

Request for Proposal (RFP)

for

Audio Visual (AV) for Design and Implementation
Services

of the City of Seat Pleasant

Site Visit: May 13, 2022

Date Due: May 31, 2022

Contact Information Concerning RFP:

Clerk's Office

ATTN: Dashaun N. Lanham, City Clerk

6301 Addison Road

Seat Pleasant, MD 20743

Email contact: dlanham@seatpleasantmd.gov

301-336-2600

Posted: May 3, 2022

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RFP for Audio Visual (AV) Design and Implementation

I. General Information

The City Council of Seat Pleasant seeks a technology services company to provide a turnkey, comprehensive, Audio Visual (AV) and digital Signage (DS) technology for the Council Chambers.

II. Description

The City of Seat Pleasant desires to modernize the council chambers with the latest Audio Visual (AV) and Digital Signage (DS) technology. The city is looking for a vendor to provide professional services for this effort by designing and implementing upgrades to the Council Chambers.

The system should make public meeting information more accessible, transparent. The city would like a system that will provide the capability to have an in-person and virtual meeting simultaneously (hybrid). This capability should host up to one hundred attendees.

The functional objective of this RFP is focused on the Council Chambers:

1. Standardization of AV Technology
2. Hourly Cost for Configuration and Installation of equipment
3. Labor cost of installation and configuration
4. Increase functionality and reliability for AV Technology
5. Maintenance contract and support capabilities
6. Provide equipment build list (specifications)
7. Provide equipment price list
8. Robotic Cameras with capabilities for television
9. Microphones (desk) and wireless for podium
10. Recording capabilities

Mandatory Requirements:

1. All tasks must be coordinated and scheduled with the City Clerk
2. New AV equipment design and installation
3. New DS equipment design and installation
4. Training of all AV and DS equipment must be provided
5. Documentation on how to use all equipment must be provided

Product Support for Audio Visual (AV) Supplies, Services and System Management.

Provide a detailed response to the following questions. This information will be used for scoring of each requirement.

Key Elements	Response
A. Technical Support	
What level of Support can you provide?	

B. Upgrades/fixes	
What level do you offer/provide for managed solutions for support?	
Describe your model and what is your cost?	
C. Documentation	
What level do you provide for design and use of the equipment?	
D. Training	
What level of training do you provide?	

Product Support for Digital Services (DS) Supplies, Services and System Management.

Provide a detailed response to the following questions. This information will be used for scoring each requirement.

Key Elements	Response
A. Technical Support	
What level of Support can you provide?	
B. Upgrades/fixes	
What level do you offer/provide for managed solutions for support?	
Describe your model and what is your cost?	
C. Documentation	
What level do you provide for design and use of the equipment?	
D. Training	
What level of training do you provide?	

III. Installation Services.

Site Visit. There will be a site visit conducted for this requirement. Although the site visit is not mandatory, it is highly recommended that interested vendors attend the site visit, so as to provide an accurate quote.

1. The contractor must provide documentation articulating their qualifications, how many years of experience they have in AV design and implementation. They must also provide at least five (5) references, include for each their point of contact, company name, address, and telephone number.

2. Contractor must contact the City of Seat Pleasant, City Clerk, Dashaun Lanham, (301) 336-2600 or by email dlanham@seatpleasantmd.gov. no later than 24 hours prior to the required access to confirm they will be attending. At this time, you must provide the name of the person(s) attending, the contractor company they will be representing, and a telephone number to include cellular telephone.
3. All Contractors must meet at the City of Seat Pleasant, City Hall, 6301 Addison Rd., Seat Pleasant, MD 20743 on May 13, 2022, at 10:00am. The intent of this site visit is to allow potential contractors the opportunity to see the Council Chambers where the audio-visual equipment would be placed.

IV. Pre-Bid Conference

The City of Seat Pleasant will conduct a pre-bid conference on May 20, 2022, from 10:00am-12:00pm at Seat Pleasant City Hall, 6301 Addison Rd., Seat Pleasant, MD, 20743. There will be a kick-off about the Project and the RFP. Interested vendors should already be familiar with the RFP and will be given this time to ask questions about the requirements.

Assumptions

1. Removal and decommission of any pre-existing AV equipment will be performed by COSP prior to installation of equipment.
2. Removal and decommission of any pre-existing Digital Services equipment will be performed by COSP prior to installation of equipment.

Services

The Contractor shall provide detail pricing of all design and installation services.

