

MEETING DATE 09/12/05

**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**

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Meeting Date 07/11/05		Item Number _____	
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	
Public Works			
Fiscal Impact Yes ☒ No ☐		General Fund Yes ☒ No ☐	
Public Hearing ☐		Action Item ☒ Attachments ☒	
Public Notification Master Notification List, Doug Nielsen, Broadcast Media Communications, Studio Spectrum Inc , Edwards Technologies, Inc , Spinitar, VTP Inc , SPL Integrated Solutions, Pro Sound, Media Centric, TV Magic, Sunset Studios, Granicus, Hoffman Video Systems, A-Vidd Electronics, and Darren Doerschel were notified by e-mail on July 6, 2005			
Department Approval Charles D Herbertson 6/28/05		CAO Approval	
City Controller Approval			
 <u>RECOMMENDATION</u> Staff recommends that the City Council authorize entering into an agreement with Hoffman Video Systems for the purchase and installation of various audio, video and broadcast production equipment, and to replace the existing voting software and hardware system for \$204,851 <i>Council Chambers Audio-Video Upgrade P-849</i> , and <i>Council Chambers Acoustics, P-846</i> <u>BACKGROUND</u> When City Hall s construction was completed in 1995 the Mike Balkman Council Chambers (Chambers) was equipped with various voting, audio and video equipment components many of which are controlled through an AMX system The AMX system remotely controls such functions as voting microphone muting, speaker volume, white screen up/down chime, document stand camera zoom/focus radio station transmission on/off room lighting overflow room speakers, and rear-projection screen viewing such as VHS tape, slide projector and the City Clerk s personal computer Within two years after completing construction of City Hall, the City s cable television operator equipped the Chambers with broadcasting capability, adding cameras and other broadcast production equipment necessary to produce and air live meetings held in the Chambers			

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The primary goal of the Council Chambers Audio Video and Acoustics Project (Project) is to evaluate the audio video voting room control, and broadcast production systems (System) and replace those components that are in jeopardy of failing, or have a poor history of reliability due to their age. The goal of the acoustic component of the Project is to identify and implement facility improvements to optimize the Chambers audio system performance. The secondary goal of the Project is to enhance the System's existing technology features and functionality.

At their February 14, 2005 meeting, the City Council authorized entering into an agreement for \$13,425 with Darren Doerschel, a Systems Integration Consultant, to perform the following tasks:

- 1 Evaluate the Chambers acoustics and prepare a recommendation for its improvement
- 2 Assess the existing System, advising staff on each component's life expectancy and its state of technology
- 3 Analyze the feasibility of broadcasting in High Definition Television format
- 4 Interview users of the System to discuss existing features and functionality and to identify any problems or desired enhancements to them
- 5 Prepare a list of equipment and estimate their replacement costs
- 6 Prepare installation diagrams for the new equipment and components to integrate them into the existing System
- 7 Prepare a Request for Bid of plans and specifications to seek competitive pricing from dealers for the equipment, its configuration and programming labor to install it and end-user training
- 8 Evaluate the bid responses with staff
- 9 Perform project management oversight to ensure the equipment is properly installed, tested, and fine-tuned
- 10 Compile the various new equipment operations manuals and other documentation into binders for end user reference
- 11 Oversee training on the updated System for staff and City Councilmembers

DISCUSSION

Darren Doerschel has evaluated the City's existing System, coordinated meetings with various equipment manufacturers on behalf of the City, attended staff meetings to discuss the Project, and prepared a Request for Bid (RFB) document of equipment and other specifications that was subsequently advertised to equipment dealers.

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Assessment and Evaluation Report

Darren Doerschel evaluated the Chambers acoustics and the existing System s software, hardware and equipment components and prepared an *Assessment and Evaluation Report* (Report) that is attached to this staff report for your reference

The conclusions of the Report are summarized below

- Chamber Room Acoustics Some minor sound echoing was observed in a few areas of the Chambers, as well as a loud Heating, Ventilation and Air Conditioning (HVAC) system

The minor echoing could be improved by hiring an architect to design and subsequently install acoustical material retrofits, but the \$15,000 to \$40,000 cost to do so is prohibitive when compared to the relatively minor amount of acoustical improvement it would provide

Taking the measures outlined in the Chamber Acoustical Improvement section of this staff report at a cost of \$4,635 would reduce the noise originating from the HVAC system, allowing the audio system to operate without having to constantly compete with the background noise it creates

- Voting System The existing AMX voting system has exceeded its life expectancy Although the software is operational for most functions and provides adequate electronic voting support for the public meetings, the operational limitations along with intermittent functional problems due to its age call into question the future viability of the system Additionally, due to continual compatibility issues with current technologies in the audio/video industry and the lack of system support or maintenance from the manufacturer and their dealers, the likelihood of component failure is high Since no replacement exists such a failure would be considered very problematic As a result, the primary voting system should be replaced This portion of the project is estimated to cost \$45 000-\$50,000
- AMX Room Control System Certain aspects of the system may still be of some functional use when integrated with a new voting system, however due to signs of failure, life expectancy, and difficulty in integrating it with newer technologies, the entire system should be replaced with the expectation of some cost savings realized by retaining some components and/or existing cabling This portion of the project is estimated to cost \$10,000-\$15 000

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- Sound System Although the sound system may be improved with a few component upgrades, the overall value of such an enhancement could only be accurately measured after installation with little or no recourse if the improvements were not adequate. Most of the critical components in the existing sound system have exceeded their life expectancy and should be replaced by a complete, turnkey sound reinforcement system that has enhanced features and functionality that is better suited to the Chambers. This portion of the project is estimated to cost \$45,000-\$55,000.
- Rear Screen Projector The existing rear-projection system has exceeded its life expectancy and should be replaced with a new one. Today's rear-screen projectors will be a marked improvement in image quality and illumination over the existing one. This portion of the project is estimated to cost \$8,000-\$12,000.
- Broadcast Production System

Show Production System The Video Toaster, which is the heart of the PC-based broadcast system, has exceeded its life expectancy and should be replaced immediately. This portion of the project is estimated to cost \$20,000-\$25,000.

Cameras With the exception of the document camera, which is recommended to remain in place, the other cameras do not provide adequate low lighting capabilities, suffer from poor dynamic response, and due to their age, have become unreliable. The gain adjustment that is required on each camera due to the light levels in the Chambers makes the images grainy and noisy. The cameras are obsolete, cannot be upgraded, and require complete replacement; however, their lenses may be used in the new cameras purchased. The existing cameras should be replaced with cameras equipped with better low-light features and current technologies. This portion of the project is estimated to cost \$35,000-\$40,000.

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- New System Enhancements In addition to evaluating the existing System, Darren Doerschel also addressed the following enhancements derived from the Public, Educational, and Government Television Channel Needs Assessment prepared for the City's cable television franchise renewal negotiations

Playback System The budget may allow for a new moderately priced automated playback system that will allow staff to automatically schedule the airing of the previously recorded meetings, as well as create and broadcast a bulletin board of community information. This portion of the project is estimated to cost \$12,000-\$15,000.

On-Location Production Equipment Budgetary constraints do not permit the purchase of an on-location production system at this time. A multi-camera system could be rented on occasion if required, or if an increased number of off-site meetings and events are expected, a multi-camera system should be considered in the future, along with equipment capable of editing the pre-recorded event prior to its broadcast. This portion of the project is estimated to cost \$15,000-\$20,000.

Producing in High Definition Television (HDTV) Format The responsibility of converting analog signal programming into digital format so that viewers at home may decode them on their digital televisions lies squarely with the satellite or cable television provider. The City currently produces its programming in analog signal format and may choose to invest in HDTV equipment to begin sending digital signals to the cable television operator directly, but to do so would cost considerably more for the Project's equipment replacements, or approximately \$350,000 to \$500,000 in additional costs. In approximately five or six years, however, the cost for HDTV production equipment will be reduced significantly, making it more feasible for Municipal Government TV Channels to begin thinking about slowly converting their equipment at that time. A couple of the components that will be purchased as part of this Project, like the Video Toaster Show Production System replacement, have dual analog/HDTV compatibility built into them.

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System Evaluation Cost Estimate Summary

Item	Estimated Cost
Chamber Room Acoustics Improvement	\$4 635
Voting System Replacement Software and Hardware	\$45 000 to \$50,000
AMX Room Control System Replacement	\$10,000 to \$15,000
Sound System Replacement	\$45,000 to \$55 000
Show Production System Replacement	\$20,000 to \$25,000
Camera Replacements	\$35,000 to \$40,000
Automated Playback System*	\$12,000 to \$15,000
On-Location Production Equipment*	\$15,000-\$20,000
HDTV Production*	\$350,000 to \$500,000

*Denote Enhancements to the Existing System

Request for Bid

Utilizing the Assessment and Evaluation Report conclusions as a guide Darren Doerschel prepared a RFB that specified equipment make and models software, hardware and end-user training requirements for the Project

Unfortunately, no Culver City firms exist that are qualified to bid on the Project The RFB was formally advertised on April 22, 2005 Fourteen equipment dealers attended the mandatory job walk held on May 12, 2005 Of those fourteen dealers, six submitted bids by the June 2, 2005 deadline as follows

Hoffman Video Systems, Glendale, CA	\$216,519
Broadcast Media Communications Laguna Niguel, CA	\$239 496
Pro Sound, North Hollywood CA	\$250,890
TV Magic San Diego CA	\$265 059
Edwards Technologies, Inc , El Segundo CA	\$273,362
Spinitar, La Mirada CA	\$315 849

Upon receipt of the RFB responses Darren Doerschel met with staff to evaluate and recommend an equipment dealer

Hoffman Video Systems (Hoffman) has received favorable recommendations from their existing and prior clientele and as a result, staff recommends entering

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into an agreement with Hoffman in the amount of \$204,851 for the purchase and installation of the replacement audio video, voting, and broadcast production equipment To remain within budget the \$11 668 On-Location Production Equipment has been eliminated from the Project

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

**SUMMARY OF ACOUSTIC IMPROVEMENTS
AND SYSTEM EQUIPMENT REPLACEMENTS**

Chamber Acoustical Improvements

Staff met with an HVAC contractor recommended by Darren Doerschel that proposed some low-cost measures that could be taken to reduce the HVAC noise in the Chambers After reviewing the list with City facilities staff, all but their last recommendation was implemented as follows

- Airflow Balancing It was noted that the amount of air coming out of the air registers was significantly unbalanced throughout the Chambers Some air registers had a very high volume of air coming out of them (creating noise) and others very little We hired the HVAC contractor to balance the Chambers air registers, returning them to their original engineering specification when the building was first constructed Completion of the air balancing has reduced the overall noise level from the air registers significantly without reducing the overall volume of air being circulated throughout the Chambers
- HVAC Pipe Vibration It was observed that the HVAC piping that runs just behind the dais and over the roof of the Chambers was vibrating loudly creating noise City staff retrofitted the pipe with vibration eliminators which has significantly reduced the vibration noise generated
- Dais Air Registers Subsequent to completing City Hall's construction two additional air registers were installed in the ceiling directly above the dais These air registers are noisy City staff installed two attenuator boxes in the ceiling ductwork, which has resulted in making the air registers significantly quieter
- *New Air Registers Replacement of all the ceiling mounted air registers with new ones known for their reduced noise levels, along with increasing the size of the ducting that leads to them was recommended

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*The HVAC contractor proposing the air register replacements could not guarantee a minimum amount of measurable noise reduction as a result of their replacement. As a result, staff decided to forego completing the work estimated at \$3,360.

The acoustical improvement work outlined above, except for the registers, was completed by a combination of Public Works crews and the HVAC contractor at a cost of \$1,275 to the Project's budget.

Audio, Video, Broadcast Production, and Voting Systems

Following is a summary of the equipment replacements:

- **Rear Projector** The new rear projection system will deliver nearly twice the illumination over the existing projector and deliver significantly enhanced image clarity. The total cost for this component is \$14,000.
- **Cameras** With the exception of the fixed document camera, all the remaining room cameras will be replaced. To reduce costs, the camera lenses will be reused, saving an estimated \$10,000, for a total cost of \$20,000.
- **Room Control and Voting System** The existing AMX system that controls the Chambers' audio and video functions and its voting system will be replaced with a state-of-the-art AMX system. The total cost for this component is \$75,000.
- **Speakers** All the ceiling speakers will be replaced. The total cost for this component is \$4,000-\$8,000.
- **Microphones** Many of the microphones will be replaced. The total cost for this component is \$4,000.
- **Audio System Replacement** The heart of the audio control system will be completely replaced with a state-of-the-art computerized system that will
 - Increase the system's overall volume capability.
 - Increase the number of microphone ports and fix the existing poor quality floor microphones periodically installed for public meetings. This will eliminate the need for talkers to speak so closely into the microphone.
 - Automatically control any gain (feedback) the room may experience and adjust the speaker sound levels in a millisecond.
 - Includes a processor that permits individual microphone control.
 - The Chambers' microphones will await sound input before turning on, in lieu of always being on. This helps to control gain and feedback from microphones that are not currently in use, but continue to be 'on'.
 - Enhanced microphone sensitivity levels allowing automatic self-adjustments to accommodate quiet or loud talkers, and close or far away.

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talkers The microphones will automatically adjust to each type of talker to maximize their sound input resulting in a consistent level of speaker volume

The total cost for this component is \$35 000-\$45,000

- **Broadcast Production System** The broadcast equipment will be replaced with a state-of-the-art system The new broadcast system may provide staff the ability to create DVD s and automatically playback previously recorded meetings at a date and time desired and will include the ability to create a community bulletin board The total cost for this component is \$20 000-\$30 000

Project Cost Summary

Item	Cost
Chamber Room Acoustics Improvement	\$1 275
Rear Projector Replacement	\$14,600
AMX Room Control and Voting System Replacement	\$75 000
Show Production System Replacement, New Cameras, and Automated Playback System	\$65,800
Audio System Replacement	\$40 600
On-Location Production Equipment	\$11,668
Miscellaneous materials and supplies	\$7,576
TOTAL	216,519

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 by the end of September 2005

Staff anticipates the Chambers will not be operational for a period of up to three weeks during the new 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 systems use will be held for the City Councilmembers, staff, and the City's Videographer In addition to the training sessions Hoffman will be attending the first public meeting for all the

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Commissions Redevelopment Agency, and City Council to perform any troubleshooting that may be necessary and to ensure that users of the new system feel comfortable with its use

Public Address System

The Fire Communications Division is researching the purchase of a mobile public address system budgeted at \$10 000 The portable system will have wireless microphones and wired speakers allowing it to be set up for use at any remote location that has access to electricity The system will be used at town hall and other public meetings and events and is funded by this Project

FISCAL ANALYSIS

The *Council Chamber Audio-Visual Upgrade (42000849)* and *Council Chamber Acoustics (42000846)* budget amounts to \$229 580 These funds are allocated as follows

Portable Public Address System	\$ 10,000
Consulting	\$ 13,425
Acoustical Improvements	\$ 1 275
Chambers new voting software, hardware, and other audio, video and broadcast production equipment components Installation and training	\$204 880
TOTAL	\$229,580

Sufficient funds exist to purchase and install the replacement equipment from Hoffman Video Systems amounting to \$204 851

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

Staff recommends postponing the purchase of the \$11,668 On-Location Field Equipment at this time due to budgetary constraints Upon conclusion of the cable television franchise renewal process, funds may become available to purchase this equipment at that time

ATTACHMENTS

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- Voting Audio, Video and Broadcast Production System Equipment Assessment and Evaluation Report, April 17 2005
- Hoffman Video Systems RFB response June 2, 2005

MOTION

That the City Council

- 1 Award an agreement with Hoffman Video Systems for Audio, Video, Voting and Broadcast Production Equipment in a total amount of \$204,851, and
- 2 Direct the City Attorney to prepare the appropriate agreement, and authorize the Chief Administrative Officer to execute the agreement on behalf of the City

