



## Government Relations & Public Affairs Committee

March 27, 2014

### Board Room Visual Presentation Systems Request for Proposals

**Issue:** The Board Room projectors and screens have started to fail. Staff started a small bid process pursuant to SACOG's adopted purchasing policy and discovered substantial upgrades are needed to the visual presentation system costing an amount requiring a formal bid process. The attached Request for Proposals (RFP) will start a formal bid process to replace our current system.

**Recommendation:** That the Government Relations & Public Affairs Committee recommends that the Board of Directors delegate authority to the Chief Executive Officer to release the attached RFP and enter into contracts to replace visual presentation systems in SACOG's Board Room.

**Discussion:** When SACOG's offices were designed and built in 2003, a conservatively priced analog video system was installed using two projectors and screens to display presentations from computers, video cassettes or DVDs. Last year, one of the projectors failed and could only be replaced by a compatible model available as refurbished on the resale market. That refurbished projector has now failed and the twelve year old screens are deteriorating.

Staff started an informal bid process six months ago to replace the projectors and screens expecting replacements to cost well under \$50,000. All three bids returned were in the same general price range. Two of the three bids returned exceeded the \$50,000 maximum for an informal bid process. The attached RFP will start a formal bid process to replace the entire visual presentation system, consisting of projectors, screens, cables and a control board, with a system compatible with current digital video technology.

A primary consideration included in the RFP is which technology should be used to update the display system. Staff will be evaluating whether to replace the two projectors and screens with modern projectors, or with two 90-inch LED screens. LED screens would be easier to view in normal lighting conditions, but offer three feet less distance in the view range. A secondary consideration is an option requesting pricing for a new recording camera to allow staff to record presentations provided to the Board without using a camera person and tripod. The informal bids suggest both options could each be included for a few thousand dollars in additional costs.

Staff has developed a three-year capital budget plan using existing funding that allocates \$60,000 in funding for the update of these systems.

Approved by:

Mike McKeever  
Chief Executive Officer

Attachment

Key Staff: Erik Johnson, Government Affairs Team Manager, (916) 340-6247  
Joe Concannon, Data Services Manager, (916) 340-6234

DRAFT

## REQUEST FOR PROPOSALS

### BOARD ROOM VISUAL PRESENTATION SYSTEM

**BUDGET: NOT-TO-EXCEED \$60,000**

April 18, 2014



**SACRAMENTO AREA COUNCIL OF GOVERNMENTS  
1415 L STREET, SUITE 300  
SACRAMENTO, CALIFORNIA 95814  
(916) 321-9000**

**SACRAMENTO AREA COUNCIL OF GOVERNMENTS**

**DRAFT REQUEST FOR PROPOSALS**

Board Room Visual Presentation System

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## **I. INTRODUCTION**

The Sacramento Area Council of Governments (SACOG) is a voluntary association of governments. Member jurisdictions include: the County of Sacramento (including the cities of Citrus Heights, Elk Grove, Folsom, Galt, Isleton, Rancho Cordova and Sacramento); the County of Yolo (including the cities of Davis, West Sacramento, Winters, and Woodland); the County of Sutter (including the cities of Live Oak and Yuba City); the County of Yuba (including the cities of Marysville and Wheatland); Placer County (including the cities of Auburn, Colfax, Lincoln, Rocklin, Roseville and Town of Loomis) and El Dorado County (including the City of Placerville).

SACOG is the federally designated Metropolitan Planning Organization (MPO) for the Sacramento, Davis and Marysville/Yuba City urbanized areas. SACOG is also the state designated Regional Transportation Planning Agency (RTPA) for the counties of Sacramento, Yolo, Sutter and Yuba.

## **II. BACKGROUND**

The Sacramento Area Council of Governments (SACOG) is seeking qualified contractors to provide a new digital presentation system for the SACOG Board Room. The current system provides analog video projection for computer, DVD and VCR connections through two ceiling mounted projectors. The projectors display videos onto two 90-inch retractable wall screens. The current system is in need of replacement.

## **III. PROJECT SUMMARY AND DESCRIPTION**

The contract for the new digital presentation system will be an agreement between SACOG and the contractor. SACOG will provide contract administration services. The contractor will invoice SACOG for services rendered and SACOG will compensate the contractor for these services as set forth in the agreement. Funding for the contractor services will be provided by SACOG. The SACOG Chief Executive Officer will award the contract and project deliverables will be reviewed by the SACOG Project Manager.

