



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

December 6, 2010

Request for Proposal No. 2010-007  
Audio/Visual System for Webcasting

|   |          |
|---|----------|
| <b>SECTION I – SUMMARY</b> .....                      | <b>1</b> |
| <b>SECTION II – BACKGROUND</b> .....                  | <b>2</b> |
| <b>SECTION III – INSTRUCTIONS TO BIDDERS</b> .....    | <b>2</b> |
| <b>SECTION IV – SCOPE OF WORK</b> .....               | <b>4</b> |
| <b>SECTION V – PROPOSAL FORMAT AND CONTENTS</b> ..... | <b>5</b> |
| <b>SECTION VI – PROPOSAL EVALUATION</b> .....         | <b>7</b> |
| <b>SECTION VII – SAMPLE CONTRACT</b> .....            | <b>8</b> |

### **SECTION I – SUMMARY**

The Bay Area Air Quality Management District (District) requests proposals from qualified entities for the design, sale, installation, and service of an audio/video (AV) system for use with the District's webcasting system. The AV system must be compatible with the District's Granicus webcasting encoder. An automated system that requires minimal human involvement or specialized training is preferred.

To respond to this RFP, an interested company should submit two hard (2) copies and one (1) electronic copy (in Microsoft Office or Adobe format) of its proposal to:

Tom Flannigan, Administrative Analyst, [tflannigan@baaqmd.gov](mailto:tflannigan@baaqmd.gov)  
Bay Area Air Quality Management District  
939 Ellis Street, San Francisco, CA 94109

**Proposals must be received at the Air District offices at  
939 Ellis Street, San Francisco, California, 94109 by 3:00 p.m. December 30, 2010.  
Late proposals will not be considered.**

Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, veteran's business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tom Flannigan at: [tflannigan@baaqmd.gov](mailto:tflannigan@baaqmd.gov).**

## **SECTION II – BACKGROUND**

### **A. Air District Overview**

The Bay Area Air Quality Management District (Air District) was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano, and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning. With more recent legislation, the Air District was granted authority to enact certain transportation and mobile source measures.

The Air District is governed by a twenty-three member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The chief executive officer of the Air District is the Air Pollution Control Officer (APCO), a position currently held by Jack Broadbent.

### **B. Audio/Visual System for Webcasting**

It is the District's goal to have all Board meetings video recorded and streamed live over the internet for greater exposure and transparency. The District is seeking the audio/video equipment necessary to provide the necessary feed to our streaming webcasting encoder as well as stand-alone recording capabilities at its regular public meetings.

## **SECTION III – INSTRUCTIONS TO BIDDERS**

### **A. General**

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal.
2. All information should be complete, specific, and as concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to the due date. Please check our website for updates.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the District, but proposals may be withdrawn.
6. The District reserves the right to reject any and all proposals.
7. All questions must be in written form and directed to Tom Flannigan and

arrive no later than one week prior to RFP due date. All questions will be answered in writing and posted on the BAAQMD RFP webpage at least one week prior to the due date.

8. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

## **B. Submittal of Proposals**

All proposals must be submitted according to the specifications set forth in Section V (A) – Contents of Proposal, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

1. Due Date – All proposals are due no later than 3:00 p.m., December 30, 2010, and should be directed to:

Tom Flannigan, Administrative Analyst, tflannigan@baaqmd.gov  
Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, CA 94109

2. Proposals received after the time and date provided previously specified will not be considered.
3. Signature – All proposals should be signed by an authorized representative of the bidder.
4. Submittal – Submit two hard (2) copies and one (1) electronic copy (in Microsoft Office or Adobe format) of the proposal in a sealed envelope. Electronic submissions via email will be acknowledged with a return email. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal due date.
5. Grounds for Rejection – A proposal may be immediately rejected at any time if it arrives after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District.
7. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from the due date.

## **C. Interviews**

1. The Air District, at its option, may interview bidders. The interviews will be for the purpose of clarifying the proposals.

2. Submittal of new proposal material at an interview will not be permitted.
3. Interviews may involve a presentation or a question-and-answer format or any combination of these.

## **SECTION IV – SCOPE OF WORK**

### **OVERVIEW**

The District seeks an automated audio/video (AV) system to allow the District to video record and broadcast live via its website the District's regular board meetings. The system should require only minimal human involvement and/or training and be compatible with existing Granicus webcasting encoder and audio system components.

The AV system will be permanently installed in the District's 7th Floor Boardroom which is comprised of a large dais that seats up to 22 board members, a podium for leading presentations and allowing public comment, two tables seating four people each for executive and management staff, and seating for a 40 person audience. Drawings of the boardroom are attached.

Proposals are to include all audio and video elements, sound reinforcement, digital playback equipment, live production equipment, and integration with presentation equipment. Labor, equipment, design engineering, materials, and all services necessary to furnish and install all new systems including schematic and as-built drawings shall be included in the proposal. Bidder may subcontract with technical specialists (for example, lighting designer or electrician) and should include qualifications of subcontractors as part of the bid response.

Bidder shall evaluate the Board Room's existing audio system and lighting system, providing input on improvements on existing equipment with minimal investment.

### **EXPERIENCE**

The bidder must prove a minimum of three (3) years experience installing and maintaining television production and size of this project, including reference contact information. Bidder should also explain experience with the proposed system and provide information on system reliability.

### **PROJECT TIMELINE**

The bid response shall include a timeline defining key milestones, resources, and time requirements. The bidder shall be expected to adhere to the proposed timeline submitted in the bid response. An actual project timeline will be developed by bidder and District, and may occur in a phased implementation. The District will rely upon the bid response timeline in developing the actual project timeline.

