



Request for Proposals To Design a City Council Chambers Audio/Video System

Due

4:00 PM
November 13, 2009

Submittals must include a Cost Quote in a separate, sealed envelope with company name and address on the outside of the sealed Cost Quote.

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1.0 INSTRUCTION TO VENDORS

You are hereby invited to submit a Proposal for the professional services identified herein. This section will describe the submittal requirements and the evaluation process to be used in selecting the final vendor.

1.1 NOTICE FOR INVITING PROPOSALS

Notice is hereby given that the City of San Rafael of Marin County (City) invites you to submit a Proposal according to the terms and procedures defined herein no later than 4:00PM, November 13, 2009, at the Office of the City Clerk, City of San Rafael, City Hall, Room 209, 1400 Fifth Avenue, San Rafael, CA 94901 as per the specifications included in this Request for Proposal.

1.2 PURPOSE

The City of San Rafael is soliciting Proposals for professional services to develop design specifications to build/upgrade the audio/video (AV) technology in its City Council Chambers. This phase of the project includes complete system design and specifications for equipment/furniture, installation, integration and training of/on the necessary AV equipment. The City has funds available to retrofit the City Council Chambers for complete AV functions but first requires a comprehensive system design and inclusive specifications in order to invite Bids from eligible vendors for the installation/implementation phase of the project. The intent is to create a complete set of design specifications that will form the basis of an Invitation for Bids.

The City Council Chambers is the facility where elected officials, City staff, and the public meet to conduct official City business, and where key policy decisions are made that affect the entire City of San Rafael community. The primary use of this facility is to host City Council, Redevelopment Agency, Planning Commission, and Design Review Board public meetings. Each board meets one to four times per month. A secondary use of this facility is as a meeting center for other government agencies/groups, civic groups, homeowner associations, and public workshops. The AV equipment for the City Council Chambers must meet the needs of meeting participants. All meeting participants need to be able to view and hear presentations at each point in the City Council Chambers and from a variety of state of the art media sources and input, projection, and display devices including, but not limited to personal laptop computers, digital and analog displays/monitors and playback devices, LCD projectors, overhead transparency projectors, and static display charts and photographs. Installed equipment must be easy to operate with little guidance required from the City's Information Technology (IT) staff.

1.3 REJECTION OF PROPOSALS

The City reserves the right to reject any or all Proposals or any part of each Proposal; to waive any irregularity in any Proposal and to determine which, in its sole judgment, best meets City's needs to receive an award **after** successful contract negotiations. For any products or services not included in the initial contract award, vendor agrees to hold prices as proposed for one year following the initial award unless mutually agreed otherwise in the negotiated final contract.

1.4 PARTIAL/JOINT PROPOSALS

The City is interested in a complete and comprehensive set of design specifications. It is required that all proposed services be channeled through a single vendor and all aspects of the project coordinated and managed by that vendor. When third party products or services are used, they

should be subcontracted or purchased through the selected vendor. When this is not possible, there must be an established contractual relationship between the vendors and contract cross-referencing for this project.

1.5 REQUIRED FORMS AND CERTIFICATES

The City will require certain legal forms and affidavits to be included in the final negotiated agreement.

1.5.1 Contractor's Certificate Regarding Workers' Compensation

The vendor shall maintain Workers' Compensation Insurance as required by statute and shall submit a certificate of such insurance at final contract signing.

1.5.2 Certificates of Insurance

City requires the following levels of coverage:

- a) General Liability including personal injury and property damage in the amount of \$1,000,000.
- b) Professional Liability in the amount of \$1,000,000.
- c) Automobile Liability, all automobiles, in the amount of \$1,000,000 for combined single limit.
- d) Transit insurance covering loss or damage to goods in shipment in the amount of the value of goods.

In addition, City shall be named as additional insured on all relevant policies and shall be notified by the insurance carrier of any change in or cancellation of coverage.

1.6 CONFIDENTIALITY

The submitted Proposal is a public record subject to public disclosure pursuant to the provisions of the Public Records Act (Government Code Section 6250 et seq.). The City will notify the Vendor of any public request for disclosure of such documents.