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CITY OF CULVER CITY
COUNCIL CHAMBERS AUDIO/VIDEO FACILITIES PROJECT
BID NO 1305

Presented By
Vicki Chaffee
Hoffman Video Systems
1049 Flower Street
Glendale CA 91201
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(818) 507 7116 Fax (818) 507 7118

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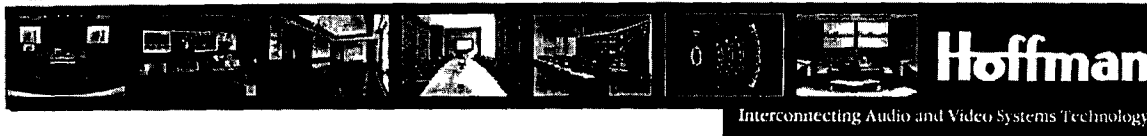


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Proposed Project Timeline

Bidders Affidavit Form

Custom Warranty Agreement and Sample Maintenance Agreements

Additional Copies of Submitted RFB (Separate Attachment)

Hoffman

1 800 550 0225

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June 2 2005

Mr Joe Susca
Project Manager/Senior Management Analyst
Culver City Public Works Department
9505 W Jefferson Boulevard
Culver City CA 90232

Dear Mr Susca

Thank you for the opportunity to provide Culver City with our submission for consideration in the upgrade project of city s council chambers audio/video facilities Based on the site review and evaluating the requirements specified in Bid Number 1305 we have prepared this proposal to implement the professional technical services requested We will address the scope of work and installation plan as well as describe who we are and how we apply our design protocols in realizing your vision of the chamber complex Our submission will also demonstrate Hoffman s involvement extends beyond the actual completion of the project as our technicians and engineers will stay on to assist the staff in understanding each part of the system operation troubleshooting and accessing after sale support

As outlined in the bid its scope is complex and more than a simple upgrade—it s the creation of a technically advanced media system that must also be very user friendly This project is exciting—to be partnered with Culver City in transforming the existing infrastructure into a vibrant public venue and effective staff workplace Hoffman has been fortunate in developing strong relationships with several municipalities over the last several years including a recent city council upgrade for the City of Long Beach earlier this year And one of our current projects is a large scale broadcast/classroom integration at LAPD s Ahmanson Recruitment Center We are a local systems integrator in our 63rd year with a significant understanding and appreciation of this endeavor We would be honored to involve our talent and expertise to revitalize the Mike Balkman Council Chambers

Sincerely


Rob Shepherd
President and Chief Operations Officer


Victoria Chaffee
General Sales Manager

Hoffman

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Project Overview

Some of you reviewing our proposal may already know of Hoffman Video Systems. We are one of Southern California's leading full service integration companies in the design, procurement and installation of professional multi media, broadcast video, audio, and software control systems. We are a family owned business in our third generation with a good understanding and appreciation of a wide spectrum of clients and their applications—including municipality operations. We'd like to familiarize you with our philosophy and approach to the integration process and to that end, we have included a detailed profile on Hoffman in subsequent sections.

From our collective experience, each system integration project of this sophistication is unique. The challenge for the successful bidder will be multifold: combining highly competitive hardware costs, a fairly aggressive timetable for design and installation, and a complex programming structure. A well known adage in our industry is that a project can be completed fast, cheap, and good; you get to pick two out of three. The key here for the selected integration team will be assigning experienced talent who realizes the fast track nature of the work, particularly in the initial hardware and software design phase. An immediate comfort level between the City's PMT and the integrator will have to be established with both parties looking forward to rolling up their sleeves and getting to work. For the City's part, you have a strong foundation with an esteemed consultant on board, a clear idea on the overall bill of materials and the inclusion of smart architecture in the software upgrade path.

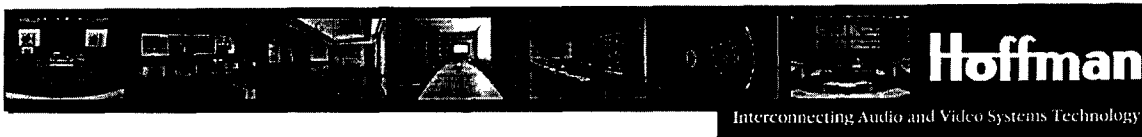
We agree with the City's recommendation of incorporating two phases of implementation: Phase One concentrating on the A/V System and Voting System; Phase Two focusing on the Production Control Systems after the first phase is fully ramped up. We would provide the PMT with an extensively detailed schedule of implementation within the required fifteen days after contract award. Initially, we would not require daily access to the site or the PMT. However, in the initial start up, it may require daily contact with the PMT via e-mail and a scheduled timeframe for phone calls. The core team will have the ability to respond quickly, consistently and concisely within the group. We'll set up parameters for mutual decision making, submission of documentation and obtain approvals on all planned procedures.

A significant portion of the project is devoted to AMX hardware and programming. We are fortunate to have two fully certified AMX designer/programmers on our engineering staff: Jason Gottfredson and Christian

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Baker We also employ several experienced CAD operators who will assist with the design requirements and as built drawing work ups We will assign a special team responsible for design touch panel revisions and customized programming Their extensive background in this area will collaborate with the PMT in bringing proven ideas in creating attractive and easy to use touch panel sequences

In addition to AMX engineering our Technical Services Manager Jason Gottfredson is also trained in acoustical sciences and is well versed in sound system design in environments similar to the one in the council chamber One of our current projects under construction the Getty at Malibu mandates extensive acoustical testing with noise/vibration control We have included samples of our audio testing documentation in a later section of our proposal titled Quality Assurance Program We will carefully review the existing infrastructure in the council chamber ceiling make any necessary recommendations prior to actual replacement and will make sure the new speakers match cosmetically as well as acoustically

Hoffman Video Systems is well versed in clean and accurate placement of projection displays including many small space rear screen reflected configurations We will provide a very stable secure and optimized positioning of the projector resulting in the best signal output the Sanyo is capable of

We are knowledgeable in immersing the MediaMatrix audio products into the mix and have staff certified for this manufacturer s control system design We will be happy to go over the matrix in detail during the engineering phase to make sure the correct number of I/O cards and ancillary hardware has been correctly included

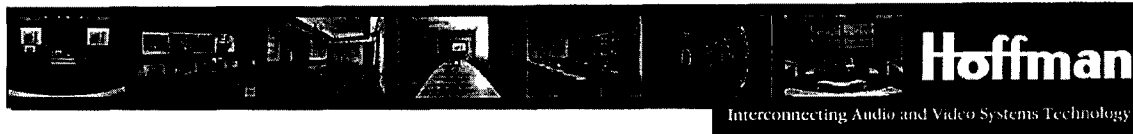
Later in Phase Two we will want to develop a more accessible and logical approach to the control room s rack layouts provide new cabling as needed and re harness the wiring at the rear of the racks and feeding into the conduit The movement to adding a Leightronix server system DVD recorders and a capable switcher and character generator will result in better signal quality output and duplications on a medium built for today

In regards to the robotic camera upgrade we spoke with Telemetrics and received reassurances that the proprietary 25 pin interconnecting cable will be all that is necessary for the interfacing of the pan tilt capabilities with the new Panasonic camera heads It should be noted that the Canon lenses and Panasonic camera heads will require shipment back to Telemetrics for lens modification compatibility This procedure will take a few weeks to complete and the special cable order will have a 4 6 week lead time before shipment While we are actively working on Phase One our install team will want to conduct a full

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inspection of the conduit run for the camera cabling. In case we discover any issues of concern, we will want to address them early in the project run.

With the release last week of the revised budget numbers, we realized we would have to re-evaluate equipment/labor bid itself. Because of the constraints on the budget cap, we did not include funding of the Field Production Equipment. While we have included costs for the products, we have specifically noted on the itemized equipment bid that this section is not included in the combined totals. Looking at the equipment quote, you will notice that our proposed dollar values do not fully conform with the budget guidelines given. Because this is a relatively labor-intensive implementation, we sharpened the pencil on the hardware portion to allow sufficient coverage for the labor and programming. The bottom line does come in under budget and we welcome discussions with you on our choices of dollar allocation if you have any questions. We also encourage a discussion with the PMT on possible models that may benefit from value engineering, thereby creating flexibility to moving any freed-up funds where they might be needed most—especially if there are product unknowns we may discover in the design phase.

There's much work to be done collectively from the very start of the project award and we at Hoffman are up for the challenge. We thank you for allowing our participation in the bid process and look forward to answering any questions and/or providing more information to the evaluation team at Culver City. Lastly, we extend our congratulations and best wishes as you begin this worthwhile upgrade. It will be one of the highlights of 2005 for the City and how it presents and represents itself to its citizens.

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HOFFMAN HISTORY & BACKGROUND

The story of Hoffman begins in 1941 Los Angeles when a fluorescent light salesman stopped in on the Mission Bell Radio Corporation to collect on a past due bill. In an interesting twist of fate, H. Leslie Hoffman ended up walking out of Mission Bell's headquarters as its new owner – and just prior to the outbreak of WWII, the Hoffman Electronics Corporation began production of AM radios.

The ensuing years saw Hoffman grow steadily from a small radio manufacturer into a diversified national corporation with seven divisions in multiple states. The company was enormously successful due to its innovations in the fields of communications and technology.



From 1941 to 1977, Hoffman made significant advances in solar power and solar cells, semi-conductors, airborne navigation systems, color television, transistor radios, satellite and antenna transmission, radar technology, and management and manufacturing processes. In 1977, after 36 years in business, the Board of Directors at Hoffman Electronics decided to sell off the main divisions to Gould Electronics, a worldwide corporation and leading manufacturer of circuit boards and military products.



With the sale of the parent company, J. Kristoffer Popovich, son-in-law of H. Leslie Hoffman, and Bob Jablonski, a 30-year Hoffman executive, intensified their focus on a new area of business that Hoffman had just begun to explore – audio-visual systems integration. Their partnership and interest in this relatively new field of systems integration led to the creation of Hoffman Video Systems in 1978.

Mirroring the growth of the Hoffman Electronics, almost 40 years earlier, Hoffman Video Systems started small by selling products, designing and servicing systems primarily for television and film production companies. But the company maintained Les Hoffman's drive for innovation and growth, and over the next thirty years began developing new systems with applications across a variety of industries and markets.

Today, Hoffman Video Systems is one of the nation's largest and leading integrators of audio and video components. With corporate offices in Los Angeles, Denver, and Atlanta, Hoffman has strategically positioned itself to lead the way in providing innovative visual communication solutions, combining video expertise, technology, and service.

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Hoffman has completed projects in 33 states the District of Columbia and Puerto Rico And Hoffman's reputation as the leader in systems integration is not limited to the United States In recent years Hoffman has completed international projects in Japan Korea Philippines Egypt Saudi Arabia Mexico Canada and Switzerland

Hoffman's capabilities include consultation design custom fabrication installation training and service for the audio visual security networking and communication marketplaces Hoffman has been getting increased recognition recently due to our groundbreaking design and build process known as the Four Wall In (4WISM) Approach exclusive to Hoffman whereby we design and install every element within the four walls of your project Hoffman's philosophy is that the proper system solution is not just the right configuration of electronic components it is the integration of electronics the surrounding environment and human factors of those who work within the four walls of the project



As Hoffman looks to the future the audio video systems integration industry continues to grow and thrive New applications for technology spring up in new industries almost daily and Hoffman stands ready to meet this new demand for Control Rooms Videoconferencing Systems Multi Media Systems Streaming Media Security Systems and Broadcast/Professional Video Systems

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HOFFMAN EXECUTIVE TEAM

Chief Executive Officer – J Kristoffer Popovich

Kris founded Hoffman Video Systems in 1977 after previously working as an executive at Hoffman Electronics heading up the company's Learning & Educational Systems division. Prior to joining Hoffman, Popovich worked within the Ford Administration and for Bank of America. Kris sits on the Boards of multiple organizations in the Los Angeles area including Children's Hospital, the YMCA of Metropolitan Los Angeles and the University of Southern California.
Graduate of University of Southern California
MBA, University of Southern California
President, Criminal Justice Legal Foundation

President & Chief Operating Officer Robert T. Shepherd

Robert became President and COO of Hoffman in 1999. Prior to joining Hoffman, Shepherd held management positions in several financial services corporations including Great West Life and Manulife Financial. Rob sits on the Boards of the Pasadena YMCA and San Gabriel Council of the Boy Scouts of America.
Graduate of University of Washington
Member of the 1992 U.S. Olympic Team, Rowing
Member of the Young Presidents Organization

Chief Financial Officer – Michael Gavigan

Michael joined Hoffman in May 2002. He brings more than 20 years of experience in various senior management and executive positions at Pico Macom, Walt Disney, ICN Pharmaceuticals and Arthur Anderson. Michael is a Certified Public Accountant.
Graduate of Cal Poly University
Member of American Institute of Certified Public Accountants
Member of the California Society of Certified Public Accountants

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HOFFMAN PROJECT TEAM

Manager Technical Services Glendale Jason Gottfredson

Jason joined Hoffman Video Systems in 2002. Jason brings over 12 years experience in audio, video and lighting applications including all aspects of production design and system engineering in the rental and installation sectors. He has been responsible for engineering lighting/audio/video design, installation, setup, programming, logistics and project management.

Member USITT

Associate Member AES

AMX Certified ACE Designer

Certified in Control System Design by AMX, Crestron and Media Matrix

Senior Project Manager Doug Kautsky

Doug has been with Hoffman for over nine years. He began his career in audio visual systems integration in 1994 with American Video Communications. Doug was a Service Technician with American Video and started in a similar position when he came to Hoffman. Doug's knowledge of systems integration and proficiency with design and troubleshooting led to his promotion to Project Manager. As Senior Project Manager, Doug has managed several large projects including Loyola Law School, USC Dole Foods, and Wellpoint Health Care.

Manufacturer certified by AMX, Electrohome, Christie, Extron, Crestron and Altinex.

Recipient of the Hoffman Transmitter Award for achieving 100% customer satisfaction rating in 2002.

Project Coordinator Francis Alviso

Francis has 12 years experience in designing, engineering, installation and project management. In his career prior to Hoffman, Francis designed hotel conference facilities for Paul Alan Magil & Associates, where his clients included Hyatt International, Four Seasons, Hotel Nikko, and Intercontinental Hotels. As a System Engineer for Douglas Roesch Communications, Inc., Francis oversaw aspects of multimedia system integration at the 1984 LA Olympics, LAX, Reagan Library, the Nixon Library, and Lockheed. At Hoffman, Francis oversees project schedules, equipment orders, and delivery. He assists project engineers and represents onsite engineers, coordinating all field conditions to the owner/consultant and head of office. Graduate of the Asian Institute of Electronics, Degree in Electrical Engineering.

Factory certified by Extron, Picturitel, Video Conferencing, Trompeter, Christie Digital and Bose among others.

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Engineer Chien Huang

Chien joined Hoffman as a Field Service Engineer in 1997. His career path has taken him through almost the entire spectrum of audio visual communication and electronics from computer testing and repair to assembling and calibrating medical lasers to designing prototype image capturing technology and microprocessor emulators. Chien has a gift for understanding most anything electronic. Chien holds the record at Hoffman for client satisfaction communications to the company President. Manufacturer certified by Tandberg, Polycom, AMX and others. Degree in Electrical Engineering from Cal State Long Beach. Recognized by the International Communication Industries Association (ICIA).

