cable and device) to combine the input from all gooseneck microphones and Chambers cameras to feed into the video conferencing platform.
- 1 telephone to accommodate call-in participants.
- A WiFi access point to provide network connectivity to meeting participants.

Shepard Hall Library Equipment:

- 3 PTZ cameras (supporting HD and SD) that can be controlled remotely to follow and highlight meeting participants.
- 2 wireless handheld microphones and 1 wireless lavalier microphone.

City Hall Control Tower equipment:

- Tricaster Model 460 (NewTek)
- Ma-Com Multi Transceiver
- (4) NV221 Decoders
- SoundCraft Si Performer 2 audio board
- (1) Sierra Video Aspen 1616HD-3G
- Three 4" x 4" camera monitors

- Headend connection to Comcast Cablevision
- Integration of coaxial cables from Chambers laptops and projector

4 SCOPE OF WORK:

The scope of work for this project includes:

- 4.1 A project plan describing the time frame and City resources needed to complete the AV system evaluation.
- 4.2 Deliver project status reports to the Chief Information Officer at least weekly.
- 4.3 Review existing systems, functionality, interfaces, and integration points.
- 4.4 Facilitate requirements gathering using interviews with City Clerks, PEG Production Manager, Chief Information Officer and City Public Information Officer document analysis, workshops, use cases, data flow diagrams, and other techniques as appropriate. Requirements should include but are not limited to:
 - a. Determine which of the existing AV devices should be retained and which should be replaced or eliminated.
 - b. Recommend an optimal design for in-Chamber AV equipment including TVs/monitors, cameras, dais monitors, speakers, microphones, and centralized control panel.
 - c. Recommend an optimal design/configuration for broadcasting meetings to cable television, Internet, news agencies, streaming platforms like YouTube and other social media channels.
 - d. Recommend an optimal design and identify components for conducting hybrid meetings that include in-Chambers participants and remote participants using video conferencing platforms such as Zoom, Microsoft Teams, etc.
 - e. Recommend an optimal design to incorporate and integrate in-Chamber computers for presentation and meeting management. Include the ability to conduct presentations from staff and guest laptops.
 - f. Recommend translation services/mechanisms for the content broadcast from the Council Chambers.
 - g. Recommend closed captioning services/mechanisms for the content broadcast from the Council Chambers.
 - h. Recommend a system to accommodate hearing impaired participants with headphones.
 - i. Provide a backup audio recorder.
 - j. Provide a timer at the podium.
 - k. Evaluate the lighting in the Council Chamber, so that the cameras inside the Council Chamber can provide optimum quality of videos for the broadcasts.
- 4.5 Assist the City in developing the appropriate procurement document (RFP, RFQ, etc.) for the recommended replacement system including upgraded/added components, installation, integration with existing systems, and training.

5 SUBMISSION REQUIREMENTS:

- 5.1 Overview of Firm: a brief outline of Proposer's experience along with pertinent corporate details including full legal company name; year business was established; and number of people currently employed.
- 5.2 Capability to Implement: a clear statement of the Proposer's capability to deliver on the requirements set forth in this document.
- 5.3 Client List: a client list for similar projects completed in the last three years for three different clients.
- 5.4 Project and Client Management: a detailed description of the approach and methodology for managing the project and client relationships.
- 5.5 Project Team: a detailed description of the Proposer's project team including skills, experience and capabilities of relevant staff.
- 5.6 Proposed Project Schedule. Proposers shall provide a detailed breakdown of all deliverables identified in the Scope of Work including, methods, tools and timeline to complete the project.
- 5.7 Project Costs: The Proposer shall provide the total fixed price for the project based on the Scope of Work outlined above.

6 CONTRACT AGREEMENT:

The City's standard Professional Services Agreement shall be used (included as Attachment "A" for reference). The proposing company shall meet the requirements of this agreement, including insurance requirements, and shall submit, with the proposal, a specific list of any concerns with the City's Agreement.

7 NON-DISCRIMINATION REQUIREMENT:

By submitting a proposal, the respondent represents that it and its subsidiaries do not and will not discriminate against any employee or applicant for employment on the basis of race, religion, sex, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy-related conditions, political affiliations or opinion, age, or medical condition.

