

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 09/12/05		Item Number: <u>A-6</u>	
AGENDA ITEM: Authorization to Enter Into an Agreement with Hoffman Video Systems for the Purchase and Installation of Voting Software and Hardware, Audio, Video, and Broadcast Production Equipment for the Mike Balkman Council Chambers.			
Contact Person/Dept.: Joe Susca		Phone Number: 310-253-5763	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List; Doug Nielsen; Hoffman Video Systems, and Darren Doerschel were notified by e-mail on July 6, 2005.			
Department Approval: Charles D. Herbertson 9/1/05		CAO Approval: Jerry Fulwood 9/7/05	
City Controller Approval: Marlee Chang 9/7/05			
<u>RECOMMENDATION:</u> Staff recommends that the City Council discuss options related to the Mike Balkman Council Chambers (Chambers) audio, video and broadcast production equipment replacements and provide staff direction on which components to include in consideration of an agreement with Hoffman Video Systems (Hoffman) for their purchase and installation. <i>Council Chambers Audio-Video Upgrade P-849, and Council Chambers Acoustics, P-846.</i> <u>BACKGROUND:</u> The primary goal of the Council Chambers Audio-Video Project (Project) is to evaluate the audio, video, voting, room control, and broadcast production system (System) and replace those components that are in jeopardy of failing or have a poor history of reliability due to their age while preserving the existing System's features and functionality. During the July 11, 2005 City Council meeting, staff presented a report prepared by Darren Doerschel, the City's Systems Integrations Consultant that assessed the existing Chambers System. Utilizing that reports conclusions as a guide, Darren Doerschel prepared a Request for Bid (RFB) that specified equipment make and models, software, hardware, and end-user training requirements for the Project. The RFB was formally advertised on April 22, 2005 with six equipment dealers submitting bids by the June 2, 2005 deadline. Of those, Hoffman was the lowest bidder and staff recommended entering into an agreement with Hoffman for \$204,852, which is within the Project's budget.			

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When the item was discussed at the July 11, 2005 meeting, the City Council directed staff to bring it back for further evaluation, assigning a subcommittee comprised of Councilmember Steven Rose and Gary Silbiger to work with staff on the following items:

1. Tour the Chambers System to become familiar with how it operates;
2. Determine the frequency and the cost to repair equipment that has recently failed;
3. Determine what would be the ramifications of not replacing some or all of the equipment components at this time;
4. Take a closer look at the list of proposed equipment replacements to see if any of the components could be reduced or eliminated to reduce cost; and
5. Confirm that Hoffman is committed to providing training beyond their initial instruction on the Systems use in the future, and to ask Hoffman to prepare a quick reference guide on how to operate the equipment as part of the Project.

DISCUSSION:

Equipment Failure

According to Darren Doerschel, manufacturers today build their equipment with a life expectancy of 7-10 years. Most of the City's System is now ten years old, and in the past five years, the Public Works Department has performed repairs predominately on audio and camera equipment at a cost of \$25,000.

Darren Doerschel prepared a matrix determining the future likelihood of the various equipment components complete failure and what the ramifications associated with those failures would be. (The matrix is attached to this staff report for your review).

The matrix indicates:

- If the entire System were to be replaced with new equipment (and thus no existing components were retained like they are now), it would cost \$400K to \$500K.
- The \$204,852 lowest bid response from Hoffman was \$76K less than Darrel Doerschel's initial estimate for the Project.
- The System will continue to be unreliable and will suffer substantial component failures in the near future if the recommended components are not replaced. Inabilities such as the failure to produce and

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broadcast meetings, conduct voting, view items on the rear-projector, operate the cameras, and dubbing copies of previously held meetings were noted as future possibilities.

- Due to their age, most of the existing System's equipment is no longer produced or supported by its manufacturer or their dealers. This will result in staff's continued difficulty in finding local repair facilities that have the necessary parts to make repairs, leading to longer lead times and down times and potentially higher costs when failures occur in the future.
- Recently, the City of Santa Monica completed a \$300,000 project for equipment replacements to their Council Chambers Audio-Video system, and the City of Long Beach funded a \$218,000 project for new cameras, switchers, and a video server playback system.

Reference Guide and Training

Staff contacted Hoffman and they agreed to include the creation of a quick reference guide on how to operate the System at no additional cost to the City.

Though the Hoffman proposal includes initial training for staff, Committee, Commission, and City Councilmembers, Hoffman takes pride in providing exceptional customer service and is committed to providing on-site training classes at a cost of \$120 per hour anytime in the future on an as-needed basis.

Subcommittee Meeting

Staff met with subcommittee members Gary Silbiger and Steven Rose on August 18, 2005 to discuss the Project and to tour the Chamber's System.

Any audio, video, broadcast and voting system is complex in nature and its various components are designed to integrate with one another based on a specific platform of state-of-the-art technology available at the time they were designed and installed. As a result, when individual pieces of equipment fail over a period of time, comparable new components that successfully integrate with the existing system may not be available. This is the result of 'next' generational platforms being created by manufactures of the equipment that oftentimes are not designed to integrate successfully with their older systems. (For example, the Chambers AMX system that controls the room, audio, video and voting system is no longer supported by AMX as this version of their product is now two generations old. AMX's newest generation platform uses advanced technology that does not integrate with any of the Chamber's existing AMX system.)

