



## Request for Proposals

### Audio/Video Upgrade

Proposals will be received until

**12:00 Noon, Tuesday, September 17, 2019**

IN

**Purchasing Department, City Hall Building, Suite 324  
101 North Main Street, Suite 324 Winston-Salem, NC 27101**

### ADVERTISEMENT FOR PROPOSALS

Sealed proposals endorsed **Audio/Video Upgrade** for the City of Winston-Salem Marketing and Communications Department will be received by the City/County Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC, **until 12:00 Noon, Tuesday, September 17, 2019.** Instructions for submitting proposals and/or receiving the complete RFP document specifications may be obtained during regular office hours at the same location, or by contacting Jerry Bates via email [jerryjb@cityofws.org](mailto:jerryjb@cityofws.org) (Email is preferred) or phone 336-747-6939. The City reserves the right to reject any or all proposals.

Jerry Bates  
Purchasing Director

This document IS NOT the complete proposal. To obtain the completed proposal specifications contact Jerry Bates via email [jerryjb@cityofws.org](mailto:jerryjb@cityofws.org), by phone 336-747-6939, or visit the Purchasing Department, City Hall Building, Suite 324, 101 North Main Street, Winston-Salem, NC during regular office hours.

## City of Winston-Salem Council, Committee, and Public Meeting Room Audio/Video Upgrade

### INTRODUCTION

#### **Introduction**

The City of Winston-Salem by way of this Request for Proposal and scope of work requires the contractor to provide a turnkey audio/video system installation including, but not limited to, all cabling, speakers, projection equipment, mounting hardware and electrical components including the necessary equipment, interconnections, labor, and services required to meet the functional requirement outlined in this RFP.

**Purpose and Goals:** The City of Winston-Salem is soliciting proposals for professional services to update, replace, and add audio, video and control equipment to the City Council Chamber, Committee Chamber and Public Meeting Rooms. The three rooms have had small updates over the years, but no changes to audio infrastructure or presentation equipment. The City would like to update the equipment to accommodate presenters with more advanced audio/video needs.

A Marketing representative will be available for walk-throughs on **Wednesday, September 4<sup>th</sup> or Thursday, September 5<sup>th</sup>** by appointment. **Please email Larry Bell [larryb@cityofws.org](mailto:larryb@cityofws.org) for appointments**

#### **Scope of Work:**

##### **1. City Council Chambers**

Replacement of Council audio and presentation system. The present system has 18 mics for (8) Council members, (1) City Secretary, (1) Mayor, (6) staff positions on two tables and (2) at the podium. The presentation system has inputs for document camera, laptop, Granicus vote system, and video for overflow room of Committee meetings.

##### **A. Audio**

- a. Audio DSP should have a minimum number of 24mic/line inputs and minimum outputs of 8 to 16. This should allow for flexibility for future expansion. Future expansion should include the ability for phone call in during Council meetings. (Biamp is a suggested brand but not required)
- b. Replace existing amplifier and mixer. Amplifier should be multi-channel and have the capability to provide zone coverage in the Council chamber. (Zone 1 over Council, Zone 2 over staff, Zone 3 over audience).
- c. Existing Shure microphones will be reused. New audio cables should be pulled to the existing mics. Add one wireless handheld mic to be integrated into system for events.
- d. Replace existing speakers and cables in the Council chamber. Speakers should be calibrated for zones.
- e. Replace (2) press audio plates with new brass plates. It should include (6) XLR outlets for press to receive audio from the audio board.
- f. Replace existing XLR at City Secretary staff position with new XLR cable.
- g. Replace Listen system for hearing impaired. System should be ADA compliant for seating capacity.
- h. Add telephone style intercom function to the City Secretary's desk so that they can communicate with WSTV 13 control room
- i. Provide any cabling and necessary configuration for the system to function properly.
- j. Audio from the Council Room should be available in the Committee room as overflow.
- k. Audio should be able to be monitored from WSTV control room.

## **B. Video**

- a. Replace Mayor's TV13 monitor on dais with HDMI 10 inch monitor. This gives the Mayor a feed from WSTV 13 control room.
- b. Replace existing (4) robotic analog tv camera system with robotic HD system. The existing cameras are made by Vaddio. The design intention is to have a similar camera system in HD.
- c. Add two SDI connections to brass press plate for video to WSTV 13 control room. These connections should be added to the existing 32 by 32 router by SDI.