8 PROPOSAL REVIEW TIMELINE:

Activity	Date
Issue Date of RFP	05/10/2021
Optional Site Visit Date 10:00am-11:00am at City Hall	05/17/2021
Deadline for Questions Submit questions to both : jmarecic@cityofsantamaria.org rwhite@cityofsantamaria.org	05/19/2021
Date for Issuing Addenda	05/24/2021
Proposal Submission Deadline (by Close of Business)	05/28/2021
Evaluation of Proposals	05/28/2021 – 06/04/2021
Contract Award (Estimated)	06/07/2021

9 PROPOSAL EVALUATION PROCEDURE:

- 9.1 The degree to which a proposal meets the requirements of the RFP are solely within the judgment of the City's evaluation committee.
- 9.2 Proposers must respond to this solicitation by submitting all data required herein in order for the proposal to be evaluated and considered for award. Failure to submit such data shall be sufficient cause for disqualification or a proposal from further consideration of award.
- 9.3 Proposal shall undergo a three-stage evaluation process:

Stage I will consist of a review to determine which proposals comply with all the mandatory requirements.

Stage II will consist of scoring by the City of each qualified Proposal on the basis of the Rating Criteria.

Stage III will consist of a scoring of the pricing submitted by Proposers, the evaluation of price/cost shall be undertaken after the evaluation of mandatory requirements and any rated requirements has been completed.

Cumulative Scores

At the conclusion of Stage III, all scores from Stage II and Stage III will be added and, subject to satisfactory reference checks, and the express and implied rights of the City, the highest scoring proposals may be selected for an onsite

interview/demonstration. If the City determines that one proposal clearly presents a “best value”, the City may go straight to award.

10 PROPOSAL SCORING CRITERIA

The following is an overview of the criteria and weightings of the rated criteria of the RFP.

RATING CRITERIA	MAX SCORE
A comprehensive project plan with details about how the Proposer will complete the Scope of Work.	20
A comprehensive description of at least 3 similar projects the Proposer has completed within the last 3 years.	20
Quality and applicability of at least 3 references for which the Proposer has done similar work.	20
Company background, suitability, ability to execute, and long-term viability	20
Project Fixed Cost/Pricing	20
TOTAL	100

11 PROPOSAL SUBMISSION CRITERIA

11.1 Questions prior to proposal submission should be submitted by 5 pm PST on the date specified in Section 8 above and directed to:

Rhonda White (rwhite@cityofsantamaria.org); and,
 Jeffrey Marecic (jmarecic@cityofsantamaria.org)

11.2 Proposers can choose to email their proposal which shall be signed by an authorized representative of the company to:

Rhonda White
rwhite@cityofsantamaria.org

- or -

Deliver a hardcopy sealed version of their proposal which shall be signed by an authorized representative of the company to:

City of Santa Maria
 110 E. Cook Street
 Santa Maria, CA 93454
 Attn: Rhonda White

11.3 The City will not be responsible for any costs incurred in the preparation of the Proposer's submission. Once received the submission becomes the property of the City.

12 ACCEPTANCE, AWARD OR REJECTION

- 12.1 The City reserves the right to terminate the process without awarding the contract.
- 12.2 The City reserves the right to accept or reject any part, or all, of each proposal submission and/or not to make an award if none of the proposals received meet the requirements.
- 12.3 The City may negotiate minor adjustments with the selected Proposer prior to the final award of the contract.
- 12.4 The awarding of the contract is subject to the availability of funds for this statement of work. Should all proposals received exceed the available budgeted funds and the highest ranked Proposer's costs are within the City's total current year budget, the City reserves the right to negotiate with the highest ranked Proposer.
- 12.5 The City will not be responsible in law or in equity to any Proposer for any claim for losses or damages, or any other relief, arising out of this RFP process including the selection or rejection of any particular section of this proposal.
- 12.6 The City's interpretation of the contents of the official proposal documents shall prevail.

13 CONFIDENTIALITY

The Proposer shall treat and maintain as confidential any and all information provided by the City in connection with the RFP.

14 UNDERSTANDING OF REQUIREMENTS

The submission of a proposal for the provision of this service will be considered a representation that the Proposer has carefully investigated all conditions which may affect the delivery of the services outlined in this proposal and that the Proposer is fully informed as to the conditions which may be encountered and the volume and the quantity of the work to be performed.

ATTACHMENT A

AGREEMENT FOR PROFESSIONAL SERVICES

This Agreement is made on [date], by and between [firm name], a California Corporation ("Contractor") and the City of Santa Maria, a California Municipal Corporation and charter city ("City"), in Santa Maria, California, based on the following recitals:

1. [insert text];
2. [insert text];
3. [Insert text].