Field Engineer/Project Manager Al Martinez

Al joined the Hoffman team in February 2003 as a Service Technician. In the past 14 years, Al has held engineering positions in systems integration, computer support and audio visual equipment. Most recently, Al worked for Innovative Design Technologies where he was responsible for project management, service and installation on projects for the GAP, Warner Bros Studio Stores, Nike Factory Stores and Citicorp. Graduate of Phoenix Institute of Technology. Manufacturer certified by AMX, Christie, Crestron and Sony. Recognized by the International Communication Industries Association (CTS).

Senior Programmer Christian Baker

Christian became a member of the Hoffman team in 2004 bringing a wealth of experience in the technical areas of design, protocol coding and programming of various software control systems. His background experiences include a seven year career with the Church of Latter Day Saints at the Salt Lake City Temple complex as a member of their facilities management group. AMX Certified ACE Designer and AMX Control System Design.

Service Coordinator Ramı Fasheh

Ramı handles the service on all major accounts, serving as the primary contact between Hoffman and its customer after the sale. Ramı is responsible for monitoring and administering existing service contracts, maintaining remote systems monitoring for various clients and initiating periodic service upgrades as they become available. Ramı developed Hoffman's Priority Response System, which allows customers to have technicians on site within four hours of a service call 24/7/365. Prior to coming to Hoffman, Ramı was a customer service representative at Andrews Electronics, where he was recognized for having a 100% satisfaction rate by his clients. Graduate of ITT Technical Institute. Degree in Electrical Engineering. Hoffman's Employee of the Year 2001.

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General Sales Manager Vicki Chaffee

An industry veteran of over 25 years Vicki has been with Hoffman since 1998 specializing in broadcast video applications Prior to joining Hoffman her resume includes Instructional Media Producer at Long Beach City College and was a Senior District Sales Manager at Panasonic Broadcast and Televisions Systems for 17 years She also periodically teaches field production/editing at a local community college Graduate of Long Beach State University Bachelor of Arts Degree in Radio/Television Member of SMPTE

Sub contracting Services

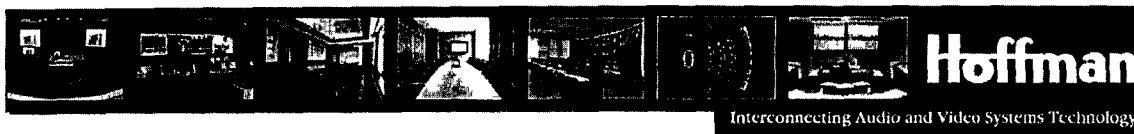
PGS Services Inc /Paul Stickelmaier

PGS Services is a long established electrical and structural contractor specializing in the display and video broadcast market Hoffman Video Systems has regularly contracted with PGS over last several years with multiple projects including installations at the Film/Video Department at Orange Coast College Amgen USC Loyola Law School California Institute of the Arts and most recently a custom dual screen installation in the International Ballroom at the Beverly Hilton Hotel His expertise in millwork display structural installation and electrical integration are components that may include his involvement

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HOFFMAN INTEGRATION & CONSTRUCTION STANDARDS

Hoffman maintains the highest standards and all work performed will be completed in accordance with Applicable Codes and Standards

I APPLICABLE CODES AND STANDARDS

A Codes All work performed by Hoffman will be completed in accordance with applicable requirements of governing codes rules and regulations including the following minimum standards

- | | | |
|---|------|--------------------------------------|
| 1 | UBC | Uniform Building Code |
| 2 | NEC | National Electrical Code |
| 3 | NFPA | National Fire Protection Association |
| 4 | FCC | Federal Communications Commission |

B Standards Equipment materials and associated components provided by Hoffman will conform to the current revisions of the following standards as applicable

- | | | |
|---|-------|--|
| 1 | UL | Underwriters Laboratories |
| 2 | ANSI | American National Standards Institute |
| 3 | NEMA | National Electrical Manufacturer s Association |
| 4 | SMPTE | Society of Motion Picture and Television |
- Engineers
- | | | |
|---|-----|--------------------------------------|
| 5 | ISO | International Standards Organization |
| 6 | AES | Audio Engineering Society |

II CABLE PULLS AND INFRASTRUCTURE

The heart of the project is the cabling infrastructure and connection plates that provide access to and distribution for the A/V systems Hoffman Video Systems follows industry accepted and proven standards for cable run sheets labels cable management termination and testing

Hoffman will provide and build the following

A Provide permanent identification of run destination at all raceway terminations

B All wire and cable shall be continuous and splice free for the entire length of the run between designated connections or terminations

C All shielded cables shall be insulated Do not permit shields to contact conduit raceway boxes panels or equipment enclosures

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D Verify that all new raceway have been de burred and properly joined coupled and terminated prior to installation of cables Verify that all raceways are clear of foreign matter and substances prior to installation of wire or cable

E Inspect all conduit bends to verify proper radius Comply with relevant Code for minimum permissible radius and maximum permissible deformation

F Apply a chemically inert lubricant to all wire and cable prior to pulling in conduit Hoffman will not subject wire and cable to tension greater than that recommended by the manufacturer Use multi spool rollers where cable is pulled in place around bends Reverse bends are not allowed

G Secure all wire and cable run vertically for continuous distances greater than thirty (30) feet Secure robust non coaxial cables with screw flange nylon cable ties or similar approved devices appropriate to cable weight For all other cables provide symmetrical conforming nonmetallic bushings or woven cable grips appropriate to cable weight

II | WIRING PRACTICE

A Land all non coaxial field wiring entering each AV equipment rack at specified terminal devices prior to connection to any equipment or devices within racks Terminals will be located in the equipment racks or in the terminal cabinets provided

B Identify all wire and cable clearly with permanent labels wrapped about the full circumference within one (1) inch of each connection Indicate the number designated on the associated field or shop drawing or run sheet as applicable Assign consistent wire or cable designations throughout a given system Each wire or cable shall carry the same labeled designation over its entire run regardless of intermediate terminations

C Apply all crimp connectors only with manufacturer s recommended ratchet type tooling and correct crimp dies for connector and wire size

D Coordinate insulation displacement (quick connect) terminal devices with wire size and type Comply with manufacturer s recommendations Make connections with automatic impact type tooling set to recommended force

E Make all connections to screw type barrier blocks with insulated crimp type spade lugs Provide permanent designation strips designed for use with the terminal blocks provided

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F Dress lace or harness all wire and cable to prevent mechanical stress on electrical connections Provide service loops where harnesses of different classes cross or where hinged panels are to be interconnected

III ASSEMBLY AND FABRICATION

The equipment racks and components will be built in the rack rooms at a Hoffman office The end user is welcome to view the progress of their project at our facility at any time throughout the process This portion of the installation includes the unpacking and testing of all major pieces of equipment prior to rack building HVS builds programs and tests each system before the rack is bubble wrapped and delivered to the site

IV PROGRAMMING

HVS s control systems programmers will develop code for the system to function as specified The code will be uploaded into the system and tested after all the required A/V components are installed and have been wired to the control system HVS will perform continual in house and on site testing of the system to ensure that it meets the project specifications

V SYSTEM TESTING AND ADJUSTMENTS

Prior to the notification of system completion each sub system will be thoroughly tested and adjusted This will include confirming remote controls for video and audio inputs and outputs setting and equalizing normal level controls for video audio and adjusting physical installation parameters Hoffman Video Systems complies with industry standard specifications including SMPTE IEEE NCAC and ASTM

Prior to the sign off of the system Hoffman will perform a series of systems tests with the end user(s) Additionally all functions of the system will be demonstrated Following the approval of this demonstration the A/V systems submittals

VI ACCEPTANCE TESTING REQUIREMENTS

A HVS shall perform acceptance tests to validate the requirements of these specifications and to verify the operation of the installed systems Any equipment and/or materials necessary to complete these tests will be provided by HVS for the duration of the testing period

B Acceptance test procedures shall be prepared by HVS and submitted to OWNER for their review and approval 15 days prior to the scheduled start of any tests Test procedures will be printed in sufficient detail to verify the functionality of each individual sub system

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C HVS will coordinate all testing with OWNER and shall conduct the testing in the presence of OWNER S designate Upon completion of the testing the contractor shall publish a complete test report itemizing the individual tests and the results of each action

VI CLOSEOUT

Upon completion of installation and testing activities HVS shall prepare a list identifying any aspects of the project which have not been completed in their entirety These items will be considered the Punch List Items on the punch list will for the most part be cosmetic in nature or not related to the function of the systems This list will be presented to OWNER for approval and upon approval shall be the contract close out document

VI I TECHNICAL MANUALS AND SYSTEM DOCUMENTATION

A HVS provides complete sets of installation and user s manuals for each piece of equipment provided under the contract This document set includes the entire set of audio visual as built plans an operator and a user manual for all equipment pieces and a copy of the warranty information for each item

B In addition to the above HVS will generate a complete systems operator manual for this project This manual will include a step by step instruction manual for the multi media control system Each button press on the control panel will be detailed in this manual and a description of the action taken and expected results will be provided This manual will contain any required power on sequences and a detailed listing of common problems and their resolutions The goal of this manual is for a qualified OWNER representative to be able to manipulate the system and adjust the displays to their requirement

C HVS provides a set of system functional diagrams and a list of power on steps to follow adjacent to each set of equipment racks Both items will be provided in a sturdy frame with clear glass or non scratching plastic cover Provide permanent non fading media

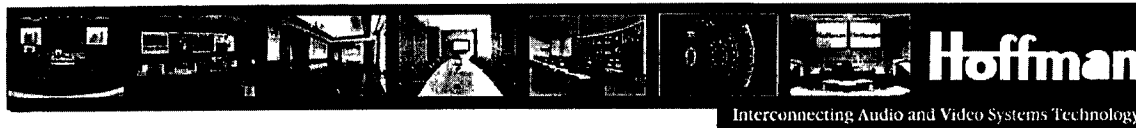
VI II TRAINING

Operator training is an essential component of the audio visual industry A comprehensive training session will be provided The three main categories of training are Operations Technical and Management A training session will commence at the earliest possible date in each category and could be conducted

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throughout the installation process to avoid delays. Training for the completed system will be at the convenience of the OWNER. Training sessions for Operations will cover the operational philosophy of the system.

Technical training sessions will cover the operational philosophy of the system and how the signals flow from area to area. Specific maintenance/support instruction on each major piece of equipment will be tailored to the needs of the maintenance staff and their experience level. System timing, integrity of the electronic pathways, technical adjustments and troubleshooting will be addressed as they relate to the specific sub systems. Diagnostics training as well as support lines will be addressed to provide the technical staff with assistance should their troubleshooting efforts not provide the desired results.

Operator training will focus on the set up of inputs and outputs, control and manipulation of the media and resources, and the overall functional operation of the control system, usage for operations and technical adjustments and basic rules of presentation in an A/V system learning environment.

Management training emphasis will identify the appropriate overall view of the systems, any sub systems designated for presentations, and the briefing / demonstrations of the system.

VII STANDARD WARRANTY SERVICE

HVS will warrant all of the Work to be free from defects in materials and workmanship for a period of twelve (12) months from the date of OWNER acceptance of the work of this section.

- A. First year service and maintenance will include telephone support and Depot Level Service.
- B. HVS offers a variety of On Site Service Contracts ranging from time and materials to Platinum Level of On Site 24/7 Service.
- C. HVS will warrant all of the Work to be free from defects in materials and workmanship for a period of twelve (12) months from the date of OWNER acceptance of the work of this section.

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Our team will always be certified have decades of audio visual experience be professional and courteous on site be responsive to the customer and they will barring extraordinary circumstances finish the project on schedule

Throughout the installation we will continuously solicit input from the client report on our progress adapt designs as necessary test all components before during and after installation to ensure proper operation test and re test the entire system and finally train all client staff on the operation of the system

With our continuing service we will ensure the following client staff is trained to handle/troubleshoot minor problems HVS will respond to all calls for service HVS will offer on site service and HVS will continue to provide ongoing training to the client as necessary

Some services may incur service charges or require the purchase of a service contract Warranties will only cover service up to a certain point

The ultimate responsibility of the Quality Assurance Program resides with Hoffman's Chief Operating Officer He will monitor the results of all systems testing select the implementation team for your project and be actively involved in soliciting feedback The COO will make sure that system is installed on time on budget and meets both Hoffman's and the client's functional standards

The Hoffman Process

- Find out what they want
- Find out when they want it
- Make it happen

Find out what they want

- HVS Management Acknowledges Order
 - Meet the customer
 - Review Purchase Order
 - Review Project Manager
 - Establish schedule for delivery identify milestones
 - Review Change Order Process
 - Review Invoice and Payment Process
 - Review Extended Warranty Program

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- Customer Advocacy Program
 - Hoffman's Sales Rep is Customer Advocate
 - Sales Rep acts as customer's agent within Hoffman
 - Discuss progress ask if we're meeting customer expectations

Find out when they want it

- Establish Schedule
 - Define customer's milestones
 - Monitor the schedule
- Review schedule with PM and purchasing
- Discuss project with suppliers
 - Get suppliers to believe in our jobs

Make it happen

- System Engineering
 - Prove system design
 - Value engineer the system if necessary
 - Revise equipment list
- Review and revise rack requirements after on site review
- Identify deliverables
 - Submittals
 - Riser diagram
 - M&E drawings
 - Acknowledge importance of submittal process
- Purchasing
 - Just in time delivery
 - Careful coordination between Project Manager and Purchasing Agent
 - Volume purchasing
 - Attention to delivery fees schedule and storage
- Site meetings
 - Regular attendance
 - Visit the site to assess progress
 - Count conduit verify size and continuity
 - Make sure pull boxes are where we asked them to be placed
 - Make sure they're taking no shortcuts

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- Verify availability of loading dock freight elevators make sure racks and equipment will fit inside elevator
- Establish relationships with other vendors
 - Carefully explain the AV systems impact to other contractors
 - Review heat loads size shape of equipment
 - Make a huge fuss when subcontractors don't pay attention to our requirements
 - Sort out site problems make sure the AV stuff does not delay other contractors
- In house Installation
 - Racks and sub assemblies
 - Documented procedures for wiring termination
 - Testing and Quality Control
- On site Installation
 - Documented procedures for shipping and delivery
 - Project management
 - Clean and tidy personnel
 - Adherence to safety procedures
 - Respect for Building Code local rules
- Project Meetings at HVS
 - Delivery based on customer approval milestones
 - Internal Audit
 - Weekly progress reporting
 - Punch list
 - Operational deficiencies
 - Site problems
 - Equipment malfunctions
 - Correcting problems to be a cooperative effort
 - Share punch list information with customer advocate
- Manage Change Orders
 - Qualify the requirement
 - Present and approve paperwork
- Training
 - Earliest possible date
 - System philosophy
 - Control & manipulation

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- Functional operation
- Customer Complaints
 - Project manager to Investigate and Correct
 - All complaints reported to senior management for review
 - Complaint analysis and revaluation
 - Eliminate problem
 - Satisfy customer
 - Establish new procedures