## **C. Presentation**

- a. Replace monitors on dais with appropriate sized monitors. (19 ½ in x 10in x5in depth).
- b. Replace existing Extron switcher with Extron Control System. The system should allow for future expansion. System must be able to accommodate present Granicus computer system for voting. (HDMI input). New document camera. TV13 Committee room feed. Wireless integration of iPad or Android device. Laptop input from HDMI, Display, and VGA input plate on podium.
- c. Replace document camera. New system must have stage, HDMI output and built in preview monitor.
- d. Replace Projector and screen. Projector must have minimum 6500 lumens. Provide new ceiling mount with screen.
- e. Replace podium connectors to include HDMI, Ethernet, Display, and VGA ports. Vendor should provide new plate for connections.
- f. Allow up to (4) users to present wirelessly from multiple iOS, Android and Windows 10 devices. Mobile devices must be able to be authorized by city Information Systems personnel with PIN code or passwords.
- g. System should work with network components as identified by Information Systems. Number of networked devices should be identified prior to installation.
- h. A hard-wired Extron touch panel should be at the left staff desk and right City Manager's desk in the Council Chamber. The (2) touch panels should contain a logo screen to be displayed when the system is powered off.
- i. Provide any cabling and necessary configuration for the system to function properly.
- j. The contractor will provide power strips in the rack to allow for 20% spare capacity for future equipment.

## **2. Committee Room**

Replacement of Committee Room audio and presentation system. The present system has (16) mics. (11) wired mics. (10) Council members at the round table and (1) at the podium, (5) wireless mics, (1) City Secretary, (1) City Attorney, (2) staff positions and one wireless handheld mic for events. Add one (20) inch wireless tabletop mic for City Attorney. System should be expandable for future needs.

### **A. Audio**

- a. We will reuse the existing Shure mics.
- b. Replace existing amplifier and mixer. (Models should be similar to Council)
- c. Replace existing speakers in the Committee Room. At least two zones should be configured. Speakers should be configured to allow no feedback in the room.
- d. Add (2) XLR for press audio from audio board. Speakers should be as low profile as possible.
- e. Replace existing XLR cabling for City Secretary recording with new XLR.
- f. System should accommodate existing Listen audio device. Add XLR for this device.
- g. Audio from the Committee Room should be available in the Council Chamber as overflow.
- h. Add telephone style intercom headset at City Secretary desk.
- i. Provide any cabling and necessary configuration for the system to function properly.
- j. Audio from laptop should be included in house sound and on air to WSTV 13 control room.

- k. System should have touch panel capabilities so that audio can be monitored from WSTV 13 control room.
- B. Video
- a. Replace existing (3) robotic analog tv camera system with PTZ HD system. System should be included with the four camera system from Council Chambers. (ie. Present system has 7 cameras, 4 in Council and 3 in Committee room). Due to the long cable runs to the Committee room, the system should be able to perform at a distance of about 500 ft.
  - b. Video should also be available for Council overflow.
- C. Presentation
- a. Replace Document camera. (Same model as Council)
  - b. Replace Extron system switcher. (Same model as Council)
  - c. Replace podium connections for HDMI, Ethernet, and Display ports
  - d. Replace (2) monitors with appropriate sized TV's and stands. (65 inch minimum)
  - e. Allow users to present wirelessly from multiple iOS, Android and Windows 10 devices. Mobile devices must be able to be authorized by city Information Systems personnel with PIN code or passwords.
  - f. System should work with network components as identified by Information Systems.
  - g. System must be able to accommodate present Granicus computer system for voting. (HDMI input).
  - h. Existing rack system in podium lacks space for all of the equipment needed. Add new rack system location in Committee Room to accommodate new and existing hardware.
  - i. Keep existing Extron IPCP 250 control panel on the podium. Add an Extron control panel at the City Secretary's desk. The touch panel should contain a logo screen to be displayed when the system is powered off.
  - j. The contractor will provide power strips in the rack to allow for 20% spare capacity for future equipment.

### 3. Public Meeting Room

Replacement of 5<sup>th</sup> floor Public Meeting Room audio and presentation system. The present system has (17) mics. (12) on the front dais and (4) mics at the staff table, (1) at the podium. Presentation system has a document camera and input for a laptop. System should be expandable for future needs.