As part of the project, the contractor will remove the existing projection display system and replace all necessary components with a new digital system. Necessary replacement components include, but are not limited to, support cables and any necessary power and control equipment. The new digital system will consist of either (1) two new projectors and two new screens or (2) two 90-inch wall mounted LED monitors. The existing DVD/VCR unit will not be incorporated in the new system. Any recorded playback will occur through the existing computer based system.

All work must include concealment of the wiring so that users of the Board Room cannot see the wiring. Wiring shall be concealed inside of the existing walls and the use of surface mounted raceways will not be accepted. The wall mounting shall be accomplished in a manner that provides for a professional appearance upon completion and the bid price should include all mounting materials and trim necessary to obtain a finished professional appearance that fits with the Board Room environment.

Proposers should include an optional item for a remotely controlled PTZ-CCTV (pan, tilt, zoom, close circuit television) High Definition (HD) camera and control system, if the proposed budget allows. The HD system will be used for recording video onto existing computer systems. Video will typically include presentations provided to the Board in the Board Room. Lighting levels will be considered normal for the room and no additional lighting should be required for a high quality image capture. Image quality for the HD system shall be such that it appears professional when displayed on the new video presentation system. The HD system must support videos in HD format and provide for recording at 30 frames per second by the manufacturer's software, which will be installed on the existing SACOG computer(s). This optional equipment item would include, but not be limited to, all labor, equipment, software, mounting and wiring necessary for the installation. The HD system should be priced as a separate optional line item in the pricing proposal. At SACOG's discretion, this item may be included or removed during contract negotiations.

The project timeline provides for site visits the week of May 5, 2014. During the site visits, proposers can examine the current equipment and perform all necessary measurements required for bidding on the installation of the new equipment.

The project timeline is designed to allow for the installation of the new presentation system during the month of July, 2014 when the SACOG Board of Directors is on recess. If the proposer cannot meet this timeline, this must be stated in the proposal, and the proposer must include an alternative proposed schedule.

#### **IV. MINIMUM VENDOR QUALIFICATIONS**

Brief descriptions of past projects relevant to each of the tasks in the scope of work should be identified and submitted. The past projects must have been completed by the contractor team members that are proposed to do the work under this RFP.

Additional qualifications that are desirable include:

- Five (5) or more years of experience in the development and installation of audio and visual presentation systems; and
- Project Manager and key staff located in the SACOG region.

#### **V. SCOPE OF WORK/SERVICES**

The selected contractor or contractor team will be expected to perform all technical and other analyses necessary to complete the scope of work. The contractor will receive general direction from the SACOG Project Manager.

This RFP covers the preparation of technical design and installation of a new digital presentation system. All hardware and software to be used for installation of the presentation system must be approved by SACOG prior to installation. Proposals should include any installation and sales tax costs for all equipment.

Proposals should respond to all numbered tasks identified below. SACOG will negotiate the final scope of work with the selected contractor. SACOG is not obligated to contract with a contractor for all of the tasks or task elements in the scope of work.

Tasks will include the following:

### **Task 1 – Planning and System Design**

Develop equipment lists and design documents for the digital presentation system.

Minimum equipment shall include:

- New control system
- Two replacement projectors (minimum 5000 lumens)
- Two new screens
- New digital cables
- Separately priced option for two 90-inch LED monitors
- Separately priced option for a ceiling mounted PTZ-CCTV HD camera

Deliverable – System Design document outlining the proposed system design with an equipment list, proposed cost information for the equipment, and manufacturers’ product data sheets (June 2014).

### **Task 2 – Develop Project Management Plan**

Develop a project management plan that includes schedules for project development, installation and training.

Deliverable – Project Management Plan (June 2014).

### **Task 3 - Install and Test New Presentation System**

Deliverable – Installation and testing of the new presentation system (July 2014).

### **Task 4 - Conduct System Training**

Contractor will train SACOG employees to operate the new presentation system (July 2014).

Deliverable – Owners and training manuals, and warranty materials on equipment (July 2014).

SACOG reserves the right to negotiate with the selected firm the contract amount of each task or task element, but the total project cost is budgeted not to exceed \$60,000.