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Council AV Files Exhibit I

Voting and A/V Control

Item #	Qty	Part Number	Description	Unit Sell	Ext.
Voting System					
1	1	FG070 516	AMX NSS VOTE Software Solution 1 vote	\$6 540 00	\$6 540 00
2	1	FG2253-61V	AMX NXD1500VG Modero VG series 15 Touch Panel Flush mount	\$7 074 00	\$7 074 00
3	3	FG2251-61V	AMX NXD1200VG Modero VG series 12 Touch Panel Flush mount	\$5 232 00	\$15 696 00
4	4	FG2258 02K	AMX NXD CV7 Modero 7 Touch Panel Flush mount voting stations	\$2 071 00	\$8 284 00
5	5	FG423-41	AMX PSN6 5 12V 6 5A Power supply	\$250 00	\$1 250 00
6	1	FG2275 01	AMX NXP TPI/4 NexLink Touch Panel Interface 4	\$3,264 00	\$3,264 00
AV Control System					
7	1	FG2105	AMX NI-4000 NetLink Integrated Master controller 8 IR 8 I/O 7 RS-422	\$1 907 00	\$1 907 00
8	6	FG2020	AMX NXC REL 10 Relay card (10) channels	\$218 00	\$1 308 00
9	1	FG2024	AMX NXC VOL4 volume control card	\$381 00	\$381 00
10	3	FG2009 10	AMX NXS NMS NetModule Shell chassis for control cards	\$109 00	\$327 00
11	5	FG423-45	AMX PSN4 4 13 5V 4 4A Power supply CV7 Modero	\$82 00	\$410 00
12	3	FG515	AMX AC RK Rack Mount Accessory (1H)	\$44 00	\$132 00
13	1	FG517	AMX CSB Cable Support Bracket (Netlink)	\$28 00	\$28 00
14	1	FG10-000 11	AMX CC NIRC IR Emitter Cable	N/C	N/C
15	1	MTRL	Installation materials, connections, cabling, etc		\$1 500 00
Professional Services and Installation Labor					
16	1	PS7000	System Commissioning (required) Project Management		\$3 360 00
17	1	PS2000	Touch Panel GUI Design		\$2 520 00
18	1	PS3000	Control System Design (button by button Axwire)		\$2 520 00
19	1	PS1000	Control System Programming		\$11 234 00
20	1	INSTALL	Labor on Cable runs, connections, material install, millwork		\$3,000 00
Vote System Total					\$42 108 00
AV Control System Total					\$5 993 00
Subtotal					\$48 101 00
System Commissioning and Professional Services Labor total					\$22 634 00
TAX 8.25 %					\$3 968.33
Total					\$74 703.33

A/V Devices

Item #	Qty	Part Number	Description	Unit Sell	Ext.
Projector Equipment					
1	1	PLC XF35NL	Sanyo XGA Digital Multimedia Projector 5200 ANSI Lumens	\$8 718 00	\$8 718 00
2	1	LNS W02Z	Sanyo On Axis Short zoom 1.35 1.8 1 Lens	\$2 398 00	\$2 398 00
3	1	POA MD04VGA	Sanyo D Sub-15 VGA/RGBHV Input Module	\$185 00	\$185 00
4	1	POA MD13NET	Sanyo Advanced Network Control and Image Transfer	\$382 00	\$382 00
5	1	Bracket	Mounting Bracket for projector in rear screen mirror/frame	\$300 00	\$300 00
Other A/V Devices					
6	1	HV 110XG	Elmo Visual High Resolution Mobile Presenter digital macro doc-camera	\$709 00	\$709 00
7	1	AG VP310	Panasonic DVD/VHS VCR	\$185 00	\$185 00
8	1	VS-402XL	Kramer 4 X 2 A/V Switcher w/RS 232 control	\$596 00	\$596 00
Subtotal					\$13 473 00
TAX 8.25 %					\$1 111.52
Total					\$14 584.52

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Council AV Facility Exhibit I

Sound Reinforcement System

The A/V Integrator shall use the existing design (see facility audio drawings Exhibit I) the specifications found in the RFB and the guideline below to propose a complete turnkey system replacing most of the equipment in the Exhibit I with new equipment

The proposed system may be a general proposal of the design with a lump sum cost (see below)

A final detailed design will be required upon award of a contract to the successful bidder

At that time a detailed equipment list shall be created by the A/V Integrator with assistance from the PMT

Item #	Qty	Part Number	Description	Unit S #	Ext
Audio Equipment					
1	1	N3	Peavey MediaMatrix NION Hardware and Nware Software		
2	3	NIO 8ML	Peavey MediaMatrix NION Mic/Line input cards		
3	1	NIO 8o	Peavey MediaMatrix NION output cards		
4	1	V RD151-4/KVM	RackMount Flip-up LCD Monitor w/4 input KVM w/traditional mouse		
5	1	TBD	PC Windows Rackmountable CPU		
6	4	MB 15	Rolls audio isolation transformer bi directional balanced/unbalanced		
7	20	CMS 6 TDC	Tannoy Ceiling Speaker for Council Chambers only (no adjacent rooms)		
8	1	05146560 5501	Powerware PW5115 1000 Uninterrupted Power Supply		
9	14	AT857MLa	Audio Technica Microphone w/AT8416 Shockmount		
10	4	AT857MLa	Audio Technica Microphone w/table top stand model AT8615		
Additional Equipment					
(A/V Integrator to add equipment as necessary to above equipment to complete proposed design)					
11					
12	1	IMTRLS	Wiring connectors supplies cabling		
13	1	U124M/BETA87	Shure Wireless Transmitting Microphone System		
14	4	QSC CX168	Power Amplifiers (8 channels) 5 channels driving 20 Speakers in chambers (90 watts per channel)		
15					
Audio Equipment					\$27 823 00
Materials					\$2 500 00
(Lump-Sum) Subtotal					\$30 323 00
Labor (including equipment installation and programming)					\$7 800 00
TAX 8.25%					\$2 501 65
Total					\$40,624 65

Production Control System

Item #	Qty	Part Number	Description	Unit S #	Ext.
Robotic Camera Control and Cameras					
1	3	AW E650	Panasonic AW E650 1/2 Cameras	\$3 888 00	\$11 664 00
2	3	YH19x6 7 KTS	Canon Lenses mounted to camera	\$4 131 00	\$12 393 00
3	CFE	PT CP 92523270	Telemetrcs Robotic PAN/Tilt Head	\$0 00	\$0 00
4	4	CA CP 250	D 25 interconnect cable to Pan Tilt Head 250ft	\$630 00	\$2 520 00
5	6	BL 1505A 500	Belden Cable 500ft spools of Coax cable for Video Out and Genlock	\$110 00	\$660 00
Sound Reinforcement Equipment					
6	1	AG MX70	Panasonic Switcher	\$5 641 00	\$5 641 00
7	1	LCG 5000R	Compix Character Generator	\$4 897 00	\$4 897 00
8	1	PRV LX1DW	Pioneer DVD Harddrive Recorder/Player only dual HD available	\$5 329 00	\$5 329 00
9	2	DMR T6070	Panasonic Hardrive Recorder/Player w/ FEC rackmount	\$796 00	\$796 00
10	1	AP41 SP U	Hot on c Video Sych on zer/Processor	\$1 145 00	\$1 145 00
11	2	V R53P	Marshall Triple 5 Monitor Panel	\$1 688 00	\$3,376 00
Automated Playback System					
12	1	Nexus Server	Leightronix Nexus Controller/Server System including Pro buss ports	\$5 718 00	\$5 718 00
13	1	LGX USBHD400	Seagate USB media Hard Drives for Server	\$499 00	\$499 00
14	1	DVP CX777ES	Sony 400 Disc DVD Changer	\$594 00	\$594 00
Install					
15	1	Lot Materials	Cable Connectors misc etc	\$1 100 00	\$1 100 00
16	1	Labor	Installation Labor, including Programming, cable runs wiring racks etc	\$4,670 00	\$4 670 00
Robotic Camera Control and Cameras					\$27 237 00
Production Recording Equipment					\$21 184 00
Playback System					\$6 811 00
Materials Connectors etc					\$1 100 00
Subtotal					\$56 332 00
Labor total					\$4 710 00
TAX 8.25%					\$4 647 39
Total					\$65 774 39

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Council AVF cr E b I I

Field Production Equipment Future Purchase Only

Item #	Qty	P rt Numbe	Description	Unit Sell	Ext
Camera System					
1	1	DSRPD170	Sony DVCAM Camcorder Package	\$3 220 00	\$3 220 00
2	1	ACC PD170	DVCAM Accessories Lens Adapt Case Charger Extra Battery	\$404 00	\$404 00
3	1	DV6-0611	Sachtler DV 6/2D system Tripod 12 3 LBS	\$1 758 00	\$1 758 00
4	2	UCR201/UH400	Lectrosonic UHF UCR 201 Rece ver UH 400 Transm iter Wireless Mics	\$2 168 00	\$2 168 00
5	1	V LCD56 KIT	Marshall V 5 6 LCD Monitor with Speaker	\$304 00	\$304 00
6	1	PAG 6 Kit	PAG Paglight sun gun light with batteries and accessories	\$409 00	\$409 00
7	1	EV RE50	Electra Voice hand held microphone	\$272 00	\$272 00
Lighting					
8	1	ARRI D3 KIT	ARRI Soft back D3 Kit with extra Soft light kit	\$1 944 00	\$1 944 00
Cabling & Materials					
9	1	ACC PKG	XLR mic cables Video cables Fire wire cables extra bulbs etc	\$250 00	\$250 00
Camera System					\$8 535 00
Lighting					\$1 994 00
Materials					\$250 00
Subtotal					\$10 779 00
TAX 8 25 /					\$889 27
Total (exclusive of bid total below)					\$11 668 27

Equipment, Materials and Labor Bid Totals

Description	Ext
Bid cost summary	
Equipment Totals (excluding Field Production Equipment)	\$144 629 00
Materials supplies	\$3 600 00
Labor Totals	\$35 144 00
Warranty Service One Year	\$9 250 00
TAX 8 25 /	\$12 228 89
Bid Total (Not to Exceed Bid amount)	\$204 851 89

OPTIONAL LINE ITEMS	Ext
Extended Service Maintenance Agreements Available	
for 2nd 3rd and 4th Year After First Year Warranty Service	
Custom Platinum Gold Silver and Bronze Level Options	
(See attached sample agreements)	
TAX 8 25 /	
Total of optional items	

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STATE OF CALIFORNIA

BIDDER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Michael Gavigan being first duly sworn deposes and says

- 1 That he/she is the Vice Pres & CFO of Hoffman Video Systems
(Title of Office) (Name of Company)
hereinafter called Bidder who has submitted to the City of Culver City a bid for **Design and Installation of the Culver City A/V Facilities (AVF) Project.**
- 2 That the bid is genuine that the same is not sham that all statements of fact in the bid are true
- 3 That the bid was not made in the interest or behalf of any person partnership company, association organization or corporation not named or disclosed
- 4 That the Bidder did not directly or indirectly, induce solicit or agree with anyone else to submit a false or sham bid to refrain from proposing, or to withdraw his bid, to raise or fix the bid price of the Bidder or of anyone else, or to raise or fix any overhead, profit or cost element of the Bidder's price or the price of anyone else, and did not attempt to induce action prejudicial to the interest of the City of Culver City, or of any other Bidder or anyone else interested in the proposed purchase order
- 5 That the Bidder has not in any other manner sought by collusion to secure for itself an advantage over any other Bidder or to induce action prejudicial to the interests of the City of Culver City, or of any other Bidder or of anyone else interested in the proposed purchase order
- 6 That the Bidder has not accepted any bid from any subpurchase order or materialman through any bid depository the bylaws rules or regulations of which prohibit or prevent the Bidder from considering any bid from any subpurchase order or materialman, which is not processed through that bid depository or which prevent any subpurchase order or materialman from proposing to any purchase order or who does not use the facilities of or accept bids from or through such bid depository,
- 7 That the Bidder did not, directly or indirectly, submit the Bidder's bid price or any breakdown thereof or the contents thereof or divulge information or data relative thereto to any corporation partnership, company association, organization bid depository, or to any member or agent thereof or to any individual or group of individuals, except to the City of Culver City or to any person or persons who have a partnership or other financial interest with said Bidder in its business
- 8 That the Bidder has not been debarred from participation in any state federal or public works project

Dated this 27 day of May, 2005

[Signature]
(Bidder Signature)

Vice Pres & CFO
(Title)

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

Council AV Facilities

Project's Primary Goals and Objectives Evaluate facilities and identify System and sub systems components that should be replaced determine technological deficiencies and suggest enhancements

Total System Replacement (approx)	\$400 000-500 000
Total Recommended Replacment (based Assessment)	\$280 000 00
Total Budgeted for Replacment	\$204 000 00

Equipment Assessment	
Current Condition: Identify devices that are:	¹ Unreliable due to constant failing
	² Intermittently failing Exhibiting poor functional performance or have ³ Exceeded life expectancy
Impact of Failure:	² No functionality at all ¹ Partial loss of functionality

Current System Equipment Descriptions	Estimated Full Replacement Costs	Old for Replacement	*System costs/budgets by other neighboring Municipalities	Current Condition	Impact of Failure	Rating	Likelihood of complete failure High-Moderate-Low
¹ Voting System	\$45,000	\$42,108	N/A	³ Intermittent Failing	² No Electronic Voting	6	High
¹ AV Control System	\$13 000	\$5 993	N/A	³ Intermittent Failing	Partial/Device Control	5	Moderate
¹ AV Devices	\$28 000	\$14,585	Santa Monica \$25 000(2000)	² Poor performance	² No functionality	5	Low
¹ Sound System in Chambers	\$45 000	\$27,873	Beverly Hills \$50 000(2004)	³ Poor performance	² No sound in room or TV	5	Moderate
Sound System equipment in adj ent room	not in budget (20K)	\$0	N/A	¹ Exceeds Life Exp	² No functionality	3	Low
Camera Heads with Lenses (3 cameras)	\$27 000	\$24 000	Torrance \$55 000(2005) (4) Long Beach \$48 000(2005)(4)	³ Intermittent Failing	¹ Partial/ TV meeting Coverage	4	High
Camera Robotics	\$20,000	\$2,000	Palos Verdes \$17 000(2003)	³ Poor performance	¹ Partial/Cam movement	4	Low
Camera Control with cabling	\$20,000	\$12,000	Long Beach \$12 000 (2005)	³ Poor performance	² No Cam movement	5	Low
¹ Production Recording Equipment	\$50,000	\$12,000	Torrance \$120 000(2005)	⁴ Unreliable	² No TV meeting Coverage	7	High
Production Dubbing Equipment	\$10 000	\$5,000	(typical) \$15-25 0000	³ Poor performance	¹ Partial/Copies or Duplication	4	High
Playback Equipment (1 channel)	(Personell Resources)	\$8 000	Commerce \$50 000 (2004) Long Beach \$120 000(2005) Santa Monica \$45 000(2005)	N/A	N/A	N/A	N/A
Field Recording Equipment	\$25 000	\$0		N/A	N/A		N/A
Furniture	not in budget (30K)	\$0		N/A	N/A		N/A
Electcnal Work	not in budget (30K)	\$0		N/A	N/A		Low
Materials supplies	partial budget (25K)	\$0					
Installation Services, Labor and Taxes	partial budget (115K)	\$55,000.00		N/A	N/A		N/A
Totals	\$503 000 00	\$185 659 00					

City of Culver City, California
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Council AV Facilities Exhibit--I



Upgrades or Replacements
replacement totals

Summary of Neighboring City Projects

City of Torrance	In 2005 spent \$1.2 million on 4-channel Automated playback for a Government, Parks & Rec, Public Access, College Channel.
City of Long Beach	In 2005 spent \$120,000 on new video server playback system, and \$98,000 on new Cameras & Switcher in Council Chambers.
City of Santa Monica	In 2005 spent \$60,000 on a 3-channel automated playback system and in 2000 spent \$300,000 on Council AV System.
City of Beverly Hills	In 2004 spent \$55,000 on the installation of a new Sound System and AV Control System.
City of Commerce	In 2004 spent \$50,000 on the installation of a new automated playback system.
City of Hawthorne	In 2005 spent \$18,000 for "on-air" graphics system.