NOW, THEREFORE, IT IS AGREED:

1. **Recitals true.** The above recitals are true.

2. **General.**

2.01. **Term and Termination.** The term of this contract is [insert text], beginning on the date first written above. This contract may be extended by mutual consent of the parties. This contract may be terminated for breach of its terms or conditions, or because of discovery of any act which violates local, state or federal law. Termination is effective 14 days after deposit of notice as specified in this Agreement.

2.02. **Services to be Performed.** Contractor shall determine the method, details and means of providing [insert text] services. More specifically, Contractor agrees to perform the specific services listed in Exhibit "A."

2.03 **City's Duties.** City's duties under this Agreement are to cooperate with Contractor in the performance of the contract and timely pay invoices.

2.04. **Payment.** Payment terms under this Agreement are listed in Exhibit "B."

2.05. **Insurance.** Contractor shall provide insurance as listed in Exhibit "C."

2.06. **Exhibits.** Exhibits "A," "B," and "C" are attached and incorporated.

3. **Contractor's Obligations.**

3.01. **Minimum Amount of Service.** Contractor shall devote sufficient time to perform services under this agreement efficiently and effectively. Contractor may represent, perform services for and be employed by additional individuals or entities, in Contractor's sole discretion, as long as the performance of these extra-contractual services does not interfere with or present a conflict with City's business.

3.02. **Tools and Equipment.** Except as otherwise stated in this Agreement, Contractor will supply all tools and equipment necessary to perform this Agreement.

3.03. **Status.** Contractor (including its employees) is an independent contractor. No employer/employee relationship exists between Contractor and the City. Contractor's assigned personnel shall not be entitled to any benefits payable to employees of the City. The City is not required to make any deductions or withholdings

from the compensation payable to Contractor under this agreement.

3.04. Indemnification. To the fullest extent permitted by law, the Consultant shall indemnify, defend (with independent counsel approved by the City) and hold harmless the City, and its directors, officers, and employees from and against all liabilities (including without limitation all claims, losses, damages, penalties, fines, and judgments, associated investigation and administrative expenses, and defense costs, including but not limited to reasonable attorneys' fees, court costs and costs of alternative dispute resolution) regardless of nature or type that arise out of, pertain to, or relate to the negligence, reckless, or willful misconduct of the Consultant or the acts or omissions of an employee, agent or subcontractor of the Consultant. The provisions of this paragraph survive completion of the services or the termination of this contract. The provisions of this Section are not limited by the provisions of the Section relating to insurance.

4. Miscellaneous

4.01. Notices. All communication relating to the day-to-day activities of this Agreement shall be exchanged between a designated representative of the CITY and a representative of CONTRACTOR, listed below. All notices shall be addressed as follows unless a written change is filed with the City:

To City:
Attn. _____
110 East Cook Street
Santa Maria, CA 93454
Ph: 805-925-0951 ext. xxxx

To Contractor:

If the designated Representative or address of either party changes during the term of this agreement, a written notice shall be given to the other party prior to the effective date of change. Any written notices required under this agreement shall be effective five (5) days after deposit into United States mail, postage prepaid, addressed to the designated Representative, or upon confirmation of receipt of delivery if another notification process is used.

4.02. Compliance With Laws, etc. Contractor shall comply with all laws, including but not limited to the rules and policies of the City, in performing this agreement.

4.03. Integration. This agreement constitutes the entire agreement of the parties with respect to the subject matter. All modifications, amendments, or waivers of the terms of this agreement must be in writing and signed by the appropriate representatives of the parties.

4.04. Interpretation. This agreement shall be interpreted in accordance with the laws of the State of California.

4.05. Jurisdiction. Jurisdiction and venue of all disputes over the terms of this agreement shall be in the County of Northern Santa Barbara, State of California.

4.06. Warranty of authority. Each person signing this agreement on behalf of a party warrants that he or she has authority to do so.

4.07. No Waiver. Failure to enforce with respect to a default shall not be construed as a waiver.

4.08. Severability. The provisions of this agreement are severable. If any

part of this agreement is held invalid by a court of competent jurisdiction, the remainder of the agreement shall remain in full force and effect unless amended or modified by mutual written consent of the parties.

