

# Agenda Report

August 15, 2011

**TO:** Honorable Mayor and City Council  
**FROM:** PASADENA FIRE DEPARTMENT  
**SUBJECT:** **CONTRACT AWARD TO DIGITAL NETWORKS GROUP INC. FOR DESIGN AND IMPLEMENTATION OF AUDIO/VISUAL TECHNOLOGY IN THE NEW PWP OPERATIONS BUILDING AT CITY YARD**

**RECOMMENDATION:**

It is recommended that the City Council:

1. Accept the proposal dated September 28, 2010, submitted by Digital Networks Group, Inc. in response to the Request for Proposals for Emergency Operations Center (EOC)/Multi-Purpose Room Technology Support.
2. Reject all other proposals received; and
3. Authorize the City Manager to enter into a contract without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with Digital Networks Group, Inc. for the purchase and implementation of audio/visual technology in an amount not to exceed \$322,561; which includes \$307,201 for the base scope of services and \$15,360 (or 5%) for any additional services the City may request.

**BACKGROUND:**

Pasadena Water & Power (PWP) has recently completed construction of a new operations building at the City Yard. This building contains general office space for field crews and special rooms for water quality, as well as individual conference rooms and flexible multi-purpose space that will be used to conduct meetings, classes and presentations. The building's multi-purpose space has also been identified as the future location of the City's primary Emergency Operations Center (EOC). Pasadena's primary EOC is currently housed in a building not ideally suited for emergency operations and Pasadena Fire Department is moving forward with relocation of the primary EOC to the new PWP Operations building.

The City's primary EOC provides a central location for face-to-face coordination among public-safety professionals as they make critical decisions during a major emergency or disaster. Use of this facility will ensure that the City's Director of Disaster Emergency has the necessary staff (within the City and from outside agencies), services and technology at hand to thoroughly assess the emergency situation and execute an effective response.

Staff prepared and distributed a Request for Proposals (RFP) in August, 2010, requesting the services of a qualified contractor to design and install an Audio/Visual (A/V) system for the EOC/multi-purpose space and adjacent areas contained within the new building. The A/V system design, as a component of the proposed solutions, was based on drawings, requirements and other specifications contained in the RFP. Proposed solutions also provided all of the applicable hardware, software, licensing, warranties, connectivity components and other materials associated with providing A/V technology as well as any labor costs for designing and implementing the solutions.

The City received three responses to the RFP. A panel consisting of staff members from Pasadena Water & Power, Pasadena Fire Department and the Department of Information Technology reviewed the proposals. After each panel member scored the proposals, ratings were averaged to arrive at the final score for each proposal. It was the panel's decision to select Digital Networks Group, Inc. as the firm best able to meet the City's needs.

Proposals were scored within four categories: 1) Technical Merit and Completeness of Proposed Solution, 2) Price, 3) qualification for Pasadena Business and 4) qualification for Small or Micro-Business. The proposers and their scores appear below (details of the assigned ratings are provided in Attachment A):

| <b>Proposer</b>                                                        | <b>Total Score<br/>(out of 100)</b> |
|------------------------------------------------------------------------|-------------------------------------|
| Digital Networks Group, Inc.                                           | 79.5                                |
| Presentation Products, Inc. (DBA Spinitar)                             | 71.1                                |
| Waisman Construction, Inc./Cruz Prado & Associates<br>(DBA CP Systems) | 59.6                                |

The proposed contract is in the amount of \$322,561, which includes \$307,201 for the base scope of services and \$15,360 for any additional services the City may request.

The contract to provide these information technology services fully complies with the Competitive Bidding and Purchasing Ordinance.

**COUNCIL POLICY CONSIDERATION**

This project is consistent with the City Council's Strategic Planning Goals for 2009 – 2012. Specifically, it advances the objectives established to "Ensure public safety" and "Improve, Maintain and Enhance Public Facilities and Infrastructure". The proposed solution will allow Pasadena Fire to customize, control and maintain A/V services within the building to more effectively access, communicate and exchange information during emergency events.