MEETING DATE 09/12/05

**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**

ATTACHMENTS

		Pages
1	July 11, 2005 Staff Report	1-11
2	May 27, 2005 Hoffman Bid Response	12-36
3	Darren Doerschel's Matrix of Future Equipment Failures <i>Likelihood and Ramifications</i>	37-38

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Meeting Date 07/11/05		Item Number _____	
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	
Public Works			
Fiscal Impact Yes ☒ No ☐		General Fund Yes ☒ No ☐	
Public Hearing ☐		Action Item ☒ Attachments ☒	
Public Notification Master Notification List, Doug Nielsen, Broadcast Media Communications, Studio Spectrum Inc , Edwards Technologies, Inc , Spinitar, VTP Inc , SPL Integrated Solutions, Pro Sound, Media Centric, TV Magic, Sunset Studios, Granicus, Hoffman Video Systems, A-Vidd Electronics, and Darren Doerschel were notified by e-mail on July 6, 2005			
Department Approval Charles D Herbertson 6/28/05		CAO Approval	
City Controller Approval			
 <u>RECOMMENDATION</u> Staff recommends that the City Council authorize entering into an agreement with Hoffman Video Systems for the purchase and installation of various audio, video and broadcast production equipment, and to replace the existing voting software and hardware system for \$204,851 <i>Council Chambers Audio-Video Upgrade P-849</i> , and <i>Council Chambers Acoustics, P-846</i> <u>BACKGROUND</u> When City Hall s construction was completed in 1995 the Mike Balkman Council Chambers (Chambers) was equipped with various voting, audio and video equipment components many of which are controlled through an AMX system The AMX system remotely controls such functions as voting microphone muting, speaker volume, white screen up/down chime, document stand camera zoom/focus radio station transmission on/off room lighting overflow room speakers, and rear-projection screen viewing such as VHS tape, slide projector and the City Clerk s personal computer Within two years after completing construction of City Hall, the City s cable television operator equipped the Chambers with broadcasting capability, adding cameras and other broadcast production equipment necessary to produce and air live meetings held in the Chambers			

City of Culver City, California
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The primary goal of the Council Chambers Audio Video and Acoustics Project (Project) is to evaluate the audio video voting room control, and broadcast production systems (System) and replace those components that are in jeopardy of failing, or have a poor history of reliability due to their age. The goal of the acoustic component of the Project is to identify and implement facility improvements to optimize the Chambers audio system performance. The secondary goal of the Project is to enhance the System's existing technology features and functionality.

At their February 14, 2005 meeting, the City Council authorized entering into an agreement for \$13,425 with Darren Doerschel, a Systems Integration Consultant, to perform the following tasks:

- 1 Evaluate the Chambers acoustics and prepare a recommendation for its improvement
- 2 Assess the existing System, advising staff on each component's life expectancy and its state of technology
- 3 Analyze the feasibility of broadcasting in High Definition Television format
- 4 Interview users of the System to discuss existing features and functionality and to identify any problems or desired enhancements to them
- 5 Prepare a list of equipment and estimate their replacement costs
- 6 Prepare installation diagrams for the new equipment and components to integrate them into the existing System
- 7 Prepare a Request for Bid of plans and specifications to seek competitive pricing from dealers for the equipment, its configuration and programming labor to install it and end-user training
- 8 Evaluate the bid responses with staff
- 9 Perform project management oversight to ensure the equipment is properly installed, tested and fine-tuned
- 10 Compile the various new equipment operations manuals and other documentation into binders for end user reference
- 11 Oversee training on the updated System for staff and City Councilmembers

DISCUSSION

Darren Doerschel has evaluated the City's existing System, coordinated meetings with various equipment manufacturers on behalf of the City, attended staff meetings to discuss the Project and prepared a Request for Bid (RFB) document of equipment and other specifications that was subsequently advertised to equipment dealers.

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Assessment and Evaluation Report

Darren Doerschel evaluated the Chambers acoustics and the existing System s software, hardware and equipment components and prepared an *Assessment and Evaluation Report* (Report) that is attached to this staff report for your reference

The conclusions of the Report are summarized below

- Chamber Room Acoustics Some minor sound echoing was observed in a few areas of the Chambers, as well as a loud Heating, Ventilation and Air Conditioning (HVAC) system

The minor echoing could be improved by hiring an architect to design and subsequently install acoustical material retrofits, but the \$15,000 to \$40,000 cost to do so is prohibitive when compared to the relatively minor amount of acoustical improvement it would provide

Taking the measures outlined in the Chamber Acoustical Improvement section of this staff report at a cost of \$4,635 would reduce the noise originating from the HVAC system, allowing the audio system to operate without having to constantly compete with the background noise it creates

- Voting System The existing AMX voting system has exceeded its life expectancy Although the software is operational for most functions and provides adequate electronic voting support for the public meetings, the operational limitations along with intermittent functional problems due to its age call into question the future viability of the system Additionally, due to continual compatibility issues with current technologies in the audio/video industry and the lack of system support or maintenance from the manufacturer and their dealers, the likelihood of component failure is high Since no replacement exists such a failure would be considered very problematic As a result, the primary voting system should be replaced This portion of the project is estimated to cost \$45 000-\$50,000
- AMX Room Control System Certain aspects of the system may still be of some functional use when integrated with a new voting system, however due to signs of failure, life expectancy, and difficulty in integrating it with newer technologies, the entire system should be replaced with the expectation of some cost savings realized by retaining some components and/or existing cabling This portion of the project is estimated to cost \$10,000-\$15 000

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- Sound System Although the sound system may be improved with a few component upgrades, the overall value of such an enhancement could only be accurately measured after installation with little or no recourse if the improvements were not adequate. Most of the critical components in the existing sound system have exceeded their life expectancy and should be replaced by a complete, turnkey sound reinforcement system that has enhanced features and functionality that is better suited to the Chambers. This portion of the project is estimated to cost \$45,000-\$55,000.
- Rear Screen Projector The existing rear-projection system has exceeded its life expectancy and should be replaced with a new one. Today's rear-screen projectors will be a marked improvement in image quality and illumination over the existing one. This portion of the project is estimated to cost \$8,000-\$12,000.
- Broadcast Production System

Show Production System The Video Toaster, which is the heart of the PC-based broadcast system, has exceeded its life expectancy and should be replaced immediately. This portion of the project is estimated to cost \$20,000-\$25,000.

Cameras With the exception of the document camera, which is recommended to remain in place, the other cameras do not provide adequate low lighting capabilities, suffer from poor dynamic response, and due to their age, have become unreliable. The gain adjustment that is required on each camera due to the light levels in the Chambers makes the images grainy and noisy. The cameras are obsolete, cannot be upgraded, and require complete replacement; however, their lenses may be used in the new cameras purchased. The existing cameras should be replaced with cameras equipped with better low-light features and current technologies. This portion of the project is estimated to cost \$35,000-\$40,000.

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- New System Enhancements In addition to evaluating the existing System, Darren Doerschel also addressed the following enhancements derived from the Public, Educational, and Government Television Channel Needs Assessment prepared for the City's cable television franchise renewal negotiations

Playback System The budget may allow for a new moderately priced automated playback system that will allow staff to automatically schedule the airing of the previously recorded meetings, as well as create and broadcast a bulletin board of community information. This portion of the project is estimated to cost \$12,000-\$15,000.

On-Location Production Equipment Budgetary constraints do not permit the purchase of an on-location production system at this time. A multi-camera system could be rented on occasion if required, or if an increased number of off-site meetings and events are expected, a multi-camera system should be considered in the future, along with equipment capable of editing the pre-recorded event prior to its broadcast. This portion of the project is estimated to cost \$15,000-\$20,000.

Producing in High Definition Television (HDTV) Format The responsibility of converting analog signal programming into digital format so that viewers at home may decode them on their digital televisions lies squarely with the satellite or cable television provider. The City currently produces its programming in analog signal format and may choose to invest in HDTV equipment to begin sending digital signals to the cable television operator directly, but to do so would cost considerably more for the Project's equipment replacements, or approximately \$350,000 to \$500,000 in additional costs. In approximately five or six years, however, the cost for HDTV production equipment will be reduced significantly, making it more feasible for Municipal Government TV Channels to begin thinking about slowly converting their equipment at that time. A couple of the components that will be purchased as part of this Project, like the Video Toaster Show Production System replacement, have dual analog/HDTV compatibility built into them.

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System Evaluation Cost Estimate Summary

Item	Estimated Cost
Chamber Room Acoustics Improvement	\$4 635
Voting System Replacement Software and Hardware	\$45 000 to \$50,000
AMX Room Control System Replacement	\$10,000 to \$15,000
Sound System Replacement	\$45,000 to \$55 000
Show Production System Replacement	\$20,000 to \$25,000
Camera Replacements	\$35,000 to \$40,000
Automated Playback System*	\$12,000 to \$15,000
On-Location Production Equipment*	\$15,000-\$20,000
HDTV Production*	\$350,000 to \$500,000

*Denote Enhancements to the Existing System

Request for Bid

Utilizing the Assessment and Evaluation Report conclusions as a guide Darren Doerschel prepared a RFB that specified equipment make and models software, hardware and end-user training requirements for the Project

Unfortunately, no Culver City firms exist that are qualified to bid on the Project The RFB was formally advertised on April 22, 2005 Fourteen equipment dealers attended the mandatory job walk held on May 12, 2005 Of those fourteen dealers, six submitted bids by the June 2, 2005 deadline as follows

Hoffman Video Systems, Glendale, CA	\$216,519
Broadcast Media Communications Laguna Niguel, CA	\$239 496
Pro Sound, North Hollywood CA	\$250,890
TV Magic San Diego CA	\$265 059
Edwards Technologies, Inc , El Segundo CA	\$273,362
Spinitar, La Mirada CA	\$315 849

Upon receipt of the RFB responses Darren Doerschel met with staff to evaluate and recommend an equipment dealer

Hoffman Video Systems (Hoffman) has received favorable recommendations from their existing and prior clientele and as a result, staff recommends entering

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into an agreement with Hoffman in the amount of \$204,851 for the purchase and installation of the replacement audio video, voting, and broadcast production equipment To remain within budget the \$11 668 On-Location Production Equipment has been eliminated from the Project

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

**SUMMARY OF ACOUSTIC IMPROVEMENTS
AND SYSTEM EQUIPMENT REPLACEMENTS**

Chamber Acoustical Improvements

Staff met with an HVAC contractor recommended by Darren Doerschel that proposed some low-cost measures that could be taken to reduce the HVAC noise in the Chambers After reviewing the list with City facilities staff, all but their last recommendation was implemented as follows

- Airflow Balancing It was noted that the amount of air coming out of the air registers was significantly unbalanced throughout the Chambers Some air registers had a very high volume of air coming out of them (creating noise) and others very little We hired the HVAC contractor to balance the Chambers air registers, returning them to their original engineering specification when the building was first constructed Completion of the air balancing has reduced the overall noise level from the air registers significantly without reducing the overall volume of air being circulated throughout the Chambers
- HVAC Pipe Vibration It was observed that the HVAC piping that runs just behind the dais and over the roof of the Chambers was vibrating loudly creating noise City staff retrofitted the pipe with vibration eliminators which has significantly reduced the vibration noise generated
- Dais Air Registers Subsequent to completing City Hall's construction two additional air registers were installed in the ceiling directly above the dais These air registers are noisy City staff installed two attenuator boxes in the ceiling ductwork, which has resulted in making the air registers significantly quieter
- *New Air Registers Replacement of all the ceiling mounted air registers with new ones known for their reduced noise levels, along with increasing the size of the ducting that leads to them was recommended

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*The HVAC contractor proposing the air register replacements could not guarantee a minimum amount of measurable noise reduction as a result of their replacement. As a result, staff decided to forego completing the work estimated at \$3,360.

The acoustical improvement work outlined above, except for the registers, was completed by a combination of Public Works crews and the HVAC contractor at a cost of \$1,275 to the Project's budget.

Audio, Video, Broadcast Production, and Voting Systems

Following is a summary of the equipment replacements:

- **Rear Projector** The new rear projection system will deliver nearly twice the illumination over the existing projector and deliver significantly enhanced image clarity. The total cost for this component is \$14,000.
- **Cameras** With the exception of the fixed document camera, all the remaining room cameras will be replaced. To reduce costs, the camera lenses will be reused, saving an estimated \$10,000, for a total cost of \$20,000.
- **Room Control and Voting System** The existing AMX system that controls the Chambers' audio and video functions and its voting system will be replaced with a state-of-the-art AMX system. The total cost for this component is \$75,000.
- **Speakers** All the ceiling speakers will be replaced. The total cost for this component is \$4,000-\$8,000.
- **Microphones** Many of the microphones will be replaced. The total cost for this component is \$4,000.
- **Audio System Replacement** The heart of the audio control system will be completely replaced with a state-of-the-art computerized system that will
 - Increase the system's overall volume capability.
 - Increase the number of microphone ports and fix the existing poor quality floor microphones periodically installed for public meetings. This will eliminate the need for talkers to speak so closely into the microphone.
 - Automatically control any gain (feedback) the room may experience and adjust the speaker sound levels in a millisecond.
 - Includes a processor that permits individual microphone control.
 - The Chambers' microphones will await sound input before turning on, in lieu of always being on. This helps to control gain and feedback from microphones that are not currently in use, but continue to be 'on'.
 - Enhanced microphone sensitivity levels allowing automatic self-adjustments to accommodate quiet or loud talkers, and close or far away.

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talkers The microphones will automatically adjust to each type of talker to maximize their sound input resulting in a consistent level of speaker volume

The total cost for this component is \$35 000-\$45,000

- **Broadcast Production System** The broadcast equipment will be replaced with a state-of-the-art system The new broadcast system may provide staff the ability to create DVD s and automatically playback previously recorded meetings at a date and time desired and will include the ability to create a community bulletin board The total cost for this component is \$20 000-\$30 000

Project Cost Summary

Item	Cost
Chamber Room Acoustics Improvement	\$1 275
Rear Projector Replacement	\$14,600
AMX Room Control and Voting System Replacement	\$75 000
Show Production System Replacement, New Cameras, and Automated Playback System	\$65,800
Audio System Replacement	\$40 600
On-Location Production Equipment	\$11,668
Miscellaneous materials and supplies	\$7,576
TOTAL	216,519

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 by the end of September 2005

Staff anticipates the Chambers will not be operational for a period of up to three weeks during the new 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 systems use will be held for the City Councilmembers, staff, and the City's Videographer In addition to the training sessions Hoffman will be attending the first public meeting for all the

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Commissions Redevelopment Agency, and City Council to perform any troubleshooting that may be necessary and to ensure that users of the new system feel comfortable with its use

Public Address System

The Fire Communications Division is researching the purchase of a mobile public address system budgeted at \$10 000 The portable system will have wireless microphones and wired speakers allowing it to be set up for use at any remote location that has access to electricity The system will be used at town hall and other public meetings and events and is funded by this Project

FISCAL ANALYSIS

The *Council Chamber Audio-Visual Upgrade (42000849)* and *Council Chamber Acoustics (42000846)* budget amounts to \$229 580 These funds are allocated as follows

Portable Public Address System	\$ 10,000
Consulting	\$ 13,425
Acoustical Improvements	\$ 1 275
Chambers new voting software, hardware, and other audio, video and broadcast production equipment components Installation and training	\$204 880
TOTAL	\$229,580

Sufficient funds exist to purchase and install the replacement equipment from Hoffman Video Systems amounting to \$204 851

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

Staff recommends postponing the purchase of the \$11,668 On-Location Field Equipment at this time due to budgetary constraints Upon conclusion of the cable television franchise renewal process, funds may become available to purchase this equipment at that time

ATTACHMENTS

City of Culver City, California
City Council Agenda Item Report

- Voting Audio, Video and Broadcast Production System Equipment Assessment and Evaluation Report, April 17 2005
- Hoffman Video Systems RFB response June 2, 2005

MOTION

That the City Council

- 1 Award an agreement with Hoffman Video Systems for Audio, Video, Voting and Broadcast Production Equipment in a total amount of \$204,851, and
- 2 Direct the City Attorney to prepare the appropriate agreement, and authorize the Chief Administrative Officer to execute the agreement on behalf of the City