Contract Award. The contract will be awarded based on:

1. Experience and qualifications
2. Number of hours for design
3. Price for design
4. Labor Cost for Installation

V. Cloud Computing Security Requirements

The proposal must be compatible within the City of Seat Pleasant current computing environment. To accomplish this, the system must be able to work on the City's network (or provide for how to create a separate City Council network) and existing computers or the proposal must include the necessary upgrades in as required. The respondent must be able to implement and support the

system including planning, training, and documentation with the city's current systems below:

1. BoardDocs Agenda Management System-This is a cloud-based system that is displayed using the Apple TV through an iPad Pro product in Council Chambers for the agenda to be displayed during the council meetings.
2. Civic Plus is the host of the COSP website, and the meeting videos will be displayed on the city's website.
3. The COSP elected officials and government staff uses iPad and Dell computers
4. Local-Area Network consisting of 12+ in City Hall where the proposed system will be primarily used;
5. Our network supports services across the city LAN for our local government agencies primarily running on a Cisco-based backbone with Microsoft Servers;

The system must integrate into the city websites: the City of Seat Pleasant (seatpleasantmd.gov).

VI. Expectations of the City Council of Seat Pleasant

Qualifications / Experience

The City of Seat Pleasant prefers a provider who can deliver the entire solution. If the proposal by your firm requires the use of sub-contractors, partners, and/or third-party products or services, you must clearly state this in your proposal. The City of Seat Pleasant requires that the firms submitting proposals shall have primary project and service liability for all products and services which shall collectively meet the RFP requirements. Your firm shall remain solely responsible for the performance of all work, including work that your sub-contract. The city does not wish to become an early customer for a company, but rather needs a considerable installed base and experience in serving this kind of client as the resources in City Hall do not allow a lot of staff focus and support. As a result, the city is seeking a company with many installs in our size city as that familiarity will allow an efficient project execution for Seat Pleasant.

Training

Because of thin staffing at the technical level and limited technology expertise on behalf of users in Seat Pleasant, training is considered an essential element of this project. On-site training will be required by the approved vendor for all users in Seat Pleasant that will utilize the technologies.

Training will need to be done in a sufficient manner so that all members of the City Council and appropriate staff will understand the vital functionalities of this system, as well as all relevant City of Seat Pleasant staffers, who regularly participate in the Seat Pleasant City Council meetings.

VII. Timeline

The City Council of Seat Pleasant hopes to complete phase one of the implementation by August 1, 2022, and to complete the final phase of the implementation no later than August 31, 2022. This would include all implementation steps, integration development, system testing, training, and any other steps identified by the chosen vendor.

VII. Scope of Work

The city is soliciting an Audio-Visual Integrator Provider to provide the equipment, installation, and integration. Proposals will only be accepted from Audio Visual Integrator providers with a minimum of ten (10) years of experience. A listing of a minimum of similar projects in the last five (5) years must be include with the proposal. The list must include a brief description, date completed, customer contact and location.

VIII. Schedule

The following timeline contains the anticipated dates of major milestones related to this RFP and the subsequent process required for approval of the contract.

Evaluation of Proposal	June 1-June 8, 2022
Contracting	June 14-June 28, 2022
Installation	August 1-August 31, 2022

IX. Content and Format of Proposals

- A. **Format.** Provide two (2) copies or one electronic copy of your proposal and back-up. Documentation must be on 8-1/2" x 11" pages. Minimum text size is 12 with the exception of captions.
- B. **Transmittal Letter.** Please provide a formal letter of transmittal with your proposal that commits your firm to its proposal and states that the proposed solution meets the requirements of each subsection of this RFP. The transmittal letter must be signed by an officer of your firm authorized to do so. Also include contact information for: (1) the person responsible for answering questions regarding the proposal, (2) the person responsible for contract negotiation, and (3) the signer.
- C. Please give an overview of the proposed solution including your company's unique abilities to meet the project requirements, software requirements, and hardware requirements. Include exceptions to the RFP if any. In the product description below, please include the answers to these questions.
 1. What are the primary benefits of your solution?
 2. How have you made sure your product is advancing? Describe improvements over time.
 3. What are the primary restrictions of your technology?

4. How will the implementation of your solution impact the City of Seat Pleasant' and the City Council of Seat Pleasant' staff. Include in this response items such as the impact on workloads, increases/decreases in staffing, and changes to job descriptions/responsibilities.

5. Describe some of the user-friendly features of your system that make it easy to learn and work with.

6. Describe how your solution meets the goals of transparency and citizen involvement.

7. Describe your search functionality.

8. Describe the training available in the delivery of end user training as well as the documentation resources that are available with your system. Please explain your training and support approach.

9. Please describe what you would propose for a planning, training and implementation plan for this solution.

10. Describe your software and ongoing training support. How do you handle product upgrades? How are customer requested enhancements handled?

11. Explain your procedures for resolving customer problems.

12. Please provide any other relevant technical information which you see as a benefit to the City in implementing your system, including your systems performance standards, testing and acceptance, differentiation from other known systems available in the marketplace.

13. What is your capacity for live, and on-demand streaming? How many simultaneous users can be served in your system?

14. What kind of content storage is available in your system?

15. How will your system handle business continuity, disaster recovery, data backup and restore, archive retention and disposal practices?

