



City of Culver City

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Staff Report Details (With Text)

File #: 25-161 **Version:** 1 **Name:**

Type: Minute Order **Status:** Consent Agenda

File created: 8/5/2024 **In control:** City Council Meeting Agenda

On agenda: 8/26/2024 **Final action:**

Title: CC - CONSENT ITEM: (1) Approval of a Professional Services Agreement with Cashel Corporation dba Integrated Media Systems (IMS) in the Amount of \$400,590 to Upgrade the City Council Chambers Audio Visual Equipment; and (2) Authorization to the City Manager to Approve Amendments to the Agreement to Support Enhanced Design Specifications and a Preventative Maintenance Support Agreement within an Aggregate Amount Not-to-Exceed \$525,000.

Sponsors:

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Date	Ver.	Action By	Action	Result
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Meeting Date: August 26, 2024

Contact Person/Dept.: Michele Williams/Information Technology Department

Phone Number: (310) 253-5950

Fiscal Impact: Yes No **General Fund:** Yes No

Attachments: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (08/21/2024)

Department Approval: Michele Williams, Chief Information Officer (08/09/2024)

RECOMMENDATION

Staff recommends the City Council (1) approve a professional services agreement with Cashel Corporation dba Integrated Media Systems (IMS) in the amount of \$400,590 to upgrade the City

Council Chambers Audio Visual (AV) equipment; and (2) authorize the City Manager to approve amendments to the agreement to support enhanced design specifications and a preventative maintenance support agreement within an aggregate amount not-to-exceed \$525,000.

BACKGROUND

On November 10, 2014, City Council approved a professional services contract to Integrated Media Systems (IMS) to update the Council Chambers audio visual (AV) and broadcast system. The upgraded system was completed and placed into production in April 2015. In July 2018, IMS completed audio visual component installations at the City's Senior Center conference rooms. In 2020, additional AV components were added to support virtual meetings using WebEx as the videoconferencing platform and devices were introduced to the Council Chambers AV equipment to allow for live streaming of public meetings via YouTube. Later in 2021, the AV systems were further modified to support hybrid public meetings. The hybrid meeting functionality allowed for in-person and virtual public participation.

After ten years of operation for most of the AV components and having integrated additional functionality, the original existing components have reached end-of-life, are obsolete, and/or are no longer supported. Over the years, some components have been replaced due to failure and to ensure continued operation. However, the overall impending hardware and software obsolescence requires updating the systems. It should be noted that the City has continued to engage with IMS for an ongoing service support and maintenance agreement. This agreement includes onsite preventative maintenance which is conducted on a quarterly basis and has served to prevent a total system failure.

In updating the AV components, the project goal is to enhance the public meeting experience and reduce operational system failures. Additionally, the opportunity to redesign the system will reduce many of the integration areas that often present potential risk of failure. While many of the components are within staff's control, it should be noted that there will still be potential risk of failure as the City continues to utilize cloud-hosted software applications that are not controlled/maintained by the City such as the agenda voting software.

DISCUSSION

A Request for Proposal (RFP) was released on the City's Planet Bids portal on June 6, 2024. The objective of the RFP was to obtain proposals from qualified AV system integrators to design and implement a new system. On June 25, there was a mandatory onsite walkthrough to provide proposing vendors with the opportunity to better understand the City's requirements and to observe firsthand the Council Chambers and the adjacent broadcast control room and installed equipment. There were eleven vendors present at the walkthrough. Proposals were due on July 11, 2024. The City received seven proposals.

A review team consisting of staff from the City Manager's Office, City Clerk's Office and Information Technology Department reviewed the vendor proposals. The proposals were evaluated using the weighted criteria detailed in the RFP. The rated categories are listed below along with the corresponding weight:

- 30% Qualifications of the vendor and demonstrated ability to design and

deliver a turnkey fully integrated AV system.

- 20% Qualifications of the vendor’s proposed project team
- 20% Firm’s qualifications and experience with similar municipal projects
- 15% Client’s references
- 15% Vendor’s proposed cost and cost effectiveness

Eighty-five percent (85%) of the ratings are related to qualifications of the vendor having an experienced project team, having previously delivered similar projects and reputable client references. This high percentage aligns with the goal of identifying a qualified vendor who the City can partner with to deliver a turn-key system that meets the AV public meeting requirements today and into the future. The cost proposal was weighted at fifteen percent (15%). It should be noted that cost estimate was used to assist with evaluation but is not used as the primary selection criteria due to not having a consistent comparison. The RFP asked each vendor to provide a preliminary design and corresponding cost estimate that they determined would meet the City’s AV requirements. As a result of the disparate designs, cost could not be equally evaluated.

The responding vendors and the average weighted score for each proposal is listed below:

Vendor	Average Score
Western Audio Visual & Security	90
Integrated Media Systems	87
Avidex	75
Studio Spectrum	70
AVI-SPL	68
Matrix Audio	68
TV Pro Gear	59

Table 1

The City’s review team agreed that the top two vendors were Western Audio Visual & Security and Integrated Media Systems (IMS). After further evaluation of vendor references for the two vendors, it was determined that Integrated Media Systems (IMS) was the recommended vendor for the project.

Pending City Council approval of the agreement, the RFP detailed that after agreement is executed a Design Phase will be initiated. While a preliminary design was presented by the proposer, it is understood that further analysis and design work is required. The design phase will be used to further refine the specifications and incorporate customizations that are specific to the City. During the design phase, the selected vendor will meet with the City’s project team to incorporate and finalize design specifications. Staff will also schedule design sessions with each Council Member to also obtain their feedback and recommendations to enhance the public meeting experience. The final design package will include installation plans, functional drawings, and the finalized equipment list. As a result, the final project cost estimate is expected to change. Staff also recommends including at minimum, a one-year support and maintenance agreement. In an effort to accommodate the cost estimate changes and support agreement, City Council is requested to authorize the City Manager to execute amendments to the agreement in an amount not to exceed \$124,410 for an aggregate amount not to exceed \$525,000 for the entire agreement.

FISCAL ANALYSIS

The Adopted Budget for Fiscal Year 2024-2025 includes \$525,000 of funding for the proposed agreement and amendments in Account No. 42080000.730100.PE007 (Capital Improvement Project - Council Chambers AV Replacement) which can be found in the Capital Improvements section of the budget book under Fund 420 (Capital Improvements and Acquisition Fund.)

Should the City Council approve this agreement, funding for future years of ongoing maintenance and support will be requested in future fiscal year budgets.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Approval of a professional services agreement with Cashel Corporation dba Integrated Media Systems (IMS) in an amount of \$400,590 to upgrade the City Council Chambers Audio Visual Equipment;
2. Authorize the City Manager to approve amendments to the agreement to support enhanced design specifications and a preventative maintenance support agreement within an aggregate amount not-to-exceed \$525,000;
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.