City of Culver City, California
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CITY OF CULVER CITY
COUNCIL CHAMBERS AUDIO/VIDEO FACILITIES PROJECT
BID NO 1305

Presented By
Vicki Chaffee
Hoffman Video Systems
1049 Flower Street
Glendale CA 91201
www.hoffmanvideo.com
(818) 507 7116 Fax (818) 507 7118

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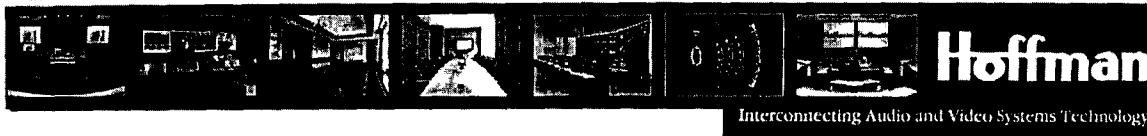


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Executive Summary

Project Overview

Hoffman History and Background

Executive Management Team

Project Management Team

Integration and Construction Standards

Quality Assurance Program

Equipment and Labor Bid Specifications

Hoffman Reference Form and Project Samples

Addenda Received Document

Hoffman Financial Data (inc Insurance & License)

Proposed Project Timeline

Bidders Affidavit Form

Custom Warranty Agreement and Sample Maintenance Agreements

Additional Copies of Submitted RFB (Separate Attachment)

Hoffman

1 800 550 0225

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June 2 2005

Mr Joe Susca
Project Manager/Senior Management Analyst
Culver City Public Works Department
9505 W Jefferson Boulevard
Culver City CA 90232

Dear Mr Susca

Thank you for the opportunity to provide Culver City with our submission for consideration in the upgrade project of city s council chambers audio/video facilities Based on the site review and evaluating the requirements specified in Bid Number 1305 we have prepared this proposal to implement the professional technical services requested We will address the scope of work and installation plan as well as describe who we are and how we apply our design protocols in realizing your vision of the chamber complex Our submission will also demonstrate Hoffman s involvement extends beyond the actual completion of the project as our technicians and engineers will stay on to assist the staff in understanding each part of the system operation troubleshooting and accessing after sale support

As outlined in the bid its scope is complex and more than a simple upgrade—it s the creation of a technically advanced media system that must also be very user friendly This project is exciting—to be partnered with Culver City in transforming the existing infrastructure into a vibrant public venue and effective staff workplace Hoffman has been fortunate in developing strong relationships with several municipalities over the last several years including a recent city council upgrade for the City of Long Beach earlier this year And one of our current projects is a large scale broadcast/classroom integration at LAPD s Ahmanson Recruitment Center We are a local systems integrator in our 63rd year with a significant understanding and appreciation of this endeavor We would be honored to involve our talent and expertise to revitalize the Mike Balkman Council Chambers

Sincerely


Rob Shepherd
President and Chief Operations Officer


Victoria Chaffee
General Sales Manager

Hoffman

1 800 550 0725

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Project Overview

Some of you reviewing our proposal may already know of Hoffman Video Systems. We are one of Southern California's leading full service integration companies in the design, procurement and installation of professional multi media, broadcast video, audio, and software control systems. We are a family owned business in our third generation with a good understanding and appreciation of a wide spectrum of clients and their applications—including municipality operations. We'd like to familiarize you with our philosophy and approach to the integration process and to that end, we have included a detailed profile on Hoffman in subsequent sections.

From our collective experience, each system integration project of this sophistication is unique. The challenge for the successful bidder will be multifold: combining highly competitive hardware costs, a fairly aggressive timetable for design and installation, and a complex programming structure. A well known adage in our industry is that a project can be completed fast, cheap, and good; you get to pick two out of three. The key here for the selected integration team will be assigning experienced talent who realizes the fast track nature of the work, particularly in the initial hardware and software design phase. An immediate comfort level between the City's PMT and the integrator will have to be established with both parties looking forward to rolling up their sleeves and getting to work. For the City's part, you have a strong foundation with an esteemed consultant on board, a clear idea on the overall bill of materials and the inclusion of smart architecture in the software upgrade path.

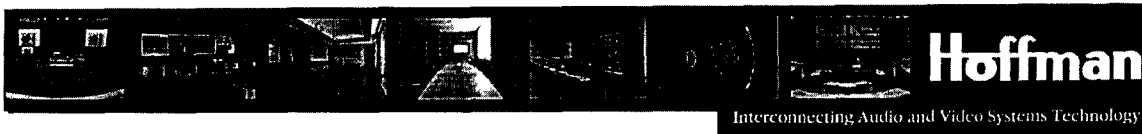
We agree with the City's recommendation of incorporating two phases of implementation: Phase One concentrating on the A/V System and Voting System; Phase Two focusing on the Production Control Systems after the first phase is fully ramped up. We would provide the PMT with an extensively detailed schedule of implementation within the required fifteen days after contract award. Initially, we would not require daily access to the site or the PMT. However, in the initial start up, it may require daily contact with the PMT via e-mail and a scheduled timeframe for phone calls. The core team will have the ability to respond quickly, consistently and concisely within the group. We'll set up parameters for mutual decision making, submission of documentation and obtain approvals on all planned procedures.

A significant portion of the project is devoted to AMX hardware and programming. We are fortunate to have two fully certified AMX designer/programmers on our engineering staff: Jason Gottfredson and Christian

Hoffman

1 800 550 0225

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Baker We also employ several experienced CAD operators who will assist with the design requirements and as built drawing work ups We will assign a special team responsible for design touch panel revisions and customized programming Their extensive background in this area will collaborate with the PMT in bringing proven ideas in creating attractive and easy to use touch panel sequences

In addition to AMX engineering our Technical Services Manager Jason Gottfredson is also trained in acoustical sciences and is well versed in sound system design in environments similar to the one in the council chamber One of our current projects under construction the Getty at Malibu mandates extensive acoustical testing with noise/vibration control We have included samples of our audio testing documentation in a later section of our proposal titled Quality Assurance Program We will carefully review the existing infrastructure in the council chamber ceiling make any necessary recommendations prior to actual replacement and will make sure the new speakers match cosmetically as well as acoustically

Hoffman Video Systems is well versed in clean and accurate placement of projection displays including many small space rear screen reflected configurations We will provide a very stable secure and optimized positioning of the projector resulting in the best signal output the Sanyo is capable of

We are knowledgeable in immersing the MediaMatrix audio products into the mix and have staff certified for this manufacturer s control system design We will be happy to go over the matrix in detail during the engineering phase to make sure the correct number of I/O cards and ancillary hardware has been correctly included

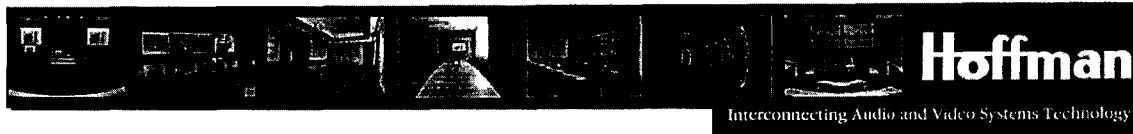
Later in Phase Two we will want to develop a more accessible and logical approach to the control room s rack layouts provide new cabling as needed and re harness the wiring at the rear of the racks and feeding into the conduit The movement to adding a Leightronix server system DVD recorders and a capable switcher and character generator will result in better signal quality output and duplications on a medium built for today

In regards to the robotic camera upgrade we spoke with Telemetrics and received reassurances that the proprietary 25 pin interconnecting cable will be all that is necessary for the interfacing of the pan tilt capabilities with the new Panasonic camera heads It should be noted that the Canon lenses and Panasonic camera heads will require shipment back to Telemetrics for lens modification compatibility This procedure will take a few weeks to complete and the special cable order will have a 4 6 week lead time before shipment While we are actively working on Phase One our install team will want to conduct a full

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inspection of the conduit run for the camera cabling. In case we discover any issues of concern, we will want to address them early in the project run.

With the release last week of the revised budget numbers, we realized we would have to re-evaluate equipment/labor bid itself. Because of the constraints on the budget cap, we did not include funding of the Field Production Equipment. While we have included costs for the products, we have specifically noted on the itemized equipment bid that this section is not included in the combined totals. Looking at the equipment quote, you will notice that our proposed dollar values do not fully conform with the budget guidelines given. Because this is a relatively labor-intensive implementation, we sharpened the pencil on the hardware portion to allow sufficient coverage for the labor and programming. The bottom line does come in under budget and we welcome discussions with you on our choices of dollar allocation if you have any questions. We also encourage a discussion with the PMT on possible models that may benefit from value engineering, thereby creating flexibility to moving any freed-up funds where they might be needed most—especially if there are product unknowns we may discover in the design phase.

There's much work to be done collectively from the very start of the project award and we at Hoffman are up for the challenge. We thank you for allowing our participation in the bid process and look forward to answering any questions and/or providing more information to the evaluation team at Culver City. Lastly, we extend our congratulations and best wishes as you begin this worthwhile upgrade. It will be one of the highlights of 2005 for the City and how it presents and represents itself to its citizens.

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HOFFMAN HISTORY & BACKGROUND

The story of Hoffman begins in 1941 Los Angeles when a fluorescent light salesman stopped in on the Mission Bell Radio Corporation to collect on a past due bill. In an interesting twist of fate, H. Leslie Hoffman ended up walking out of Mission Bell's headquarters as its new owner – and just prior to the outbreak of WWII, the Hoffman Electronics Corporation began production of AM radios.



The ensuing years saw Hoffman grow steadily from a small radio manufacturer into a diversified national corporation with seven divisions in multiple states. The company was enormously successful due to its innovations in the fields of communications and technology.

From 1941 to 1977, Hoffman made significant advances in solar power and solar cells, semi-conductors, airborne navigation systems, color television, transistor radios, satellite and antenna transmission, radar technology, and management and manufacturing processes. In 1977, after 36 years in business, the Board of Directors at Hoffman Electronics decided to sell off the main divisions to Gould Electronics, a worldwide corporation and leading manufacturer of circuit boards and military products.



With the sale of the parent company, J. Kristoffer Popovich, son-in-law of H. Leslie Hoffman, and Bob Jablonski, a 30-year Hoffman executive, intensified their focus on a new area of business that Hoffman had just begun to explore – audio-visual systems integration. Their partnership and interest in this relatively new field of systems integration led to the creation of Hoffman Video Systems in 1978.

Mirroring the growth of the Hoffman Electronics, almost 40 years earlier, Hoffman Video Systems started small by selling products, designing and servicing systems primarily for television and film production companies. But the company maintained Les Hoffman's drive for innovation and growth, and over the next thirty years began developing new systems with applications across a variety of industries and markets.

Today, Hoffman Video Systems is one of the nation's largest and leading integrators of audio and video components. With corporate offices in Los Angeles, Denver, and Atlanta, Hoffman has strategically positioned itself to lead the way in providing innovative visual communication solutions, combining video expertise, technology, and service.

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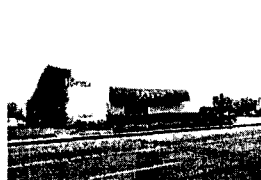
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Hoffman has completed projects in 33 states the District of Columbia and Puerto Rico And Hoffman's reputation as the leader in systems integration is not limited to the United States In recent years Hoffman has completed international projects in Japan Korea Philippines Egypt Saudi Arabia Mexico Canada and Switzerland

Hoffman's capabilities include consultation design custom fabrication installation training and service for the audio visual security networking and communication marketplaces Hoffman has been getting increased recognition recently due to our groundbreaking design and build process known as the Four Wall In (4WISM) Approach exclusive to Hoffman whereby we design and install every element within the four walls of your project Hoffman's philosophy is that the proper system solution is not just the right configuration of electronic components it is the integration of electronics the surrounding environment and human factors of those who work within the four walls of the project



As Hoffman looks to the future the audio video systems integration industry continues to grow and thrive New applications for technology spring up in new industries almost daily and Hoffman stands ready to meet this new demand for Control Rooms Videoconferencing Systems Multi Media Systems Streaming Media Security Systems and Broadcast/Professional Video Systems

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HOFFMAN EXECUTIVE TEAM

Chief Executive Officer – J Kristoffer Popovich

Kris founded Hoffman Video Systems in 1977 after previously working as an executive at Hoffman Electronics heading up the company's Learning & Educational Systems division. Prior to joining Hoffman, Popovich worked within the Ford Administration and for Bank of America. Kris sits on the Boards of multiple organizations in the Los Angeles area including Children's Hospital, the YMCA of Metropolitan Los Angeles and the University of Southern California.
Graduate of University of Southern California
MBA, University of Southern California
President, Criminal Justice Legal Foundation

President & Chief Operating Officer Robert T. Shepherd

Robert became President and COO of Hoffman in 1999. Prior to joining Hoffman, Shepherd held management positions in several financial services corporations including Great West Life and Manulife Financial. Rob sits on the Boards of the Pasadena YMCA and San Gabriel Council of the Boy Scouts of America.
Graduate of University of Washington
Member of the 1992 U.S. Olympic Team, Rowing
Member of the Young Presidents Organization

Chief Financial Officer – Michael Gavigan

Michael joined Hoffman in May 2002. He brings more than 20 years of experience in various senior management and executive positions at Pico Macom, Walt Disney, ICN Pharmaceuticals and Arthur Anderson. Michael is a Certified Public Accountant.
Graduate of Cal Poly University
Member of American Institute of Certified Public Accountants
Member of the California Society of Certified Public Accountants

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HOFFMAN PROJECT TEAM

Manager Technical Services Glendale Jason Gottfredson

Jason joined Hoffman Video Systems in 2002. Jason brings over 12 years experience in audio, video and lighting applications including all aspects of production design and system engineering in the rental and installation sectors. He has been responsible for engineering lighting/audio/video design, installation, setup, programming, logistics and project management.

Member USITT

Associate Member AES

AMX Certified ACE Designer

Certified in Control System Design by AMX, Crestron and Media Matrix

Senior Project Manager Doug Kautsky

Doug has been with Hoffman for over nine years. He began his career in audio visual systems integration in 1994 with American Video Communications. Doug was a Service Technician with American Video and started in a similar position when he came to Hoffman. Doug's knowledge of systems integration and proficiency with design and troubleshooting led to his promotion to Project Manager. As Senior Project Manager, Doug has managed several large projects including Loyola Law School, USC Dole Foods, and Wellpoint Health Care.

Manufacturer certified by AMX, Electrohome, Christie, Extron, Crestron and Altinex.

Recipient of the Hoffman Transmitter Award for achieving 100% customer satisfaction rating in 2002.

Project Coordinator Francis Alviso

Francis has 12 years experience in designing, engineering, installation and project management. In his career prior to Hoffman, Francis designed hotel conference facilities for Paul Alan Magil & Associates, where his clients included Hyatt International, Four Seasons, Hotel Nikko, and Intercontinental Hotels. As a System Engineer for Douglas Roesch Communications, Inc., Francis oversaw aspects of multimedia system integration at the 1984 LA Olympics, LAX, Reagan Library, the Nixon Library, and Lockheed. At Hoffman, Francis oversees project schedules, equipment orders, and delivery. He assists project engineers and represents onsite engineers, coordinating all field conditions to the owner/consultant and head of office. Graduate of the Asian Institute of Electronics, Degree in Electrical Engineering.

Factory certified by Extron, Picturitel, Video Conferencing, Trompeter, Christie Digital and Bose among others.

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Engineer Chien Huang

Chien joined Hoffman as a Field Service Engineer in 1997. His career path has taken him through almost the entire spectrum of audio visual communication and electronics from computer testing and repair to assembling and calibrating medical lasers to designing prototype image capturing technology and microprocessor emulators. Chien has a gift for understanding most anything electronic. Chien holds the record at Hoffman for client satisfaction communications to the company President. Manufacturer certified by Tandberg, Polycom, AMX and others. Degree in Electrical Engineering from Cal State Long Beach. Recognized by the International Communication Industries Association (ICIA).