### **TRAINING**

As part of the contract price, bidder shall arrange for a minimum of two 3-hour training sessions by certified or factory trainers on operation of new equipment at times to be mutually agreed upon. Bidder will include availability of support via telephone and/or online resources. Operation manuals for all equipment are to be provided by bidder.

### **COMPREHENSIVE SERVICE PLAN**

A comprehensive service plan shall be included in the proposal covering all equipment and the service/maintenance of that equipment for at least one year. The service plan will provide software upgrades (as needed) and telephone support during normal business hours, in addition to each of the following options, to be priced in the bid response:

- OPTION 1: On-site hardware replacement and/or configuration from a qualified technician or engineer within four (4) hours of reporting a problem via telephone anytime twenty-four (24) hours per day, everyday; and
- OPTION 2: Hardware replacement within one (1) business day from reporting a problem via telephone during normal business hours (8 AM to 5 PM, Monday through Friday).

Bid responses may provide additional pricing for supplemental hardware and maintenance warranties renewable on a per year basis.

### **COST**

Bidders shall provide a price quotation encompassing all equipment and installation services proposed to meet the requirements of this RFP. Pricing shall be itemized by equipment components and labor charges for engineering, integration, testing, installation, training and maintenance. All optional equipment (such as non-essential lighting and audio system improvements) shall be listed separately. Extended term maintenance plans can also be included and listed separately.

## **SECTION V – PROPOSAL FORMAT, CONTENT, AND SUBMITTAL**

### **A. Contents of Proposal**

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

#### 1. Technical Proposal

- a. Cover Letter (Section I) – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
- b. Firm Contact Information – Provide the following information about the firm:
  - Address and telephone number of office nearest to San Francisco, California and the address and phone number of the office that each of the proposed staff members are based out of if different.
  - Name of firm's representative designated as the contact
  - Name of project manager, if different from the individual designated as the contact
- c. Table of Contents – Clearly identify material contained in the proposal by

section

- d. Summary (Section II) – State overall approach to Audio/Visual System for Webcasting including the objectives and scope of work.
- e. Program Schedule (Section III) – Provide projected milestones or benchmarks for completing the project within the total time allowed.
- f. Firm Organization (Section IV) – Provide a statement of your firm’s background and related experience in providing similar services to governmental organizations. Describe the technical capabilities of the firm and, in particular, the firm’s exposure with working with environmental regulations, if any. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- g. Project Organization (Section V) – Describe the proposed management structure, program monitoring procedures, and organization of the engagement team. Provide a statement detailing your approach to the project, specifically address the firm’s ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule.
- h. Assigned Personnel (Section VI) – Provide the following information about the staff to be assigned to the project:
  - List all key personnel assigned to the project by level and name. Provide a description of their background, along with a summary of their experience in providing similar services for governmental agencies, and any specialized expertise they may have. Background descriptions can be a resume, CV, or summary sheet. Substitution of project manager or staff will not be permitted without prior written approval of the Air District’s assigned program manager.
  - Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
  - Provide a statement of education and training programs provided to, or required of, the staff identified for participation in the project. Make particular mention of with reference to experience dealing with governmental agencies, procedures, and environmental regulations.
- i. Retention of Working Papers (Section VII) – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of five (5) years.
- j. Subcontractors (Section VIII) – List any subcontractors that will be used, the work to be performed by them, and the total number of hours or percentage of time they will spend on the contract.

- k. Conflict of Interest (Section IX) – Address possible conflicts of interest with other clients affected by contractors’ actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective bidders may have contracts to perform similar services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.
- l. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal (e.g. green business certification, etc).

2. Cost Proposal

- a. Name and Address – The Cost Proposal must have the name and complete address of the bidder in the upper, left hand corner.
- b. Cost Proposal – The cost proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, costs should be estimated for each of the components of the Scope of Work.
- c. The Cost Proposal does not need to be a separate, sealed document.

**SECTION VI – PROPOSAL EVALUATION**

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the contractor to the Air Pollution Control Officer (APCO), who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFP. An example of a typical contract for professional services used by the Air District is included in Section VII.

Proposals will be evaluated on the following criteria:

|  |     |
|--|-----|
| Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm’s ability to perform and complete the work in a professional and timely manner.* | 30% |
| Past experience of the firm and, in particular, experience of the team working on projects of similar scope for other governmental agencies.                                   | 20% |
| Responsiveness of the proposal, based upon a clear understanding of the work to be performed.  | 20% |
| Cost   | 20% |
| References of the firm, local business/Green Business**  | 10% |

|  |  |
|--|--|
|  |  |
|--|--|

- \* “Size and structure of firm” refers to the ability of a firm’s size to meet the needs of the District. It does not give absolute preference to larger or smaller firms.
- \*\* The District gives preferences to local businesses and those that are certified as green businesses by a government agency or independent private rating organization.

The Air District reserves the right to reject any and all proposals submitted and/or request additional information. During the selection process, the Air District’s evaluation panel may interview bidders. The interviews will be for clarification only. The submittal of new material will not be permitted at that time. Interviews may involve a presentation or a question-and-answer format or any combination of these.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

## **SECTION VII – SAMPLE CONTRACT**

A sample contract to carry out the work described in this RFP is available on the District’s website at <http://www.baaqmd.gov/Divisions/Administration/RFP-RFQ/Sample-Documents.aspx>

## **SECTION VIII – BOARDROOM DRAWINGS**

Below are the Boardroom drawings where the proposed AV system will be permanently installed.