1.7 PROPOSAL FORMAT

Vendors shall use the forms provided in the Proposal Response Form Packet and mirror the format described in Section 4 herein. The use of other forms may be cause for rejection of a Proposal. **One (1) electronic copy (Adobe Acrobat format on CD or other magnetic media) and two (2) hard copies** of the Proposal are required. All hard copies should be labeled as follows:

Copy 1: ORIGINAL

Copy 2: EVALUATION

All data shall be clearly and legibly written, preferably typewritten. The original hard copy submittal must be signed by an individual legally able to bind the company. Changes or erasures must be initialed by the individual signing the Proposal. All blank spaces provided must have entries.

Separate Proposals must be received in **sealed envelopes or containers** clearly showing the Vendor's company name, address. The Proposal will be used as a starting point for contract negotiations and may not be withdrawn after submission.

1.8 PRE PROPOSAL CONFERENCE

A pre-proposal meeting and site tour will be conducted on October 29, 2009 at 9:00AM in the Council Chambers at San Rafael City Hall, 1400 Fifth Avenue, San Rafael, CA 94901. It is strongly recommended all bidders thoroughly examine the site prior to proposal submission to become thoroughly familiar with conditions relating to installation, materials, supplies and equipment to be furnished. Please confirm your attendance at this conference with the Project Manager, Darren Jimenez, at dj@tpgweb.com.

1.9 VENDOR CONDUCT AND QUESTIONS REGARDING THIS REQUEST FOR PROPOSAL

During the response window Vendors shall not contact any City employees or members of the City Council regarding this request process. All inquiries will be directed to the Project Manager:

Darren Jimenez
The Phoenix Group
(530) 383-7315
dj@tpgweb.com

No gratuities of any kind will be accepted, including meals, gifts, or trips. Violation of these conditions may constitute immediate disqualification.

1.10 CONTRACT DOCUMENTS

It is anticipated that the City's standard Purchase Order will be used for this procurement. A copy of the related Terms and Conditions is attached as Appendix A. Any exceptions to the contract must be noted in the Response.

1.11 EVALUATION AND SCORING

An evaluation team composed of representatives of the City will evaluate Proposals on a variety of quantitative and qualitative criteria. The selected Proposal shall provide the most cost effective approach that meets the City's requirements. The lowest price Proposal will not necessarily be selected.

The City reserves the right to reject any or all Proposals, or to make no award. The City also reserves the right to require modifications to initial Proposals or make partial awards to multiple vendors, and to subsequently follow-up with requests for additional information, including, but not limited to, follow-up interviews.

The criteria upon which the evaluation of the Proposals will be based include, but are not limited to, the following:

Proposal (20 points)

- Completeness and thoroughness of the Proposal. All required information must be provided in the format specified.
- The Vendor's understanding of the City's purpose, scope and objectives, including the applicability and quality of the Vendor's approach.

Contract (10 points)

- The Vendor's willingness to negotiate a contract, including payment terms, acceptable to the City. The number of exceptions taken to the City's terms and conditions will be noted.

Costs (10 points)

- One time costs. Although the low cost Proposal may not necessarily be awarded the contract, costs are important evaluation criteria.

Vendor Experience and Resources (30 points)

- For the references submitted by the Vendor and interviewed by the City: The quality, relevance and number of references.
- The Vendor's ability to successfully plan and design a system configuration, as demonstrated by similar projects within the past two years. Emphasis would be given to the specific capabilities required by the City.
- The financial stability and resources of the Vendor.

Design Process/Specifications Development (15 points)

- Level of participation required of the City by the Vendor during the design process.
- Feasibility, timeliness and quality of the design schedule.
- Ability to meet the City's design deadlines.

Design Documentation (15 points)

- Quality and extent of the documentation to be provided.

1.12 COST OF PROPOSAL DEVELOPMENT

City shall not bear any financial responsibility for costs incurred by the Vendor in responding to this Request for Proposal, whether or not it is the successful Vendor, including the costs for bonding, legal costs for any reason, visitation costs, reproduction, postage/ mailing and the like.