#### A. Audio

- a. We will reuse existing gooseneck mics.
- b. We will reuse existing speakers.
- c. Replace existing amplifier and mixer. Audio DSP should be consistent with Council and Committee rooms.
- d. Add wireless handheld for events and training. System should be consistent with Council and Committee audio.
- e. Audio from laptop should be included in house sound and on air to WSTV 13.
- f. Provide any cabling and necessary configuration for the system to function properly.
- g. Supply audio to press plate.

#### B. Video

- a. Add (3) HD PTZ cameras to the Public Meeting Room.
- b. Add video switcher that will allow for 4 SDI inputs and input from Extron display system. Vendor should supply appropriate sized monitor multi-view from switcher. Switcher output should be SDI to fiber feed to WSTV control room.
- c. Add rack system for video components. Vendor is to remove the existing system and provide new rack for new equipment.
- d. Supply all cables and necessary configuration for HD replacement.

#### C. Presentation

- a. Replace both monitors in Committee room. Will use vendor's expertise to determine location and size of monitors.
- b. Replace all desktop monitors in Public Meeting Room.
- c. Replace Extron system switcher.( Should be consistent with Council and Committee rooms)
- d. Allow users to present wirelessly from multiple iOS, Android and Windows 10 devices. Mobile devices must be able to be authorized by city Information Systems personnel with PIN code or passwords.
- e. System should work with network components as identified by Information Systems.
- f. A hard-wired touch panel should be at staff's desk for switching media.
- g. Replace Public Meeting Room podium. The podium must be mobile up to 10 feet. Podium should be able to house document camera. Podium should allow for VGA, HDMI, and display inputs.
- h. At the staff table add one HDMI, VGA, and display panel.
- i. The touch panel should contain a logo screen to be displayed when the system is powered off.
- j. The contractor will provide power strips in the rack to allow for 20% spare capacity for future equipment.

#### **4. Video playback system and automation.**

##### **A. Cablecast**

- a. CBL VioLite with web centric head end automation system for switching video programming and meetings. System should have CBL-SVR440-VOD-6 and CBL-REFLECT-BND for cloud based service. The city will confirm with vendor exact model numbers.

##### **Documentation**

- a. Equipment Manuals
  - i. All manuals should either be neatly bound in a 3" 3 ring binder or provided on a CD together with any and all printed manuals.
- b. Software
  - i. All system information shall be included to be presented to the owner at signoff. This shall include:
    1. A listing of all equipment included in the system including Manufacturer, Model number and serial number in an excel spreadsheet format.
    2. All system as built drawings shall be included.
    3. All final source code will be provided to the customer on disk in an editable format at the conclusion of this contract. All source code is to be licensed to the owner for this project. The contractor will maintain the copyright of the source code. The owner will have the ability to modify the source code with the understanding they are responsible for any effects caused by these modifications.
    4. Any DSP program used for audio setup.
- c. Drawings.
  - i. Two sets of as built drawings showing all signal routing and components shall be turned over to the owner.
- d. Instructions
  - i. A quick reference guide for simple instruction on how to operate the system shall be provided. This guide should be used during training and remain on site in a laminated

format.

- e. The City of Winston-Salem project will not be considered complete and closed out until all required documentation is provided to WSTV 13 and the Information Systems Department as specified and all specifications are met.

### **Training**

- f. A minimum of 4 hours of training should be included in this contract. The field engineer and programmer should be present for training on the control system and the use of all rooms in the event that modifications need to be made to the system.
- g. A representative should be onsite for the first two uses of the system.

### **Warranty**

- a. All manufacturer and subcontractor's warranties should be transferred to the owner at the conclusion of work.
- b. Guarantee all installation work to be free of faulty system-wide workmanship. All purchased equipment under this Contract shall be free from defects for a period of 12 months from date of acceptance by owner.
- c. Guarantee the replacement of faulty equipment and workmanship within 72 hours of notification at no cost if failure occurs within warranty period.
- d. Register all manufacturer warranties in the owner's name for any warranties that exceed the warranty in this contract.
- e. All existing equipment used for this contract should be covered for replacement under the same warranty period and terms as described above.

### **Maintenance**

- a. With this bid, submit a service and maintenance contract under the same conditions as this contract that will cover the system for an additional 2 years beginning at the conclusion of the original one-year system warranty.
- b. Vendor is required to have a response time of (4) hours for phone issues during standard business hours.

