

NOTICE REQUESTING PROPOSALS

RFP # 1342

Notice is hereby given that sealed proposals will be received by the City of Culver City, California, for furnishing the following:

REQUEST FOR PROPOSALS FOR VIDEO OPERATING, BROADCASTING, AND PROGRAMMING FOR THE CITY OF CULVER CITY

in strict accordance with the Specifications on file in the office of the CITY PURCHASING OFFICER, 4343 Duquesne Avenue, Culver City, California, 90232. Copies of specifications and proposal documents may be obtained from the PURCHASING OFFICE at that address, telephone number (310) 253-6550.

Original and two copies of the proposal must be filed with the CITY CLERK in CITY HALL, 9770 Culver Boulevard, Culver City, California, 90232, not later than **3:00 p.m.** on **April 26, 2007**, at which time they will be publicly opened in the Council Chambers on the first floor of City Hall. Facsimile proposals will not be accepted. Any bidder may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action. The City reserves the right to reject any or all proposals as the best interests of the City may dictate.

By: _____
Ela Valladares, Deputy City Clerk

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SECTION I. City of Culver City Background

The City of Culver City ("the City"), incorporated in 1917, operates under a charter originally adopted in 1947 and has a Council/City Manager form of government. The five-member Council is elected at-large. The City is a full-service city with its own police, fire, refuse disposal, municipal bus, and other ancillary services. The City located on the Westside of Los Angeles County, generally situated north of LAX, southwest of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The City is five square miles with a residential population of slightly over 41,000 and the daytime population of approximately 125,000. The City has approximately 850 employees and broadcasts weekly City Council, Redevelopment Agency, and additional city meetings and city sponsored programming.

SECTION II. Project Overview

The purpose of this project is to broadcast and televise monthly City Council, Redevelopment, Commission, and special meetings and events to the City with the terms, conditions and specifications contained in this document. Under the scope of this RFP, the selected consultant shall provide all video taping and broadcasting necessary to fulfill the functionality and goal of allowing residents to view and hear elected and appointed officials, City staff, and the public conducting City business during a live or recorded meetings and events over the City's Government Channel 35.

SECTION III. Scope of Work

Upon acceptance of the successful proposal to the RFP, the selected consultant will utilize the "Scope of Work" as part of the contract entered in with the City. The qualified consultant will provide the following services:

1. Provide necessary staff to supply all services for cable casting for the following meetings, which generally take place in the evening:
 - i. City of Culver City Council Meetings on the 2nd and 4th Mondays of the month.
 - ii. City of Culver City Redevelopment Agency Meetings on the 1st and 3rd Mondays of the month.
 - iii. City of Culver City Civil Service Commission Meeting on the 1st Wednesday of the month.
 - iv. City of Culver City Commission Parks and Recreation Commission Meeting on the 1st Tuesday of the month.
 - v. City of Culver City Cultural Affairs Commission Meeting on the 2nd Tuesday of the month.
 - vi. City of Culver City Planning Commission Meeting on the 2nd Wednesday of the month and the 4th Wednesday of the month, on an as-needed basis only.
2. Interface with the Office of the City Manager and Public Works Department regarding systems operation.
3. Manage and make recommendation regarding inventory of supplies.

4. Maintenance of City's operating equipment as appropriate. A list of equipment to be operated and maintained is found in Attachment 1.
5. Updates information on Channel 35 "scroll" with public service announcements.
6. Rebroadcast televised meetings and events when required.
7. Maintain video tape and digitally recorded inventory of all broadcast meetings and events.
8. Provide professional guidance in the ease of usability of audio, video, and presentation equipment within the Council Chambers.
9. Implement future features of the video operating system to include but not be limited to: electronic bulletin board and close captioning services.

