

Agenda Report

November 13, 2023

TO: Honorable Mayor and City Council

FROM: Department of Information Technology

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH EIDIM GROUP, INC. (dba EIDIM AV TECHNOLOGY) TO UPGRADE AUDIOVISUAL TECHNOLOGY IN THE COUNCIL CHAMBER IN AN AMOUNT NOT TO EXCEED \$275,136

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed contract is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3), the "common sense" provision that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the City Manager to enter into a contract, as a result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with EIDIM Group, Inc. to upgrade audiovisual technology in the Council Chamber in an amount not to exceed \$275,136, which includes the base contract amount and a fifteen percent contingency. Competitive Bidding is not required pursuant to the City Charter Section 1002(F), contracts for professional or unique services.

BACKGROUND:

The current audiovisual (AV) and computer technology in the Council Chamber was last upgraded in 2016. After seven years of advances in technology, including multiple advancements in video conferencing technology, a lifecycle upgrade is necessary to provide the latest available features. Home to weekly City Council meetings, this room also hosts numerous public meetings for City commissions and committees and a variety of other community organizations. These meetings are often carried on the City's Government Access Channel, KPAS, utilizing presentation and computer technology currently in the room.

After years of heavy use, these AV and computer technologies are out of date and core components need to be replaced. This replacement project will provide the latest AV technology for end-users within the Council Chamber and provide a permanent solution for integration of video conferencing capability.

The Department of Information Technology (DoIT) prepared and posted a Request for Proposals (RFP) for "Council Chamber A/V Technology Upgrade" through OpenGov on August 1, 2023. Following advertising, forty-two companies downloaded the RFP opportunity, one of which was a local Pasadena business. A total of three responsive proposals were received by the deadline of September 15, 2023.

A panel consisting of staff from DoIT and the City Clerk Department, as well as representatives from Pasadena Media (KPAS), was formed to evaluate each proposal based on the evaluation criteria stated in the RFP:

Criteria	Weight
Proposed Solution	35%
Experience and References	35%
Cost Proposal	20%
Local Pasadena Business	5%
Small or Micro-Business	5%
Total	100%

Using the evaluation procedures and criteria stated in the RFP, the proposals were scored and ranked as follows:

Rank	Proposer	Location	Score (100 max)
1	EIDIM Group, Inc.	Fullerton, CA	85.46
2	Sunset Audio Visual	Upland, CA	74.40
3	Avidex Industries, LLC	Lake Forest, CA	70.29

Attachment A contains the scoring summary of each criterion for the proposals.

Based on the scoring above, staff recommends authorization to enter into a contract with EIDIM Group, Inc. (EIDIM) for an amount not to exceed \$275,136. The cost includes all software, hardware, licensing, professional services including installation, testing, and training, as well as a fifteen percent contingency allowance.

The proposed contract would be set up as follows:

Base Implementation Amount	\$239,249
Contingency Allowance (15%)	<u>\$ 35,887</u>
Contract "Not To Exceed" Amount	\$275,136

This project is expected to be completed within 2 to 3 months, but could take longer due to vendor, City staff and Council Chamber availability.

With over twenty-two years of audiovisual industry experience, EIDIM Group, Inc. is well positioned to upgrade technology in the Council Chamber. Focusing on a strong presence in the public sector, EIDIM has successfully implemented technology solutions for many government agencies, including California municipalities, such as San Jose, Ukiah and Antioch.

Currently, there are no active contracts with EIDIM Group, Inc.

COUNCIL POLICY CONSIDERATION:

This proposed contract with EIDIM Group, Inc. promotes the City Council's strategic goal to improve, maintain and enhance public facilities infrastructure; to provide a high quality of public service, which adds to the quality of life in the City and increases its attractiveness through more efficient management of resources.

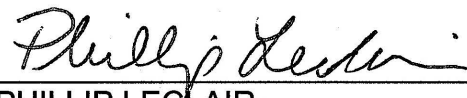
ENVIRONMENTAL ANALYSIS:

The proposed contract is exempt from the CEQA pursuant to State CEQA Guidelines Section 15061(b) (3), the "common sense" provision of CEQA (formerly the general rule), which applies to projects which may have the potential for causing a significant effect on the environment. The proposed action will not result in any new development or physical changes.

FISCAL IMPACT:

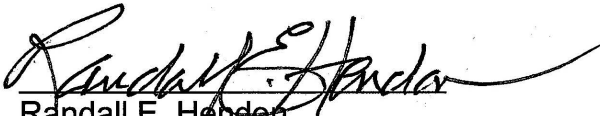
The maximum cost of the proposed action will be \$275,136. Funding for this action will be addressed by the utilization of existing Public, Educational and Government (PEG) funds budgeted in Capital Improvement Program Budget account number #71167 (City Fiber Network Expansion FY 2020-FY2024). It is anticipated that the entire cost will be spent during the current fiscal year. There are no indirect or support costs anticipated as a result of this contract award.

Respectfully submitted,



PHILLIP LECLAIR
Chief Information Officer
Department of Information Technology

Prepared by:



Randall E. Hendon
IT Project Manager
Department of Information Technology

Approved by:



MIGUEL MÁRQUEZ
City Manager

Attachment A: Summary of Proposal Scoring