1.13 REQUEST FOR PROPOSAL INTERPRETATION AND ADDENDA

Any changes, clarifications, or other interpretations regarding this Request for Proposal will be made available on the City IT Division's web page on the City web site (www.cityofsanrafael.org). Registered vendors will be notified whenever updates are published. It is the responsibility of the Vendor to download and include any Addenda. These Addenda will become part of the Request for Proposal and will be included by reference in the final contracts between the Vendor(s) and City.

1.14 PRICES

Prices quoted herein shall be based on an hourly rate for each category of vendor staff necessary to successfully complete the project. Prerequisite requirements must be clearly indicated. Any package discounts for purchasing combinations of services must be specified. The Cost Evaluations will be based on the total proposed cost, but the City reserves the right to take the appropriate discounts where offered if the terms of the discount are met in the final contracted agreement

Any published price change after the submission date in this Notice will not be considered in the evaluation and determination of lowest cost responsible Vendors. However, once a Vendor has been selected as the successful Vendor, City reserves the right to apply the lower of the published prices with the proposed discounts applied or the Proposal prices, whichever are lower.

1.15 CHANGE ORDERS

Once the contract has been awarded, the City may authorize changes in plans or specifications, or allow substitutions provided that such changes do not exceed 10% of the total cost of the original. Supplemental services may be requested by City from the successful Vendor(s) outside the scope of the Request for Proposal provided the cost of these items does not exceed the limit specified by law or City policy requiring competitive bidding.

1.16 NEGOTIATIONS

Following the submittal of the Proposals, the City will determine which Proposal represents the best and most complete value to meet its needs based on the scoring of the Evaluation Criteria. The highest ranking vendor will be deemed the Preferred Vendor. The City intends to enter into negotiations with the Preferred Vendor to develop a final service agreement and cost structure for the required professional services. Failure to successfully reach a final agreement with the initial Preferred Vendor will result with the selection of the next ranking vendor as a new Preferred Vendor.

1.17 AWARD

Any award is subject to successful contract negotiations between the City and the Preferred Vendor. Selection as the Preferred Vendor is not an award and the process will only be concluded with the execution of the final agreement.

1.18 FINAL CONTRACT

The following documents are considered part of the final agreement, in order of precedence:

1. The City's Purchase Order and final service agreement between City and the Vendor(s);
2. All schedules, project descriptions, plans, supplemental product descriptions, price lists, discount structures, etc. developed during the Proposal evaluation phase for inclusion in the final agreement;
3. The awarded Vendor's Proposal in total, including all attachments and Response Form Packet as released;
4. This Request for Proposal with Appendixes and any addenda as issued by the City prior to the opening of Proposals.

1.19 TIMELINE

The anticipated timeline, subject to change, for the complete process is as follows:

RFP Release - Response Window Opens	10/21/09
Onsite Vendor Conference and Tour (9:00AM)	10/29/09
Proposals Due - Response Window Closes (4:00PM)	11/13/09
Preferred vendor selected, contract negotiations	11/25/09

Final contract award

12/04/09

Design of System Specifications

TBD

2.0 CITY PROFILE

San Rafael was incorporated in 1874 and became a charter city in 1913. It has a council/city manager form of government with Marin's only elected mayor and four elected city council members who serve four-year terms. San Rafael City Hall is located at 1400 Fifth Avenue.

The City of San Rafael occupies 22 square miles, 17 of which are land and 5 are water and tidelands. Low coastal mountains typify the terrain with water frontage on San Pablo Bay, the northern extension of San Francisco Bay. More than 45% of the City's land is vacant, open space, parks, or public lands. It is the urban center and County seat for the County of Marin whose population is 242,188. It is the largest incorporated city in Marin. There are 12 Colleges & Universities within commuting distance including Dominican College in San Rafael and the Marin Junior College campuses in Kentfield and Ignacio. San Rafael is located one-half hour north of the Golden Gate Bridge on Highway 101.

The Association of Bay Area Governments projects that between the years 1990-2010 San Rafael will experience a job growth rate of 15%. This growth is segmented into mainly manufacturing and wholesale (34%) and services (34%). In addition to high-tech businesses, other major San Rafael employers include banks, hospitals, insurance companies and retailers. The population estimate for San Rafael in 2000 is 55,000. It is projected to grow to over 67,000 at build out.

Additional information about the City of San Rafael can be found on the official City of San Rafael website (www.cityofsanrafael.org).