## **VI. CONTRACT DELIVERABLES**

The contract deliverables will be negotiated with the selected contractor as part of the contract negotiation phase.

## **VII. CONTACT PERSONS**

SACOG Project Manager:

Mark Heiman, ITS 511 Manager  
Sacramento Area Council of Governments  
1415 L Street, Suite 300  
Sacramento CA 95814  
mheiman@sacog.org  
(916) 340-6232

## **VIII. PROJECT TIMETABLE**

April 18, 2014	Issue Request for Proposals (RFP)
April 28, 2014	Deadline for first series of questions, if any, to be submitted by email to SACOG's Project Manager.
April 30, 2014	Addendum to RFP published, if necessary, with responses to questions.
May 5-9, 2014	Dates for inspection of existing SACOG presentation system.
May 12, 2014	Deadline for final set of questions, if any, to be submitted to SACOG's Project Manager by email.
May 14, 2014	Addendum to RFP published, if necessary, with responses to final questions.
May 27, 2014 (4:00 PM PST)	Closing date for receipt of Proposals.
June 10, 2014	Contract award, final adjustment of quantities, and execution of contract.
June 30, 2014	Start of project / begin work.
July 2014	Installation of new system.

Proposals must be received by SACOG, in both hard copy and electronic (e-mail) form as further described below, no later than 4:00 PM PST on Tuesday, May 27, 2014. For mail delivery, the proposer should mail the proposal early enough to provide for arrival by this deadline. Proposer

uses mail or courier service at their own risk. SACOG will not be liable or responsible for any late delivery of proposals. Proposers shall submit one originally signed proposal and (3) copies in a sealed envelope or package clearly marked "Proposal for Board Room Visual Presentation System." The Proposal must also be submitted in electronic version via e-mail to the Project Manager, as further specified in Section X below.

By submitting a proposal, the proposer certifies that his or her name or the proposer firm's name, as well as the name of proposer subcontractors, does not appear on the Comptroller General's list of ineligible contractors for federally assisted projects.

## **IX. GENERAL CONDITIONS**

### **A. Limitations**

This request for proposals (RFP) does not commit SACOG to award a contract, to pay any costs incurred in the preparation of proposals in response to this request, or to procure or contract for services or supplies. SACOG expressly reserves the right to reject any and all proposals or to waive any irregularity or informality in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any proposer and of the suitability of the materials and/or services to be rendered. SACOG reserves the right to withdraw this RFP at any time without prior notice. Further SACOG reserves the right to modify the RFP schedule described above.

Until award of a contract, the proposals shall be held in confidence and shall not be available for public review. No proposal shall be returned after the date and time set for the opening thereof. All proposals become the property of SACOG. Upon award of a contract to the successful proposer, all proposals shall be public records.

### **B. Award**

SACOG may ask RFP finalists to present oral briefings of their proposals. All finalists may be required to participate in negotiations and submit such price, technical, or other revisions of their proposals as may result from negotiations. SACOG also reserves the right to award the contract without oral briefings or discussion, based upon the initial written proposals. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and a technical viewpoint.

### **C. RFP Addendum**

Any changes to the RFP requirements will be made by written addenda issued by SACOG and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated in the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation.



D. Verbal Agreement or Conversation

No prior, current, or post award verbal conversations or agreement(s) with any officer, agent, or employee of SACOG shall affect or modify any terms or obligations of the RFP, or any contract resulting from this RFP.

E. Precontractual Expense

Precontractual expenses include any expenses incurred by proposers and selected contractor in:

1. Preparing proposals in response to this RFP
2. Submitting proposals to SACOG
3. Negotiations with SACOG on any matter related to proposals.
4. Other expenses incurred by a contractor or proposer prior to the date of award of any agreement.

In any event, SACOG shall not be liable for any precontractual expenses incurred by any proposer or selected contractor. Proposers shall not include any such expenses as part of the price proposed in response to this RFP. SACOG shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

F. Signature

The proposal will also provide the following information: name, title, address and telephone number of individual with authority to bind the consultant or consultant firm and also who may be contacted during the period of proposal evaluation. The proposal shall be signed by an official authorized to bind the consultant or consulting firm and shall contain a statement to the effect that the proposal is a firm offer for at least a sixty (60) day period. Execution of the contract is expected by June 10, 2014.

