

**City of Culver City, California
Agenda Item Report**

Meeting Date: 05/27/14		Item Number: <u>A-2</u>	
CITY COUNCIL AGENDA ITEM: FOUR-FIFTHS VOTE REQUIREMENT - (1) Approval of a Professional Services Agreement with Integrated Media Systems in an Amount Not-to-Exceed \$40,000 for Phase I Work to Upgrade and Renovate the Audio/Visual Equipment for the Mike Balkman Council Chambers, and (2) Approval of a Budget Amendment Related Thereto.			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: John Grubin (IMS) and Meetings and Agendas – City Council (05/21/14)			
Department Approval: Martin R. Cole (05/20/14)		City Attorney Approval: Carol Schwab (by H. Baker) (05/20/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/21/14)		City Manager Approval: John M. Nachbar (05/21/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a Professional Services Agreement with Integrated Media Systems (IMS) for Phase I work to upgrade and renovate the Audio/Visual (AV) equipment for the Mike Balkman Council Chambers and authorize a Budget Amendment in an amount not to exceed \$40,000 from the General Fund reserve. A budget amendment requires a 4/5ths vote. <u>BACKGROUND:</u> The current AV system that services the Mike Balkman Council Chambers and broadcast room has components which are either original to the Chambers' construction in 1995 or were installed during a partial update in 2006. The system is presently working, but with problems that diminish the ability of the City to efficiently and smoothly conduct meetings and/or to broadcast the meetings to the community. The system has been operated by Imagery Video's Doug Nielsen since 1995, and City staff is very pleased with Mr. Nielsen's services.			

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Staff from the City Manager's Office, the City Clerk's Office, Information Technology and Public Works Departments had a series of meetings to prepare a list of equipment and technology requirements for this project. Subsequently, staff released a Request for Proposals-Bid #1525 (RFP) in June 2013 to replace the A/V and voting systems in the City Council Chambers with a modern, integrated, and simplified system.

Staff's initial preference was to have a completely outsourced solution with the equipment to be housed off-site to the fullest extent operationally possible. The primary goals of the project are as follows:

1. Update the audio/visual and meeting hardware and software to present day standards.
2. Interface the new systems with Time Warner Cable, AT&T U-verse, Verizon FiOS, and any other provider that carries the City's meetings on its television programming schedule.
3. Maintain/repair the system with minimal delay once a call is made from City staff (and before the next regularly scheduled meeting). Providing an emergency backup system would be desirable so that all meetings can be broadcast in the event of a system failure.
4. Ensure the City's meetings can be rebroadcast on schedules chosen by staff and display Public Service Announcements to the community when meetings are not in session or being rebroadcast.
5. Either coordinate or produce Public Service Announcements on a page display and with screen crawlers.
6. Provide a DVD or alternate format of the meeting to City staff.

DISCUSSION:

Two vendors responded to the RFP – 1) IMS and 2) GovTV. Each firm responded to the RFP somewhat differently based on the scope of work identified by staff in the RFP.

IMS

IMS proposed a phased approach, with the firm's proposed scope of work to be limited to the first of two phases required to deliver a completed system.

Primary Goals of Phase I:

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1. Evaluation of existing AV system
2. Evaluation of existing facility
3. Development of new system functional requirements
4. Design of upgraded system
5. Construction proposal including costing for implementation of upgraded system

To achieve these goals, IMS proposes to provide the following services to the City, as required:

1. Analysis of current and desired business communication capabilities
2. Evaluation of internal Client methods of use of communication technology
3. Evaluation of existing facilities
4. Identification of corporate communication system standards
5. Identification of communications systems migration plan

IMS's cost proposal for Phase I work would result in the *Evaluation of Use and Plan Development* and *Detailed Room Evaluation and Design*. IMS' cost proposal for this work is \$34,900 plus expenses. The City will only be charged for actual work performed. Staff recommends adding a small contingency for this project at a not-to-exceed total cost of \$40,000. IMS will deduct the costs associated with Phase I from the total cost of the Phase II Construction Proposal, if the firm is selected for Phase II work.

GovTV

GovTV proposed to upgrade all necessary equipment to broadcast meetings in the Chambers, which the City would lease from GovTV. GovTV proposed to own and maintain all equipment and operate the A/V system remotely from its facilities in Westlake Village. GovTV's lease term would have been for 96 months at a rate of \$13,633/per month. During the exploratory meetings and negotiations with both firms, GovTV withdrew from the RFP process.

After a series of meetings with IMS representatives, staff is recommending proceeding with IMS to begin the Phase I process.

FISCAL ANALYSIS:

The Chief Financial Officer indicates that there is sufficient funding for a contract not-to-exceed \$40,000 for IMS's Phase I work in General Fund reserve. This funding request would require a budget amendment from General Fund reserves, which requires a 4/5ths vote of the City Council. Based on initial research by staff and a review of similar projects implemented by other agencies, staff believes that it may

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eventually cost \$300,000-\$400,000 to replace the A/V Room and Council Chambers' aging equipment (such costs would only be incurred during Phase II and only after City Council consideration of a related contract). Once the Phase I work is complete, staff will evaluate the new project components that are needed as the City moves forward with an RFP for Phase II work. The results of that analysis will be presented to the City Council at the time authorization to release the RFP is sought.

ATTACHMENTS:

None.

MOTION:

That the City Council:

1. Authorize a Professional Services Agreement with IMS for Phase I work in an amount not-to-exceed \$40,000; and,
2. Approve a Budget Amendment in the amount of \$40,000 from the General Fund Reserve (requires a 4/5ths vote); and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager execute such documents on behalf of the City.