Field Engineer/Project Manager Al Martinez

Al joined the Hoffman team in February 2003 as a Service Technician. In the past 14 years, Al has held engineering positions in systems integration, computer support and audio visual equipment. Most recently, Al worked for Innovative Design Technologies where he was responsible for project management, service and installation on projects for the GAP, Warner Bros Studio Stores, Nike Factory Stores and Citicorp. Graduate of Phoenix Institute of Technology. Manufacturer certified by AMX, Christie, Crestron and Sony. Recognized by the International Communication Industries Association (CTS).

Senior Programmer Christian Baker

Christian became a member of the Hoffman team in 2004 bringing a wealth of experience in the technical areas of design, protocol coding and programming of various software control systems. His background experiences include a seven year career with the Church of Latter Day Saints at the Salt Lake City Temple complex as a member of their facilities management group. AMX Certified ACE Designer and AMX Control System Design.

Service Coordinator Ramı Fasheh

Ramı handles the service on all major accounts, serving as the primary contact between Hoffman and its customer after the sale. Ramı is responsible for monitoring and administering existing service contracts, maintaining remote systems monitoring for various clients and initiating periodic service upgrades as they become available. Ramı developed Hoffman's Priority Response System, which allows customers to have technicians on site within four hours of a service call 24/7/365. Prior to coming to Hoffman, Ramı was a customer service representative at Andrews Electronics, where he was recognized for having a 100% satisfaction rate by his clients. Graduate of ITT Technical Institute. Degree in Electrical Engineering. Hoffman's Employee of the Year 2001.

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General Sales Manager Vicki Chaffee

An industry veteran of over 25 years Vicki has been with Hoffman since 1998 specializing in broadcast video applications Prior to joining Hoffman her resume includes Instructional Media Producer at Long Beach City College and was a Senior District Sales Manager at Panasonic Broadcast and Televisions Systems for 17 years She also periodically teaches field production/editing at a local community college Graduate of Long Beach State University Bachelor of Arts Degree in Radio/Television Member of SMPTE

Sub contracting Services

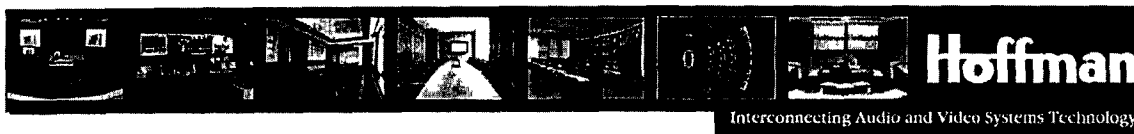
PGS Services Inc /Paul Stickelmaier

PGS Services is a long established electrical and structural contractor specializing in the display and video broadcast market Hoffman Video Systems has regularly contracted with PGS over last several years with multiple projects including installations at the Film/Video Department at Orange Coast College Amgen USC Loyola Law School California Institute of the Arts and most recently a custom dual screen installation in the International Ballroom at the Beverly Hilton Hotel His expertise in millwork display structural installation and electrical integration are components that may include his involvement

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HOFFMAN INTEGRATION & CONSTRUCTION STANDARDS

Hoffman maintains the highest standards and all work performed will be completed in accordance with Applicable Codes and Standards

I APPLICABLE CODES AND STANDARDS

A Codes All work performed by Hoffman will be completed in accordance with applicable requirements of governing codes rules and regulations including the following minimum standards

- | | | |
|---|------|--------------------------------------|
| 1 | UBC | Uniform Building Code |
| 2 | NEC | National Electrical Code |
| 3 | NFPA | National Fire Protection Association |
| 4 | FCC | Federal Communications Commission |

B Standards Equipment materials and associated components provided by Hoffman will conform to the current revisions of the following standards as applicable

- | | | |
|---|-------|--|
| 1 | UL | Underwriters Laboratories |
| 2 | ANSI | American National Standards Institute |
| 3 | NEMA | National Electrical Manufacturer s Association |
| 4 | SMPTE | Society of Motion Picture and Television |
- Engineers
- | | | |
|---|-----|--------------------------------------|
| 5 | ISO | International Standards Organization |
| 6 | AES | Audio Engineering Society |

II CABLE PULLS AND INFRASTRUCTURE

The heart of the project is the cabling infrastructure and connection plates that provide access to and distribution for the A/V systems Hoffman Video Systems follows industry accepted and proven standards for cable run sheets labels cable management termination and testing

Hoffman will provide and build the following

A Provide permanent identification of run destination at all raceway terminations

B All wire and cable shall be continuous and splice free for the entire length of the run between designated connections or terminations

C All shielded cables shall be insulated Do not permit shields to contact conduit raceway boxes panels or equipment enclosures

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D Verify that all new raceway have been de burred and properly joined coupled and terminated prior to installation of cables Verify that all raceways are clear of foreign matter and substances prior to installation of wire or cable

E Inspect all conduit bends to verify proper radius Comply with relevant Code for minimum permissible radius and maximum permissible deformation

F Apply a chemically inert lubricant to all wire and cable prior to pulling in conduit Hoffman will not subject wire and cable to tension greater than that recommended by the manufacturer Use multi spool rollers where cable is pulled in place around bends Reverse bends are not allowed

G Secure all wire and cable run vertically for continuous distances greater than thirty (30) feet Secure robust non coaxial cables with screw flange nylon cable ties or similar approved devices appropriate to cable weight For all other cables provide symmetrical conforming nonmetallic bushings or woven cable grips appropriate to cable weight

II I WIRING PRACTICE

A Land all non coaxial field wiring entering each AV equipment rack at specified terminal devices prior to connection to any equipment or devices within racks Terminals will be located in the equipment racks or in the terminal cabinets provided

B Identify all wire and cable clearly with permanent labels wrapped about the full circumference within one (1) inch of each connection Indicate the number designated on the associated field or shop drawing or run sheet as applicable Assign consistent wire or cable designations throughout a given system Each wire or cable shall carry the same labeled designation over its entire run regardless of intermediate terminations

C Apply all crimp connectors only with manufacturer s recommended ratchet type tooling and correct crimp dies for connector and wire size

D Coordinate insulation displacement (quick connect) terminal devices with wire size and type Comply with manufacturer s recommendations Make connections with automatic impact type tooling set to recommended force

E Make all connections to screw type barrier blocks with insulated crimp type spade lugs Provide permanent designation strips designed for use with the terminal blocks provided

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F Dress lace or harness all wire and cable to prevent mechanical stress on electrical connections Provide service loops where harnesses of different classes cross or where hinged panels are to be interconnected

III ASSEMBLY AND FABRICATION

The equipment racks and components will be built in the rack rooms at a Hoffman office The end user is welcome to view the progress of their project at our facility at any time throughout the process This portion of the installation includes the unpacking and testing of all major pieces of equipment prior to rack building HVS builds programs and tests each system before the rack is bubble wrapped and delivered to the site

IV PROGRAMMING

HVS s control systems programmers will develop code for the system to function as specified The code will be uploaded into the system and tested after all the required A/V components are installed and have been wired to the control system HVS will perform continual in house and on site testing of the system to ensure that it meets the project specifications

V SYSTEM TESTING AND ADJUSTMENTS

Prior to the notification of system completion each sub system will be thoroughly tested and adjusted This will include confirming remote controls for video and audio inputs and outputs setting and equalizing normal level controls for video audio and adjusting physical installation parameters Hoffman Video Systems complies with industry standard specifications including SMPTE IEEE NCAC and ASTM

Prior to the sign off of the system Hoffman will perform a series of systems tests with the end user(s) Additionally all functions of the system will be demonstrated Following the approval of this demonstration the A/V systems submittals

VI ACCEPTANCE TESTING REQUIREMENTS

A HVS shall perform acceptance tests to validate the requirements of these specifications and to verify the operation of the installed systems Any equipment and/or materials necessary to complete these tests will be provided by HVS for the duration of the testing period

B Acceptance test procedures shall be prepared by HVS and submitted to OWNER for their review and approval 15 days prior to the scheduled start of any tests Test procedures will be printed in sufficient detail to verify the functionality of each individual sub system

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C HVS will coordinate all testing with OWNER and shall conduct the testing in the presence of OWNER S designate Upon completion of the testing the contractor shall publish a complete test report itemizing the individual tests and the results of each action

VI CLOSEOUT

Upon completion of installation and testing activities HVS shall prepare a list identifying any aspects of the project which have not been completed in their entirety These items will be considered the Punch List Items on the punch list will for the most part be cosmetic in nature or not related to the function of the systems This list will be presented to OWNER for approval and upon approval shall be the contract close out document

VI I TECHNICAL MANUALS AND SYSTEM DOCUMENTATION

A HVS provides complete sets of installation and user s manuals for each piece of equipment provided under the contract This document set includes the entire set of audio visual as built plans an operator and a user manual for all equipment pieces and a copy of the warranty information for each item

B In addition to the above HVS will generate a complete systems operator manual for this project This manual will include a step by step instruction manual for the multi media control system Each button press on the control panel will be detailed in this manual and a description of the action taken and expected results will be provided This manual will contain any required power on sequences and a detailed listing of common problems and their resolutions The goal of this manual is for a qualified OWNER representative to be able to manipulate the system and adjust the displays to their requirement

C HVS provides a set of system functional diagrams and a list of power on steps to follow adjacent to each set of equipment racks Both items will be provided in a sturdy frame with clear glass or non scratching plastic cover Provide permanent non fading media

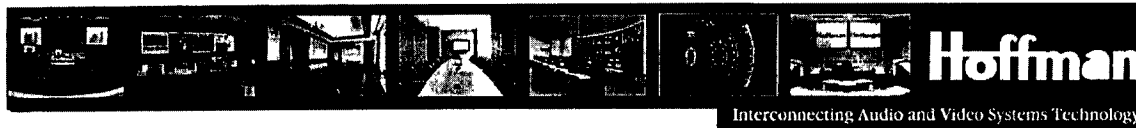
VI II TRAINING

Operator training is an essential component of the audio visual industry A comprehensive training session will be provided The three main categories of training are Operations Technical and Management A training session will commence at the earliest possible date in each category and could be conducted

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throughout the installation process to avoid delays. Training for the completed system will be at the convenience of the OWNER. Training sessions for Operations will cover the operational philosophy of the system.

Technical training sessions will cover the operational philosophy of the system and how the signals flow from area to area. Specific maintenance/support instruction on each major piece of equipment will be tailored to the needs of the maintenance staff and their experience level. System timing, integrity of the electronic pathways, technical adjustments and troubleshooting will be addressed as they relate to the specific sub systems. Diagnostics training as well as support lines will be addressed to provide the technical staff with assistance should their troubleshooting efforts not provide the desired results.

Operator training will focus on the set up of inputs and outputs, control and manipulation of the media and resources, and the overall functional operation of the control system, usage for operations and technical adjustments and basic rules of presentation in an A/V system learning environment.

Management training emphasis will identify the appropriate overall view of the systems, any sub systems designated for presentations, and the briefing / demonstrations of the system.

VII STANDARD WARRANTY SERVICE

HVS will warrant all of the Work to be free from defects in materials and workmanship for a period of twelve (12) months from the date of OWNER acceptance of the work of this section.

- A. First year service and maintenance will include telephone support and Depot Level Service.
- B. HVS offers a variety of On Site Service Contracts ranging from time and materials to Platinum Level of On Site 24/7 Service.
- C. HVS will warrant all of the Work to be free from defects in materials and workmanship for a period of twelve (12) months from the date of OWNER acceptance of the work of this section.

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Our team will always be certified have decades of audio visual experience be professional and courteous on site be responsive to the customer and they will barring extraordinary circumstances finish the project on schedule

Throughout the installation we will continuously solicit input from the client report on our progress adapt designs as necessary test all components before during and after installation to ensure proper operation test and re test the entire system and finally train all client staff on the operation of the system

With our continuing service we will ensure the following client staff is trained to handle/troubleshoot minor problems HVS will respond to all calls for service HVS will offer on site service and HVS will continue to provide ongoing training to the client as necessary

Some services may incur service charges or require the purchase of a service contract Warranties will only cover service up to a certain point

The ultimate responsibility of the Quality Assurance Program resides with Hoffman's Chief Operating Officer He will monitor the results of all systems testing select the implementation team for your project and be actively involved in soliciting feedback The COO will make sure that system is installed on time on budget and meets both Hoffman's and the client's functional standards

The Hoffman Process

- Find out what they want
- Find out when they want it
- Make it happen

Find out what they want

- HVS Management Acknowledges Order
 - Meet the customer
 - Review Purchase Order
 - Review Project Manager
 - Establish schedule for delivery identify milestones
 - Review Change Order Process
 - Review Invoice and Payment Process
 - Review Extended Warranty Program

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- Customer Advocacy Program
 - Hoffman's Sales Rep is Customer Advocate
 - Sales Rep acts as customer's agent within Hoffman
 - Discuss progress ask if we're meeting customer expectations

Find out when they want it

- Establish Schedule
 - Define customer's milestones
 - Monitor the schedule
- Review schedule with PM and purchasing
- Discuss project with suppliers
 - Get suppliers to believe in our jobs

Make it happen

- System Engineering
 - Prove system design
 - Value engineer the system if necessary
 - Revise equipment list
- Review and revise rack requirements after on site review
- Identify deliverables
 - Submittals
 - Riser diagram
 - M&E drawings
 - Acknowledge importance of submittal process
- Purchasing
 - Just in time delivery
 - Careful coordination between Project Manager and Purchasing Agent
 - Volume purchasing
 - Attention to delivery fees schedule and storage
- Site meetings
 - Regular attendance
 - Visit the site to assess progress
 - Count conduit verify size and continuity
 - Make sure pull boxes are where we asked them to be placed
 - Make sure they're taking no shortcuts

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- Verify availability of loading dock freight elevators make sure racks and equipment will fit inside elevator
- Establish relationships with other vendors
 - Carefully explain the AV systems impact to other contractors
 - Review heat loads size shape of equipment
 - Make a huge fuss when subcontractors don't pay attention to our requirements
 - Sort out site problems make sure the AV stuff does not delay other contractors
- In house Installation
 - Racks and sub assemblies
 - Documented procedures for wiring termination
 - Testing and Quality Control
- On site Installation
 - Documented procedures for shipping and delivery
 - Project management
 - Clean and tidy personnel
 - Adherence to safety procedures
 - Respect for Building Code local rules
- Project Meetings at HVS
 - Delivery based on customer approval milestones
 - Internal Audit
 - Weekly progress reporting
 - Punch list
 - Operational deficiencies
 - Site problems
 - Equipment malfunctions
 - Correcting problems to be a cooperative effort
 - Share punch list information with customer advocate
- Manage Change Orders
 - Qualify the requirement
 - Present and approve paperwork
- Training
 - Earliest possible date
 - System philosophy
 - Control & manipulation

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- Functional operation
- Customer Complaints
 - Project manager to Investigate and Correct
 - All complaints reported to senior management for review
 - Complaint analysis and revaluation
 - Eliminate problem
 - Satisfy customer
 - Establish new procedures