16. Please propose an implementation schedule which you think is reasonable to achieve, including the process of systems integration you propose.

17. Please detail the costs of your system over the next five years, feel free to indicate base and optional features, describing their functionality and benefits, as well as other issues that impact pricing. Please estimate all cost areas and indicate where there could be variance from the presented price and the reasons for variance.

18. If you are proposing a hosted system, please detail your system up time, the redundant data centers, the ability of your system to integrate with other systems (API).

X. Company Information

This section provides each vendor with the opportunity of demonstrating how its history, organization, and partnerships offer an advantage to the City of Seat Pleasant. Please include the following: Company address, phone number, and email address.

- Describe the history of your company.

- What is your total number of installations of the proposed application/software product? What are the total installs in cities which are comparable to Seat Pleasant? What are those cities?

- What is your service commitment to customers and measurements used?
- Are audited or otherwise verifiable financial statements available upon request?
- How many employees are involved in providing direct technical support for the proposed application software product?
- Is your organization involved in any pending litigation that may affect its ability to provide its proposed solution or ongoing maintenance or support of its products and services?

XI. Sub-Contractors/Partners

List any sub-contractors, partners, and/or third-party application providers who are involved in fulfillment of proposed solution. Describe the specific role of each.

XII References

Give contact information for three of your customers including the organization's name and the contact's name, title, address, telephone number, and email address. Also include the products the customers use.

XIII. Vendor's Proposed Solution

Please give a detailed description of the solution you are proposing. Include software modules and hardware required to operate the system. Tell why your solution best meets the needs of The City Council of Seat Pleasant.

XIV. Product Descriptions

For each product module you are including in your proposal, provide a detailed description of its purpose, benefits, and key features. Illustrate the dependencies between modules (e.g., if the organization selects modules "C" and "D" it must have module "B"). Additionally, please indicate wherever a module is required or optional.

Documentation

Both system level and user documentation must be provided. List and describe the available documentation that is included in the proposal pricing in this RFP and the media on which it is published.

Support/Warranty/Maintenance

Describe the details and duration of any manufacturer's warranty on proposed hardware and software in this system including how often you provide product updates. Describe your maintenance procedures. Vendor shall describe the extent and nature of software support services, including Web-based and telephone support, and consulting support.

License Structure

Please describe your software licensing structure in detail. Do so for each product or module if they differ from one another.

Project Team

List your project team by providing an organizational chart, the names and roles, involvement levels and durations, and relevant experience for each person on the team to this kind of work and to the specific work they will do for Seat Pleasant.

City Support

Describe the level of the City of Seat Pleasant staff involvement required during implementation and the nature of that involvement (technical, project management, etc.)

Methodology and Approach

Provide an outline and approach for the project including:

- Defining your criteria to determine when installation is complete.
- Providing a proposed schedule for planning, training, and implementation steps.
- Describing what type of training and the number of people to be trained that is included as part of the initial installation.
- Describing how you will schedule and provide for training of end users, technical staff, and system administrators including initial training, consultation, and follow-up training.
- Describing what types of additional training may be available either through your company or through another agency.

Recommended Hardware Configuration

Describe in detail all hardware required to implement the proposed software system and provide a diagram of the recommended hardware configuration.

Describe the level of The City of Seat Pleasant staff expertise required to support the suggested hardware. If your firm is acting as a hardware reseller, describe the details and duration of any manufacturer's warranties on proposed hardware.

Requirements

Identify any potential performance impact to the existing LAN/WAN and provide recommendations to minimize any performance impact. Identify any potential performance impact on bandwidth and provide recommendations to minimize any performance impact. Identify any other system issues. Please list minimum client workstation requirements.

Pricing

Provide complete cost breakdowns for system design, software, hardware, maintenance, training and system implementation, and any additional services required. List and describe in detail the projected maintenance costs involved in this proposed system. List and describe the costs to train additional 'basic' or 'advanced' users in the future including descriptions and costs for documentation materials, consulting, installation, travel and per diem. List and describe pricing for optional items associated with the system.

Evaluation Criteria

Vendors will be evaluated against the following criteria:

- Ability to meet the functional, technical, and interface requirements with minimal custom development;
- Deliverables and documentation as stated throughout the RFP including the capability to provide ongoing support;
- Financial stability and company experience with the applicable business and technical functions;
- Installed base, with experience in several like sized cities;
- References;
- Total cost of build out, licenses and maintenance
- Strength of the company in advancing the technology and its usability for government;
- License and maintenance agreement terms and conditions;

Additional information

The City Council of Seat Pleasant is not liable for any costs incurred prior to entering a formal written contract. Any costs incurred in the preparation of the proposal, interview or other pre-contract activity are the responsibility of the proposer.