All technology services, including audio/video service and support, are handled by the City's Information Technology division, which is part of the Management Services Department headed by the Assistant City Manager. IT staff includes a manager, 2 network analysts, and 2 network support technicians. The division places considerable emphasis on customer satisfaction. A user survey recently completed showed over 97% of those surveyed responded that the IT Team does a good or excellent job of providing the technology their department needs. Over 90% were very satisfied (and the remaining satisfied) with the level of technology support provided by IT.

3.0 SYSTEM DESCRIPTION

This section of the Request for Proposal defines in general terms the requirements of the design specifications needed by City. It is the intent of the City to contract for a complete set of detailed designs and specifications for an upgrade to the current audio/video equipment and infrastructure of the City Council Chambers.

Current Configuration of Council Chambers



The City Council Chambers is a rectangular room of brick construction, measuring approximately 52 feet long by 44 feet wide. It includes a dais/rostrum located at the west end of the room with seven positions for City Council Members and Commissioners—when seated, board members face east toward the audience section; two side tables located at the north and south ends of the City Council dais seat a total of eight staff members; fixed, theater-style seating is located at the east end of the room, split by a center aisle, with audience seating for 138 people; a movable podium can be located in front of the dais; an audio equipment cabinet is located at the south end of the dais and a portable projector screen is located on the north wall.

Current AV Equipment Configuration

- Microphones:** One microphone is fixed at each of the seven board positions; seven additional microphones are fixed one at each staff position, three wireless microphones are used for presentations. Microphones are controlled with on/off switches at each location.
- Speakers:** Eleven speakers are ceiling-mounted, two of which are located above the City Council dais.
- Media Display:** A single, portable projection screen is used for all video display.
- Audio Equipment:** Shure WA5 Antenna Distribution, Shure SCM 810 Mixer, Shure DFR 11 Equalizer, TOA 906 Amplifier, three Shure LX Wireless Microphones and DRAKE Assisted Listening.

Requested Proposal

The awarded bidder shall furnish all labor and materials to completely and effectively draft a set of design specifications in accordance with the following:

- 1) Conduct any and all necessary research and inspections on existing equipment, furniture, rooms and potential installation points.
- 2) Conduct any and all necessary research and inspections on electrical capacity and availability.
- 3) Provide a detailed list of all equipment and parts included in design.
- 4) Provide all required design and CAD schematics, including but not limited to architectural, electrical, conduit, etc.
- 5) Contractor shall include in Proposal any and all items, which may not have been addressed herein and are deemed required for the complete design and specifications of the proposed system(s).
- 6) Provide as a deliverable the final design for the new AV system with plans and specifications for all agreed upon equipment, fixtures, cabling and electrical work.

3.1 Proposed Configuration

(The City is providing this list of proposed equipment and installation locations as a point of reference only. The final, approved design will be based on Vendor/City discussions, interviews and onsite inspections and will rely heavily upon the specific expertise and recommendations of the Vendor)

- a) Main Camera (wall/ceiling mounted, focused on dais, wide angle)
- b) Second Camera (wall/ceiling mounted, focused on right/staff side)
- c) Third Camera (wall/ceiling mounted, focused on podium and left/clerk side)
- d) Electrical Adjustments (as needed to ensure adequate electricity for the overall system)
- e) Lighting Adjustments (as needed to ensure proper lighting of video subjects)
- f) Audio/Video Switching/Mixing System (camera control, source preview/select, transition between minimum of 6 camera/computer/video input sources for output to recorder, character generation)
- g) Video Recorder (record, store, and save to internal and/or external media)
- h) Main Viewing Screen (wall/ceiling mounted, motorized drop down, minimum of 10 feet wide)
- i) Main Projector and Lens (wall/ceiling mounted, minimum 3500 lumens)
- j) Staff Computer Input (audio/video capable, located at right/staff side)
- k) Video Controller (switch between minimum of 4 input sources with display to be distributed to multiple viewing screens)
- l) Close-up Camera (wall/ceiling mounted, focused on dais, close-up angle)
- m) Second Viewing Screen (wall/ceiling mounted, motorized drop down, minimum of 10 feet wide).
- n) Second Projector and Lens (wall/ceiling mounted, minimum 3500 lumens)