SECTION IV. Proposal and Additional Information

By submitting a proposal, the bidder represents that he or she has thoroughly examined and become familiar with the work required under this RFP and that he or she is capable of performing quality work to achieve the City's objectives. To be fully considered, the candidate shall comply with the following format and response items instructions:

1. **MATERIAL SUBMITTAL:** Submittal material shall be bound, including a Cover Sheet, Table of Contents, and a completed Attachment A.
2. **LENGTH OF PROPOSAL:** Submitted proposal shall be limited to 20 pages in length, exclusive of requested proposal items.
3. **LETTER OF INTEREST:** Provide a letter that expresses the candidate's interest and strengths in the proposed project.
4. **PROJECT TEAM:** An outline of the firm's background, qualifications, and ability to perform the services required. A list of the personnel proposed to be employed on the project, their relationship to it, and their qualifications and experience to effectively manage the scope of services.
5. **RELEVANT EXPERIENCE:** Detailed summary of the relevant experience of the firm with emphasis place on those areas and qualification showing the capability to effectively develop and manage the scope of services.
6. **REFERENCES:** Provide a list of a minimum of three (3) current references that will be willing to discuss the work of your firm and/or performance. References shall include the names of the clients, contact names and phone numbers, addresses, and brief descriptions of the project(s).

7. **COST PROPOSAL:** Provide a detailed cost proposal and standard billing rate sheets, including all associated fees, labor, providing an itemized rate schedule that identifies personnel and expenses, including any proposed cost for sub consultants. The City shall not, in any event, be liable for any pre-contractual expenses incurred by consultant, in the preparation of their proposals.
8. **WORKLOAD:** Provide a detailed outline of the firm's current workload and ability to provide timely services.
9. **WORK SAMPLE:** Must submit Video Tape work samples.
10. **ADDITIONAL INFORMATION:** Submit any additional information or recommendations supporting the proposal.

The City reserves the right to reject a nonconforming proposal or to require a bidder to provide supplemental information or an amended proposal if the bidder's filing does not conform to the requirements of this RFP.

SECTION V. Proposal Submission

Bidders shall submit an original and two (2) copies of its proposal in a sealed envelope to the City on the date and at the place specified below. The submittal shall clearly identify the consultant on the outside with firm name, address and shall be marked as follows: "PROPOSAL FOR VIDEO OPERATOR AND BROADCASTING." Submission of a proposal pursuant to this RFP shall constitute acknowledge and acceptance of all terms and conditions. No proposal shall be considered complete until all information required by this RFP has been furnished to the City.

Proposals must be received no later than 3:00 P.M., Pacific Daylight Time on April 26, 2007. Proposals received after this time will not be accepted and will be returned to the consultants unopened.

Any City changes to this RFP will be made by written addendum. No verbal modification will be binding. Response from the City will be communicated in writing to all recipients of this RFP, and will be e-mailed, faxed or mailed depending on the time element remaining before the RFP submittal date. All proposals, reports and data submitted to the City shall become the property of the City of Culver City and will not be returned.

SECTION VI. Selection of Consultant / Evaluation

If a bidder submits a complete proposal by the City's deadline, the proposal will be evaluated in accordance with the needs of the City. The consultant selection procedure is a qualification and cost based process. A selection committee will review the proposals and consultants will be evaluated based on qualifications and experience of staff and/or sub consultants; ability to meet the present and future televising and broadcasting needs of the City; and responsiveness to this RFP and completeness of

the information provided. Directly applicable public sector experience is highly desirable. The City shall have the absolute discretion in determining the applicability and weight or relative weight of some or all of the criteria listed above.

Notwithstanding other provisions of this RFP, the City reserves the right to reject the entire proposal or any part thereof and to waive any informality in the proposal process when to do so would be to the advantage of the City. It is further within the right of the City to reject proposals that do not contain all elements and information requested in this documentation. Furthermore, through the issuance of this RFP and receipt of proposals does not commit the City to award a contract. Proposal information will not be made public until an award has been made. All costs incurred by the consultant shall be at the consultant's expense.

The City reserves the right to postpone opening in response to this RFP, to negotiate with other than the highest-ranked consultant should negotiations with the highest-ranked consultant be terminated, or to cancel all or part of this RFP.