Vendor is required to have an on-site response time of (24) hours during standard business hours.

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## Proposal Evaluation

As part of the evaluation process, the Evaluation Panel, consisting of City Staff, may engage in discussions with any Proposer. Discussions might be held with individual Proposers to determine in detail the Proposer's qualifications, to explore with the Proposer the scope and nature of the required contractual Services, to learn the Proposer's proposed method of performance and the relative utility of alternative methods, and to facilitate arriving at a contract that will be satisfactory to the City.

Since the City may choose to award a contract without engaging in discussions or negotiations, the Proposals submitted shall define the Proposer's best offer for performing the services described in this RFP.

## Selection Process

Proposals will be evaluated for quality, completeness, and price value to the City of Winston-Salem by an Evaluation Panel. Selection shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation of factors included in the RFP, including price. Price shall be considered, but need not be the sole determining factor. The Evaluation Panel may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous.

The City reserves the right, as part of the selection process, to request on-site (or virtual) demonstrations and/or presentations. In the event that such demonstrations or presentations take place, proposers will be selected for this process based on scores derived from the scoring matrix, which includes M/WBE participation, local availability, and all other applicable criteria. The scoring of the demonstration or presentation must be based upon the criteria from one or more of the original evaluation factors. After the demonstrations or presentations, each proposer will then be re-graded on the same criteria. The number of proposers chosen to take place in the demonstration/presentation process is subject to administrative discretion.

## Evaluation Criteria

Below is a description of the evaluation criteria that will be used to evaluate the proposals. To be deemed responsive, it is important for the firm's proposal to contain appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. The proposal will be the primary source of information used in the evaluation process. Proposal must contain information specifically related to the proposed services requested in this RFP. Failure of any firm to submit information requested may result in the elimination of the proposal from further evaluation.

Respondents will be evaluated for selection on the basis of the Proposer most qualified to meet the requirements of this RFP. Major criteria to be considered in evaluation may include, but shall not necessarily be limited to:

- **M/WBE Commitment** – Proposer's efforts to comply with all the terms and conditions of the City of Winston-Salem's Minority and Women Business Enterprise (M/WBE) Program through award of subcontracts to minority and women-owned business enterprises and utilization of minority and women owned business enterprise suppliers to the fullest extent consistent with the efficient performance of this contract. **Please refer to pages 13 through 26**
- **Location of Business** - "Location of Business: (A) Presence in Winston-Salem: Proposer must have a physical office within the corporate limits Winston-Salem (PO Box does not qualify). For proposals submitted to a City/County joint department, a physical office within Forsyth County is acceptable. (B) Presence in North Carolina: In order to determine a proposer's presence or presence/location within the State of North Carolina, the proposer or at least one of the proposer's employees must have a physical office location in North Carolina and the proposer must submit under confidential cover with his/her proposal, evidence that as the employer, the proposer has paid payroll taxes in North Carolina for at least one employee, (i.e. North Carolina Income Tax Withholding Form). Said employee(s) must work in an office, which may be an office physically located within the employee's home in North Carolina. If it is a home office in North Carolina, then the proposer must also submit with his/her proposal, evidence of a valid home occupation permit for said office, or evidence that said home office is not in violation of any zoning requirements in the event the applicable city does not require a home occupation permit.

- **Functionality**  
Does the proposal describe an overall solution architecture that will support the functionality of city staff and users of the equipment? Are requirements appropriately addressed in the vendor’s responses?
- **Cost Effectiveness and Value.**  
Under this criterion, Proposals will be compared in terms of the most reasonable and effective pricing options - Cost will be evaluated for budget constraints, method of costing, and comparisons of cost in relation to other competitive proposals.
- **Quality of Proposal** - Meets RFP requirements - The respondent’s responsiveness and compliance with the RFP requirements and conditions. The respondent’s demonstrated ability to provide the service requested by the City through this RFP. The ability, capacity, and skill to fully and satisfactorily provide the service required in this RFP.

The following “Weighted Scale” will be used to evaluate each proposal

Evaluation Criteria	Weight
MWBE Commitment	20.00
Business Location	20.00
Relevant Experience/Qualifications	30.00
Cost Effectiveness/Value	20.00
Quality of Proposal	10.00

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