- o) Two 40-46" Monitors for audience viewing installed on each side of the seating area.
- p) Nine 17-21" Monitors for viewing at main dais and staff tables, on stands capable of sliding across tabletop and slanting at various angles (from horizontal to vertical).
- q) Two 32-40" Portable Monitors for dais viewing.
- r) Two 32-40" Monitors to be installed on articulated mounts in lobby area outside Council Chambers.
- s) Document Camera (for capturing printed items for display on screens).
- t) Second Computer Input (audio/video capable).
- u) Equipment Cart (capable of storing/supporting portable LCD monitor, document camera, and computer connected to second computer input).
- v) Video Encoder (capture video for television broadcast), including capture and storage device.
- w) Schematic drawings of equipment as designed, representing the proposed AV system both from a physical and logical perspective, in both hard copy and electronic format.

4.0 PROPOSAL FORMAT

It is the intent of this Request for Proposal to ascertain full and complete disclosure of all costs and processes related to the successful implementation of the products and system(s) requested. If there are additional costs or requirements which are not addressed by the information provided, it is the Vendor's responsibility to present that information during the Proposal Window (the time following Request for Proposal release and the date the Request for Proposal Responses are due). Failure to disclose any of these costs in the Request for Proposal Response may constitute disqualification.

All Proposals should be submitted in the following format to enable City to fairly evaluate and compare all Proposals. Failure to follow this format may constitute disqualification from consideration.

EXECUTIVE SUMMARY

Narrative:

Vendors are asked to outline briefly the entire scope of the Proposal and key elements to which readers should pay particular attention.

Section A VENDOR PROFILE

Narrative:

Vendors may describe in narrative form the nature and history of their company, relationships with other vendors if proposing jointly, etc.

References:

On the RF1 Vendor Profile Form, provide at least two (2) references for work similar to that proposed for the City, which has been completed within the last two years. Include a description of the project and name, address, telephone number and email address of primary client contact.

Vendor Profile Form (RF1):

Included as an Excel document labeled RF1. The answers to these questions will help City assess the Vendor's qualifications to deliver the proposed design specifications. There are no separate directions for this profile as it is self-explanatory.

Section B PROPOSED DESIGN SPECIFICATIONS

Narrative:

Vendors should outline and summarize their Design Process in narrative form. Specific exceptions to City specifications should be described and justified here as well as any additional information the Vendor feels relevant to their offering.

Timeline:

Provide a proposed work breakdown structure that shows tasks, task owners and timeline.

Section C COSTS

Narrative:

Vendors are free to outline and summarize their costs in narrative form. Vendors must outline all costs associated with the planning, design, review and approval of the design specifications as defined in this Request for Proposal.

Cost Worksheet:

A sample cost worksheet has been included as Appendix B. This sample is intended to be representative of the information the Vendor should provide and is not all inclusive. The Vendor shall provide all of the cost information outlined below in a format similar to the worksheet example, such that the City can easily determine both line item and summary pricing for each Request for Proposal component.

Provide cost information in the following categories:

- a) Research and Review of existing systems and locations, interviews with City staff. All work required to gather necessary information for developing design specifications.
- b) Professional Design Services (including hourly rate for professional services, task description, task resource level by skill level or job classification).
- c) Development and Printing of Specifications, Drawings and Schematics (including costs per deliverable).

Section D APPENDICES

Additional Vendor brochures or documentation

Appendix A: Purchase Order Terms and Conditions

Appendix B: Sample Cost Worksheet

ITEM	PRICE	UNIT	QTY	TOTAL YR 1	TOTAL YR 2	NOTES
3.0 DETAILED DESIGN/PROJECT ADMINISTRATION						
Project Management	\$100.00	Hour	25	\$2,500.00	\$0.00	
Discovery	\$50.00	Hour	8	\$400.00	\$0.00	
Documentation	\$50.00	Hour	4	\$200.00	\$0.00	
City Review	\$50.00	Hour	2	\$100.00	\$0.00	
Permits						No cost for permits
<i>Section Subtotal:</i>				<i>\$3,200.00</i>		
Grand Total:				\$3,200.00	\$400.00	