SECTION VI. Insurance Requirement

The City will require the selected bidder to comply with the City's insurance requirements, including proof of Comprehensive General Liability, Automobile Liability, and Workers' Compensation Insurance. Proof of insurance shall consist of Certificate of Insurance and Special Endorsement Form, as attached.

SECTION VII. Equipment Walk-Through

The City of Culver City owns all equipment necessary for local broadcasting and televising. There will be a mandatory inspection of all equipment before submitting a proposal. **The inspection will take place on Wednesday, March 28, 2007 at 2 p.m. in the Mike Balkman Council Chambers.**

SECTION VIII. Contact Information

Questions concerning this RFP should be directed to Shelly Wolfberg (310) 253-6008. Interested bidders must still submit a response to this RFP by the filing deadline regardless of whether their questions have been answered.

Completed proposals should be submitted to:

Office of the City Clerk
City of Culver City
9770 Culver Boulevard, 1st Floor
Culver City, CA 90232

Attachment 1

AUDIO RACK 1

1. Atlas Soundolier Sequential Switch System
2. TOA DT-920 AM/FM Synthesizer Tuner
3. Leitch TWS-200 12x1 Stereo Audio Switcher
4. Pioneer PRV-LX1 DVD Recorder
5. Tightrope Media System Cablecast
6. Marshall V-RD 151-4 Flip Up LCD Monitor
7. Dell PowerEdge 850 PC w/ 512 MB, 80 GB Hard Drive
8. Media Matrix Nion 3
9. TOA 900 Series Amplifier (x2)

AUDIO RACK 2

1. COMTEK BSA-72 Base Station Transmitter Adapter
2. TOA 900 Series MP-932 Amplifier
3. Symetrix 425 Dual Compressor/Limiter/Expander
4. Altec Lansing Equalizer Model 1753-A (x3)
5. Letrosonic LCA16 Logic Control Amplifier
6. QSC CX168 Professional Amplifier 8-ch/90W channel
7. Siecor FM Video/Audio Transmitter

VIDEO CONTROL RACK

1. Extron VSC 300 Computer to Video Scan Converter
2. Black Signal Generator
3. Kramer 4x4 VGA/XGA Audio Matrix
4. Marshall V-R53P Triple 5" Monitor Panel (x2)
5. Panasonic BT-S901Y Dual Color Video Monitor
6. Magni MM-400 Monitor Control
7. Inline IN1222 Scan Doubler
8. Leitch TWS-100 12x1 Video Switcher
9. AMX NXP-TP 1/4 Netlinx Touch Panel Interface
10. AMX Netlinx Power Supply
11. AMX Aaccess Control System
12. AMX Netlinx Integrated Controller NI-4000
13. AMX PS-4.2 12v DC Power Supply
14. Extron SW6 SA MX Professional Audio Switcher
15. Hotronic AP41-SP-U Video Synchronizer/Processor

BROADCAST CONTROL

1. Panasonic AG MX-70 Digital A/V Mixer
2. Spirit Folio Sound Control Board
3. Telemetrics PT-CP 92523270 Robotic Pan/Tilt Head Module
4. Panasonic AG-1980 Video Cassette Recorder Desktop Editor
5. Sony DVD Recorder RDR-HX715
6. Marshall V-R53P 3-screen monitor panel
7. Panasonic Monitor for Broadcast Preview/Program (x3)
8. Compix Media LCG-5000R Character Generator
9. JVC TD-W254 Double Cassette Deck
10. JVC RX-318 AM/FM Receiver
11. JVC XL-V282 CD Player
12. Telemetrics Power Supply (x2)
13. Smart Unison Intelligent Line Interactive UPS
14. Panasonic 19" Color Television
15. Panasonic CT-1384 Color Video Monitor
16. Sigma Electronics VSS-120A Video-Stereo Audio Switcher
17. ESE ES-209A 1x12 Video-Stereo Audio Distribution Amplifier
18. Panasonic AG-1980 Video Cassette Recorder Desktop Editor
19. Mitsubishi 4-Head VCR (x3)
20. Sony DVD Recorder RDR-HX715
21. Mitsubishi HS-V747 VCR