4.09. Submittals. In addition to any other submittals required by this agreement, Contractor shall submit copies of its current business license and current certificate of workers compensation coverage to the City before beginning work on this project.

4.10 Prevailing Wage. Prevailing Wage. If applicable, Consultant and all sub-consultants are required to pay the general prevailing wage rates of per diem wages and overtime and holiday wages determined by the Director of the Department of Industrial Relations under Section 1720 et seq. of the California Labor Code. The Director's determination is on file and open to inspection at www.dir.ca.gov and is referred to and made a part hereof; the wage rates therein ascertained, determined and specified are referred to and made a part hereof as though fully set forth herein.

IN WITNESS WHEREOF, this agreement is executed by the parties on the date first written above.

[Firm Name],
a California Corporation

CITY OF SANTA MARIA, a political
subdivision of the State of California

[Principal Name]
Principal

ATTEST:

Chief Deputy City Clerk

APPROVED AS TO FORM:

Risk Manager

City Attorney

EXHIBIT "A"

SERVICES TO BE PERFORMED

To be finalized during contracting stage

EXHIBIT "B"

PAYMENT TERMS

To be finalized during contracting stage

EXHIBIT "C"

INSURANCE REQUIREMENTS

Consultant shall procure and maintain for the duration of the contact insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, his/her agents, representatives, or employees. If the contractor maintains broader coverage and/or higher limits than the minimums shown above, the City requires and shall be entitled to the broader coverage and/or higher limits maintained by the contractor.

A. Minimum Scope of Insurance

Coverage shall be at least as broad as:

1. Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), including products and completed operations, property damage, bodily injury and personal & advertising injury.
2. Insurance Services Office Business Auto Coverage Form Number CA 00 01 covering any auto (Code 1), or if Contractor has no owned autos, covering hired (Code 8) and non-owned autos (Code 9).
3. Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.
4. Errors and Omissions liability insurance appropriate to the Consultant's profession. Architects' and engineers' coverage is to be endorsed to include contractual liability.

B. Minimum Limits of Insurance

Consultant shall maintain limits no less than:

1. General Liability - \$2,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability - \$1,000,000 per accident for bodily injury and property damage.

3. Workers' Compensation: Statutory limits.
4. Employer's Liability - \$1,000,000 per accident for bodily injury or disease.
5. Errors and Omissions Liability - \$1,000,000 per occurrence or claim, \$2,000,000 aggregate.

C. Self-insured Retentions

1. Self-insured retentions must be declared to and approved by the City. The City may require the Consultant to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration and defense expenses within the retention.

D. Other Insurance Provisions

The commercial general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1. The City, its officers, officials, employees and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Consultant including materials, parts or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the Contractor's insurance (at least as broad as ISO Form CG 20 10 11 85 or **both** CG 20 10, CG 20 26, CG 20 33, or CG 20 38 **and** CG 20 37 forms if later revisions are used).
2. For any claims related to this project, the Consultant's insurance coverage shall be primary insurance coverage at least as broad as ISO CG 20 01 04 13 as respects the City, its officers, officials, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, officials, employees or volunteers shall be excess of the Consultant's insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled or reduced, except with notice **stating the title of this contract** to the City. **All notices provided pursuant to this Agreement shall be given to the City representative listed for notice in this agreement and shall specify the title of this Agreement.** Notice may be given by overnight mail, facsimile with confirmation of receipt, or certified mail

with return-receipt requested.

4. Consultant hereby grants to City a waiver of any right to subrogation which any insurer of said Consultant may acquire against the City by virtue of the payment of any loss under such insurance. Consultant agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City has received a waiver of subrogation endorsement from the insurer.
5. If any of the required policies provide claims-made coverage:
 - a. The Retroactive Date must be shown, and must be before the date of the contract or the beginning of contract work.
 - b. Insurance must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the contract of work.
 - c. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a Retroactive Date prior to the contract effective date, the Consultant must purchase "extended reporting" coverage for a minimum of five (5) years after completion of work.

E. Acceptability of Insurers

1. Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City.

F. Verification of Coverage

1. Consultant shall furnish the City with original certificates and amendatory endorsements of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the City before work commences. However, failure to obtain the required documents prior to the work beginning shall not waive the Consultant's obligation to provide them. The City reserves the right to require complete, certified copies of all required insurance policies, including endorsements effecting the coverage required by these specifications at any time.

G. Special Risks or Circumstances

1. Entity reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.