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Council AV Files Exhibit I

Voting and A/V Control

Item #	Qty	Part Number	Description	Unit Sell	Ext.
Voting System					
1	1	FG070 516	AMX NSS VOTE Software Solution 1 vote	\$6 540 00	\$6 540 00
2	1	FG2253-61V	AMX NXD1500VG Modero VG series 15 Touch Panel Flush mount	\$7 074 00	\$7 074 00
3	3	FG2251-61V	AMX NXD1200VG Modero VG series 12 Touch Panel Flush mount	\$5 232 00	\$15 696 00
4	4	FG2258 02K	AMX NXD CV7 Modero 7 Touch Panel Flush mount voting stations	\$2 071 00	\$8 284 00
5	5	FG423-41	AMX PSN6 5 12V 6 5A Power supply	\$250 00	\$1 250 00
6	1	FG2275 01	AMX NXP TPI/4 NexLink Touch Panel Interface 4	\$3,264 00	\$3,264 00
AV Control System					
7	1	FG2105	AMX NI-4000 NetLink Integrated Master controller 8 IR 8 I/O 7 RS-422	\$1 907 00	\$1 907 00
8	6	FG2020	AMX NXC REL 10 Relay card (10) channels	\$218 00	\$1 308 00
9	1	FG2024	AMX NXC VOL4 volume control card	\$381 00	\$381 00
10	3	FG2009 10	AMX NXS NMS NetModule Shell chassis for control cards	\$109 00	\$327 00
11	5	FG423-45	AMX PSN4 4 13 5V 4 4A Power supply CV7 Modero	\$82 00	\$410 00
12	3	FG515	AMX AC RK Rack Mount Accessory (1H)	\$44 00	\$132 00
13	1	FG517	AMX CSB Cable Support Bracket (Netlink)	\$28 00	\$28 00
14	1	FG10-000 11	AMX CC NIRC IR Emitter Cable	N/C	N/C
15	1	MTRL	Installation materials, connections, cabling, etc		\$1 500 00
Professional Services and Installation Labor					
16	1	PS7000	System Commissioning (required) Project Management		\$3 360 00
17	1	PS2000	Touch Panel GUI Design		\$2 520 00
18	1	PS3000	Control System Design (button by button Axwire)		\$2 520 00
19	1	PS1000	Control System Programming		\$11 234 00
20	1	INSTALL	Labor on Cable runs, connections, material install, millwork		\$3,000 00
Vote System Total					\$42 108 00
AV Control System Total					\$5 993 00
Subtotal					\$48 101 00
System Commissioning and Professional Services Labor total					\$22 634 00
TAX 8.25 %					\$3 968.33
Total					\$74 703.33

A/V Devices

Item #	Qty	Part Number	Description	Unit Sell	Ext.
Projector Equipment					
1	1	PLC XF35NL	Sanyo XGA Digital Multimedia Projector 5200 ANSI Lumens	\$8 718 00	\$8 718 00
2	1	LNS W02Z	Sanyo On Axis Short zoom 1.35 1.8 1 Lens	\$2 398 00	\$2 398 00
3	1	POA MD04VGA	Sanyo D Sub-15 VGA/RGBHV Input Module	\$185 00	\$185 00
4	1	POA MD13NET	Sanyo Advanced Network Control and Image Transfer	\$382 00	\$382 00
5	1	Bracket	Mounting Bracket for projector in rear screen mirror/frame	\$300 00	\$300 00
Other A/V Devices					
6	1	HV 110XG	Elmo Visual High Resolution Mobile Presenter digital macro doc-camera	\$709 00	\$709 00
7	1	AG VP310	Panasonic DVD/VHS VCR	\$185 00	\$185 00
8	1	VS-402XL	Kramer 4 X 2 A/V Switcher w/RS 232 control	\$596 00	\$596 00
Subtotal					\$13 473 00
TAX 8.25 %					\$1 111.52
Total					\$14 584.52

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Council AV Facility Exhibit I

Sound Reinforcement System

The A/V Integrator shall use the existing design (see facility audio drawings Exhibit I) the specifications found in the RFB and the guideline below to propose a complete turnkey system replacing most of the equipment in the Exhibit I with new equipment

The proposed system may be a general proposal of the design with a lump sum cost (see below)

A final detailed design will be required upon award of a contract to the successful bidder

At that time a detailed equipment list shall be created by the A/V Integrator with assistance from the PMT

Item #	Qty	Part Number	Description	Unit S #	Ext
Audio Equipment					
1	1	N3	Peavey MediaMatrix NION Hardware and Nware Software		
2	3	NIO 8ML	Peavey MediaMatrix NION Mic/Line input cards		
3	1	NIO 8o	Peavey MediaMatrix NION output cards		
4	1	V RD151-4/KVM	RackMount Flip-up LCD Monitor w/4 input KVM w/traditional mouse		
5	1	TBD	PC Windows Rackmountable CPU		
6	4	MB 15	Rolls audio isolation transformer bi directional balanced/unbalanced		
7	20	CMS 6 TDC	Tannoy Ceiling Speaker for Council Chambers only (no adjacent rooms)		
8	1	05146560 5501	Powerware PW5115 1000 Uninterrupted Power Supply		
9	14	AT857MLa	Audio Technica Microphone w/AT8416 Shockmount		
10	4	AT857MLa	Audio Technica Microphone w/table top stand model AT8615		
Additional Equipment					
(A/V Integrator to add equipment as necessary to above equipment to complete proposed design)					
11					
12	1	IMTRLS	Wiring connectors supplies cabling		
13	1	U124M/BETA87	Shure Wireless Transmitting Microphone System		
14	4	QSC CX168	Power Amplifiers (8 channels) 5 channels driving 20 Speakers in chambers (90 watts per channel)		
15					
Audio Equipment					\$27 823 00
Materials					\$2 500 00
(Lump-Sum) Subtotal					\$30 323 00
Labor (including design, programming, cabling, etc.)					\$7 800 00
TAX 8.25%					\$2 501 65
Total					\$40,624 65

Production Control System

Item #	Qty	Part Number	Description	Unit S #	Ext.
Robotic Camera Control and Cameras					
1	3	AW E650	Panasonic AW E650 1/2 Cameras	\$3 888 00	\$11 664 00
2	3	YH19x6 7 KTS	Canon Lenses mounted to camera	\$4 131 00	\$12 393 00
3	CFE	PT CP 92523270	Telemetrcs Robotic PAN/Tilt Head	\$0 00	\$0 00
4	4	CA CP 250	D 25 interconnect cable to Pan Tilt Head 250ft	\$630 00	\$2 520 00
5	6	BL 1505A 500	Belden Cable 500ft spools of Coax cable for Video Out and Genlock	\$110 00	\$660 00
Sound Reinforcement Equipment					
6	1	AG MX70	Panasonic Switcher	\$5 641 00	\$5 641 00
7	1	LCG 5000R	Compix Character Generator	\$4 897 00	\$4 897 00
8	1	PRV LX1DW	Pioneer DVD Harddrive Recorder/Player only dual HD available	\$5 329 00	\$5 329 00
9	2	DMR T6070	Panasonic Hardrive Recorder/Player w/ FEC rackmount	\$796 00	\$796 00
10	1	AP41 SP U	Hot on c Video Sych on zer/Processor	\$1 145 00	\$1 145 00
11	2	V R53P	Marshall Triple 5 Monitor Panel	\$1 688 00	\$3,376 00
Automated Playback System					
12	1	Nexus Server	Leightronix Nexus Controller/Server System including Pro buss ports	\$5 718 00	\$5 718 00
13	1	LGX USBHD400	Seagate USB media Hard Drives for Server	\$499 00	\$499 00
14	1	DVP CX777ES	Sony 400 Disc DVD Changer	\$594 00	\$594 00
Install					
15	1	Lot Materials	Cable Connectors misc etc	\$1 100 00	\$1 100 00
16	1	Labor	Installation Labor, including Programming, cable runs, wiring racks etc	\$4,670 00	\$4 670 00
Robotic Camera Control and Cameras					\$27 237 00
Production Recording Equipment					\$21 184 00
Playback System					\$6 811 00
Materials Connectors etc					\$1 100 00
Subtotal					\$56 332 00
Labor total					\$4 710 00
TAX 8.25%					\$4 647 39
Total					\$65 774 39

City of Culver City California City Council Agenda Item Report

Council AVF cr E b I I

Field Production Equipment Future Purchase Only

Item #	Qty	P rt Numbe	Description	Unit Sell	Ext
Camera System					
1	1	DSRPD170	Sony DVCAM Camcorder Package	\$3 220 00	\$3 220 00
2	1	ACC PD170	DVCAM Accessories Lens Adapt Case Charger Extra Battery	\$404 00	\$404 00
3	1	DV6-0611	Sachtler DV 6/2D system Tripod 12 3 LBS	\$1 758 00	\$1 758 00
4	2	UCR201/UH400	Lectrosonic UHF UCR 201 Rece ver UH 400 Transm iter Wireless Mics	\$2 168 00	\$2 168 00
5	1	V LCD56 KIT	Marshall V 5 6 LCD Monitor with Speaker	\$304 00	\$304 00
6	1	PAG 6 Kit	PAG Paglight sun gun light with batteries and accessories	\$409 00	\$409 00
7	1	EV RE50	Electra Voice hand held microphone	\$272 00	\$272 00
Lighting					
8	1	ARRI D3 KIT	ARRI Soft back D3 Kit with extra Soft light kit	\$1 944 00	\$1 944 00
Cabling & Materials					
9	1	ACC PKG	XLR mic cables Video cables Fire wire cables extra bulbs etc	\$250 00	\$250 00
Camera System					\$8 535 00
Lighting					\$1 994 00
Materials					\$250 00
Subtotal					\$10 779 00
TAX 8 25 /					\$889 27
Total (exclusive of bid total below)					\$11 668 27

Equipment, Materials and Labor Bid Totals

Description	Ext
Bid cost summary	
Equipment Totals (excluding Field Production Equipment)	\$144 629 00
Materials supplies	\$3 600 00
Labor Totals	\$35 144 00
Warranty Service One Year	\$9 250 00
TAX 8 25 /	\$12 228 89
Bid Total (Not to Exceed Bid amount)	\$204 851 89

OPTIONAL LINE ITEMS	Ext
Extended Service Maintenance Agreements Available	
for 2nd 3rd and 4th Year After First Year Warranty Service	
Custom Platinum Gold Silver and Bronze Level Options	
(See attached sample agreements)	
TAX 8 25 /	
Total of optional items	

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

STATE OF CALIFORNIA

BIDDER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Michael Gavigan being first duly sworn deposes and says

- 1 That he/she is the Vice Pres & CFO of Hoffman Video Systems
(Title of Office) (Name of Company)
hereinafter called Bidder who has submitted to the City of Culver City a bid for **Design and Installation of the Culver City A/V Facilities (AVF) Project.**
- 2 That the bid is genuine that the same is not sham that all statements of fact in the bid are true
- 3 That the bid was not made in the interest or behalf of any person partnership company, association organization or corporation not named or disclosed
- 4 That the Bidder did not directly or indirectly, induce solicit or agree with anyone else to submit a false or sham bid to refrain from proposing, or to withdraw his bid, to raise or fix the bid price of the Bidder or of anyone else, or to raise or fix any overhead, profit or cost element of the Bidder's price or the price of anyone else, and did not attempt to induce action prejudicial to the interest of the City of Culver City, or of any other Bidder or anyone else interested in the proposed purchase order
- 5 That the Bidder has not in any other manner sought by collusion to secure for itself an advantage over any other Bidder or to induce action prejudicial to the interests of the City of Culver City, or of any other Bidder or of anyone else interested in the proposed purchase order
- 6 That the Bidder has not accepted any bid from any subpurchase order or materialman through any bid depository the bylaws rules or regulations of which prohibit or prevent the Bidder from considering any bid from any subpurchase order or materialman, which is not processed through that bid depository or which prevent any subpurchase order or materialman from proposing to any purchase order or who does not use the facilities of or accept bids from or through such bid depository,
- 7 That the Bidder did not, directly or indirectly, submit the Bidder's bid price or any breakdown thereof or the contents thereof or divulge information or data relative thereto to any corporation partnership, company association, organization bid depository, or to any member or agent thereof or to any individual or group of individuals, except to the City of Culver City or to any person or persons who have a partnership or other financial interest with said Bidder in its business
- 8 That the Bidder has not been debarred from participation in any state federal or public works project

Dated this 27 day of May, 2005

[Signature]
(Bidder Signature)

Vice Pres & CFO
(Title)

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

Council AV Facilities

Project's Primary Goals and Objectives Evaluate facilities and identify System and sub systems components that should be replaced determine technological deficiencies and suggest enhancements

Total System Replacement (approx)	\$400 000-500 000
Total Recommended Replacement (based Assessment)	\$280 000 00
Total Budgeted for Replacement	\$204 000 00

Equipment Assessment	
Current Condition: Identify devices that are:	¹ Unreliable due to constant failing
	² Intermittently failing Exhibiting poor functional performance or have ³ Exceeded life expectancy
Impact of Failure:	² No functionality at all ¹ Partial loss of functionality

Current System Equipment Descriptions	Estimated Full Replacement Costs	Old for Replacement	*System costs/budgets by other neighboring Municipalities	Current Condition	Impact of Failure	Rating	Likelihood of complete failure High-Moderate-Low
¹ Voting System	\$45,000	\$42,108	N/A	³ Intermittent Failing	² No Electronic Voting	6	High
¹ AV Control System	\$13 000	\$5 993	N/A	³ Intermittent Failing	Partial/Device Control	5	Moderate
¹ AV Devices	\$28 000	\$14,585	Santa Monica \$25 000(2000)	² Poor performance	² No functionality	5	Low
¹ Sound System in Chambers	\$45 000	\$27,873	Beverly Hills \$50 000(2004)	³ Poor performance	² No sound in room or TV	5	Moderate
Sound System equipment in adj ent room	not in budget (20K)	\$0	N/A	¹ Exceeds Life Exp	² No functionality	3	Low
Camera Heads with Lenses (3 cameras)	\$27 000	\$24 000	Torrance \$55 000(2005) (4) Long Beach \$48 000(2005)(4)	³ Intermittent Failing	¹ Partial/ TV meeting Coverage	4	High
Camera Robotics	\$20,000	\$2,000	Palos Verdes \$17 000(2003)	³ Poor performance	¹ Partial/Cam movement	4	Low
Camera Control with cabling	\$20,000	\$12,000	Long Beach \$12 000 (2005)	³ Poor performance	² No Cam movement	5	Low
¹ Production Recording Equipment	\$50,000	\$12,000	Torrance \$120 000(2005)	⁴ Unreliable	² No TV meeting Coverage	7	High
Production Dubbing Equipment	\$10 000	\$5,000	(typical) \$15-25 0000	³ Poor performance	¹ Partial/Copies or Duplication	4	High
Playback Equipment (1 channel)	(Personell Resources)	\$8 000	Commerce \$50 000 (2004) Long Beach \$120 000(2005) Santa Monica \$45 000(2005)	N/A	N/A	N/A	N/A
Field Recording Equipment	\$25 000	\$0		N/A	N/A		N/A
Furniture	not in budget (30K)	\$0		N/A	N/A		N/A
Electncal Work	not in budget (30K)	\$0		N/A	N/A		Low
Materials supplies	partial budget (25K)	\$0					
Installation Services, Labor and Taxes	partial budget (115K)	\$55,000.00		N/A	N/A		N/A
Totals	\$503 000 00	\$185 659 00					

City of Culver City, California
City Council Agenda Item Report

Council AV Facilities Exhibit--I



Upgrades or Specifications others are
replacement totals

Summary of Neighboring City Projects

City of Torrance	In 2005 spent \$1.2 million on 4-channel Automated playback for a Government, Parks & Rec, Public Access, College Channel.
City of Long Beach	In 2005 spent \$120,000 on new video server playback system, and \$98,000 on new Cameras & Switcher in Council Chambers.
City of Santa Monica	In 2005 spent \$60,000 on a 3-channel automated playback system and in 2000 spent \$300,000 on Council AV System.
City of Beverly Hills	In 2004 spent \$55,000 on the installation of a new Sound System and AV Control System.
City of Commerce	In 2004 spent \$50,000 on the installation of a new automated playback system.
City of Hawthorne	In 2005 spent \$18,000 for "on-air" graphics system.