G. Contract Arrangements

The successful contractor is expected to execute a contract similar to SACOG's Standard Agreement, which meets the requirements of MAP-21. A copy of SACOG's Standard Agreement is attached as Part A. While \$1 million per occurrence in commercial general liability coverage is required, under special circumstances SACOG may consider a lesser amount of insurance coverage, but not an amount less than \$500,000 per occurrence.

1. Disadvantaged Business Enterprise (DBE) Policy: It is the policy of SACOG, the California Department of Transportation ("Caltrans"), and the U.S. Department of Transportation that Disadvantaged Business Enterprises ("DBE's") shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds. DBE's are for-profit small business concerns as defined in Title 49, Part 26.5, Code of Federal Regulations ("CFR").

2. DBE Obligation: The contractor and its subcontractor(s) must agree to ensure that DBEs have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds. In this regard, the consultant and its subcontractor(s) shall take all necessary and reasonable steps in accordance with 49 CFR Part 26 to ensure that DBEs have the maximum opportunity to compete for and perform contracts. The contractor and its subcontractor(s) shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of the contract.
3. Title VI of the Civil Rights Act of 1964: The contractor must agree to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued thereunder in 49 CFR Part 21.
4. Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex or national original. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

Each proposal, to be considered responsive, must include the following:

- (1) Contractor's affirmative action program, if required pursuant to the equal employment opportunity requirements of the U.S. Department of Labor Regulations (41 CFR Part 60, *et seq.*). These regulations require certain contractors to develop and maintain affirmative action programs, including service contractors (non-construction) with 50 or more employees and a federally assisted contract of \$50,000 or more.
- (2) Discussion of the contractor's proposed use of DBEs, if any, in the performance of this work, including the following:
  - The names and addresses of DBE firms that will participate.
  - The description of the work each named firm will perform.
  - The dollar amount of participation by each DBE firm

The consultant may satisfy the requirements of this section by completing and submitting the Disadvantaged Business Enterprise Information Form, attached hereto as Exhibit "C."

- (3) Conflict of Interest: Contractors and contractor firms submitting proposals in response to this RFP must disclose to SACOG any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consultant services to be awarded pursuant to this RFP.

If the contractor or firm has no conflict of interest, a statement to that effect shall be included in the proposal.

## **X. PROPOSAL CONTENT AND ORGANIZATION**

Proposals should be limited to specific discussion of the elements outlined in this RFP. The intent of this RFP is to encourage responses which meet the stated requirements, and which propose the best methods to accomplish the work within the stated budget.

The organization of the proposal should follow the general outline below. Each proposal should consist of a technical proposal (items 1-7 below) and a cost proposal (item 8).

***Form of Proposals:*** Proposals must be submitted in both hard copy and e-mail form to SACOG's Project Manager, Mark Heiman, at 1415 L Street, Suite 300, Sacramento, CA 95814 and mheiman@sacog.org no later than the closing date and time and with the proper number of copies, all as specified in Section VII above. The electronic form shall be a PDF version of the fully signed Proposal and shall be e-mailed to the Project Manager.

### 1. Transmittal Letter

The transmittal letter should include the name, title, address, phone number, and original signature of an individual with authority to negotiate on behalf of and to contractually bind the consultant or consulting firm, and who may be contacted during the period of proposal evaluation. Only one transmittal letter need be prepared to accompany all copies of the technical and cost proposals.

### 2. Table of Contents

A listing of the major sections in the proposal and the associated page numbers.

### 3. Introduction

In this section, the proposer should demonstrate an adequate understanding of the role and relationships of SACOG.

### 4. Technical Approach

This should include:

- a. A summary of the proposed approach to replacing the SACOG Board Room presentation system.
- b. An explanation of the consultant's intended role as related to the role of SACOG including a listing and status of all appropriate licenses with license numbers.
- c. A thorough explanation of the contractor's proposed course of action. References should be made to RFP requirements and the contractor's plans for meeting those requirements. If the contractor proposes major changes to the RFP approach, those

changes should be specified clearly. The contractor should specify its approach to meeting the scope of work requirements.

- d. An itemized description of the proposed project schedule (including visits, draft and final submittals) and the system to be installed.

## 5. Project Management

The proposer must prepare an explanation of the project management system and practices to be used to assure that the project is completed within the scheduled time frame and that the quality of the required products will meet SACOG's requirements.