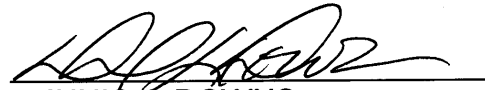
**FISCAL IMPACT:**

The cost of this contract and the total cost of this action will be \$322,561. Funding for this action will be addressed by the utilization of existing budgeted appropriations in Capital Improvement Program (CIP) budget account number 71147, Water and Power Yards Building Renovations and New Operations Facility/EOC – Phase II. It is anticipated that all of this cost will be spent during the current fiscal year. No impact to other operational programs or capital projects is anticipated as a result of this action.

The following table presents a contract summary:

|                                                 |                  |
|-------------------------------------------------|------------------|
| Contract Amount                                 | \$307,201        |
| <u>Contingency</u>                              | \$ 15,360        |
| <b>Contract Total &amp; Total Fiscal Impact</b> | <b>\$322,561</b> |

Respectfully submitted,



DENNIS J. DOWNS  
Fire Chief  
Pasadena Fire Department

Prepared by:



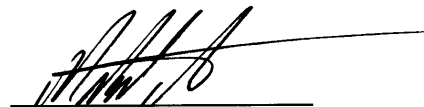
Randall E. Hendon  
Program Management Office  
Department of Information Technology

Concurred by:



DIANA NEFF  
Interim Chief Information Officer  
Department of Information Technology

Approved by:



MICHAEL J. BECK  
City Manager

Attachments:

Attachment A – AUDIO/VISUAL TECHNOLOGY PROPOSAL SCORES

**ATTACHEMENT A**

**AUDIO/VISUAL TECHNOLOGY – PROPOSAL SCORES  
(AVERAGE OF INDIVIDUAL PANELIST RATINGS)**

| <b>Proposer</b>                     | <b>Technical Merit and<br/>Completeness of<br/>Proposed Solution<br/>(65 points possible)</b> | <b>Price<br/>(25 points possible)</b> | <b>Local Pasadena<br/>Business<br/>(5 points possible)</b> | <b>Small or Micro-<br/>Business<br/>(5 points possible)</b> | <b>Total Score</b> |
|-------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------------|-------------------------------------------------------------|--------------------|
| Digital Networks Group              | 57.9                                                                                          | 21.0                                  | 0.0                                                        | 0.7                                                         | 79.5               |
| Spinitar                            | 53.1                                                                                          | 17.3                                  | 0.0                                                        | 0.7                                                         | 71.1               |
| Waisman Construction/<br>CP Systems | 33.5                                                                                          | 22.8                                  | 0.0                                                        | 3.3                                                         | 59.6               |

**EXHIBIT "I"**  
**Disclosure Pursuant to the**  
**City of Pasadena Taxpayer Protection Amendment**  
**Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

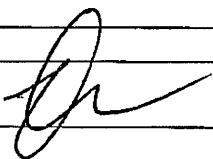
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|                                                                      |
|----------------------------------------------------------------------|
| 1. Contractor/Organization Name: <b>Digital Networks Group, Inc.</b> |
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|                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------|
| 2. Type of Entity:<br><input checked="" type="checkbox"/> Non-Government <input type="checkbox"/> Nonprofit 501(c)(3), (4), or (6) |
|------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                   |
|-----------------------------------------------------------------------------------|
| 3. Name(s) of trustees, directors, partners, officers of Contractor/Organization: |
| <b>Mike Stammire, President</b>                                                   |
| <b>Bart Moran, Vice President</b>                                                 |
| <b>Chris Ursetta, Secretary</b>                                                   |
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|                                                                                                              |
|--------------------------------------------------------------------------------------------------------------|
| 4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization: |
| <b>Mike Stammire, P resident</b>                                                                             |
| <b>Bart Moran, V ice President</b>                                                                           |
| <b>Chris Ursetta, Secretary</b>                                                                              |
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Prepared by: **Bart Moran**   
Title: **Vice President**  
Phone: **949-428-6333**  
Date: **9/21/2010**

Rev.07.10.2007