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Following is a breakdown of the proposed equipment to continue to operate the System with its existing features and functionality along with an automated playback system (an enhancement) that allows the playing back of previously recorded public meetings at future, automatically scheduled times on the City's Government TV -- Channel 35:

Proposed System Cost Summary

Item	Cost*
1. Rear Projector Replacement	\$14,600
2. AMX Audio, Video, Room Control, and Voting System Replacement	\$75,000
3. Broadcast Production System Replacement With New Cameras (Cameras reuse their existing lenses)	\$57,800
4. Automated Playback System	\$8,000
5. Audio System Replacement	\$40,600
6. Miscellaneous materials and supplies	\$8,851
TOTAL	204,852

*Cost includes meetings with end-users, software programming, installation, labor, taxes, and training.

With a desire to maintain as many of the existing Systems features and functionality as possible but to remove or reduce equipment components where feasible to save on cost, the subcommittee reviewed the following System components Darren Doerschel and staff prepared for their review.

- Touch Screen Panels: Touch screen panels of various sizes will operate the voting system, along with all of the audio, video, and room controls.
 - o The existing proposal calls for installation of four 7" touch screens, one each at the four dais seats that perform speaker request, voting, display of voting results, and microphone muting functions to replace the existing LED readouts that have exceeded their life expectancy and are no longer supported by AMX. These four 7" touch screens could be replaced with an 8-button, no-display unit at a cost savings of \$4,800. (NOTE: The button-only unit requires the user to firmly and continuously press the button down for a moment while voting. This has proven to be troublesome for other Hoffman clients, many of whom have subsequently replaced them with the 7" touch screen panel

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- option. AMX provided staff a 'live' demonstration of how the 8-button panels work and staff concurs they may be troublesome, and as a result, does not recommend them.)
- o The existing 12" touch screen panel used by the CAO could be replaced with a 7" touch screen with reduced functionality at a cost savings of \$3,000. The CAO would not be able to perform administrative programming or voting functions, but would maintain audio, video and room control functionality with the smaller screen.
 - o The 15" City Clerk touch screen panel may be reduced to a 12" at a cost savings of \$1,800. (This particular touch screen panel will be empowered with all the administrator programming abilities and a smaller size may make the screen more difficult to program and view.)
 - The automated playback system, capable of rebroadcasting meetings held in the Chambers at future dates and times could be eliminated at a cost savings of \$8,000.
 - The replacement rear-projector could be downgraded, reducing its overall illumination intensity output at a cost savings of \$2,000. (NOTE: Reducing the brilliance of the illumination may result in the continued need to dim the Chambers lights to view its images).

Cost Savings Summary

Item	Cost Savings
Four button-types, instead of 7" touch screens for dais.	\$4,800
7" in lieu of 12" CAO touch screen with reduced functionality.	\$3,000
12" in lieu of 15" City Clerk touch screen	\$1,800
Automated Playback System Elimination	\$8,000
Rear Projector Reduced Illumination	\$2,000
TOTAL	\$19,600

The City Council Subcommittee was not unanimous in its recommendation to include or exclude the various cost savings items and requested that they be included in tonight's staff report for City Councilmember review prior to voting on each of them.

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Chambers Unavailability

Hoffman Video Systems has proposed a nine week timeframe to complete the Project. As a result, staff anticipates the work will be completed on or about Thanksgiving.

Staff anticipates the Chambers will not be operational for a period of up to three weeks during the replacement equipment installation. Public Works staff will be coordinating with the Chief Administrative Office to determine where to hold the public meetings usually held in the Chambers during the cutover period.

Once installed, training on the new System will be held for the City Councilmembers, Commissioners, Committees, staff, and the City's Videographer. In addition to the training sessions, Hoffman will be attending the first subsequent public meeting after installation for all the Commissions, Redevelopment Agency, and City Council to perform additional training and conduct any troubleshooting that may be necessary to ensure that users of the new system feel comfortable with its use.

The new equipment comes with end-user training, a one-year warranty, and an enhanced maintenance agreement that includes a four-hour on-site response time to any new equipment failures.

FISCAL ANALYSIS:

Sufficient funds exist in the *Council Chamber Audio-Visual Upgrade (42000849)* and *Council Chamber Acoustics (42000846)* CIP accounts to purchase and install the replacement equipment as originally proposed from Hoffman amounting to \$204,852.

The City is currently negotiating a renewal of its cable television franchise. All or a portion of these expenditures may be reimbursed by the cable operator upon conclusion of those negotiations.

ATTACHMENTS:

- July 11, 2005 Staff Report
- May 27, 2005 Hoffman Bid Response
- Darren Doerschel's Matrix of Future Equipment Failures: *Likelihood and Ramifications*

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MOTION:

That the City Council:

1. Award an agreement with Hoffman Video Systems for Audio, Video, Voting and Broadcast Production Equipment as originally proposed in a total amount of \$204,852;

OR

2. Award an agreement with Hoffman Video Systems for Audio, Video, Voting and Broadcast Production Equipment that reduces the originally proposed equipment components by one or more of the following components:
 - a. Remove the four dais 7" touch screens and replace them with 8-button panels; and/or
 - b. Replace the 12" CAO station touch screen panel with a 7" one; and/or
 - c. Replace the City Clerk touch screen 15" panel with a 12" one; and/or
 - d. Eliminate the automatic playback system; and/or
 - e. Reduce the rear projector screens illumination; and
3. Direct the City Attorney to prepare the appropriate agreement; and authorize the Chief Administrative Officer to execute the agreement on behalf of the City.