## 6. Contractor and Subcontractor Staff

The proposal must describe the qualifications and experience of each professional who will participate in the project, including a resume for each member of the project team. A project manager must be designated, and an organizational chart showing the manager and all project staff must be included. A matrix must be presented indicating the effort, either in percentage of the total project or in person-hours, which will be contributed by each professional, during each phase or task making up the project. If a subcontractor will be used, the proposer must include a letter from the subcontractor committing to perform at least the work shown for a subcontractor in the above-described matrix.

In addition to the foregoing, the proposal must include the following information for the contractor and each subcontractor, as required by 49 CFR Section 26.11(c)(2). The contractor may satisfy the requirements of this section by completing and submitting the Disadvantaged Business Enterprise Information Form, attached hereto as Exhibit "C."

- Firm name;
- Firm address;
- Firm's status as a DBE or non-DBE;
- Age of the firm; and
- The annual gross receipts of the firm expressed in one of the following ranges:
  - Less than \$500,000;
  - \$500,000-\$1 million;
  - \$1 million-\$2 million;
  - \$2 million-\$5 million; or
  - Over \$5 million.

## 7. Contractor Qualifications and References

The proposal must describe the nature and outcome of projects previously conducted by the contractor's key personnel which are related to the work described within the RFP. Descriptions should include client contact names, address, phone numbers, descriptions of the type of work

performed, approximate dates on which the work was completed, and professional staff who performed the work. If a subcontractor is proposed, two to three similar qualifications and references should be provided for the subcontractor. Up to two samples of the consultant's work on closely related projects can also be included with the proposal, if available. Additionally, the proposer must complete the Debarment Certification Form, attached hereto as Exhibit "B." The proposer must also complete the Levine Act Disclosure Statement attached hereto as Exhibit "D."

8. Cost Proposal

The cost proposal shall describe both the total and the detailed price for which the contractor will commit to complete the total scope of work and end products. The cost proposal detail shall describe estimated costs (only the total amount is a binding offer) for each professional's time, for the completion of each proposed task, for travel and per-diem (if applicable), and for materials and supplies. Failure to provide adequate cost data will result in the proposal rejection as unresponsive.

**XI. PROPOSAL EVALUATION AND SELECTION**

A proposal review panel made up of members of SACOG and legal staff will evaluate the proposals. Proposers may be telephoned and asked for further information, if necessary, and may be expected to appear for oral interviews. Previous clients may also be called. The panel will make recommendations to the SACOG Chief Executive Officer on the basis of the proposal, oral interview, and reference check. SACOG reserves the right to select a consultant based solely on written proposals and not convene oral interviews.

Upon receipt of the proposals, a technical evaluation will be performed. Each of the major sections of the proposal will be reviewed and evaluated with criteria designed to help judge the quality of the proposal. In determining which proposal is most advantageous, SACOG will award the contract to the proposer whose proposal offers the best value. Evaluation criteria will include:

Technical Criteria	Maximum Points
Understanding of the background and requirements of the project.	10%
The overall and technical approaches to be followed and the tasks to be performed, including detailed steps and resources required and proposed project schedule.	25%
The relative allocation of resources, in terms of quality and quantity, to key tasks including the time and skills of personnel assigned to the tasks and consultant's approach to managing resources and project output.	10%

Education and experience of proposed personnel.	5%
Cost analysis and justification.	25%
Demonstrated technical ability.	5%
Capability of developing innovative or advanced techniques.	10%
Familiarity with state and federal procedures.	5%
Financial responsibility.	5%
Total	100%

In addition, the participation of qualified Disadvantaged Business Enterprises (DBE's) in this project is strongly encouraged. (See Section IX. G. above.)

All proposers will be notified of the results of the technical evaluation and which proposers, if any, appeared for oral interviews. Any bid protests are subject to SACOG's adopted bid protest procedure. To obtain a copy of SACOG's bid protest procedure, please contact the Contracts Coordinator.

## **XII. PAYMENT SCHEDULE**

The contractor will be paid in arrears, based upon the payment schedule agreed to in the contract. The contractor should forward a copy of all invoices for payment for work performed and associated expenses by the 15th day of the following month. At SACOG's discretion, SACOG may withhold ten percent (10%) of the payments until the successful completion of the project and the delivery and acceptance of all final products.