

**CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: July 5, 2005

Reviewed by_____

Subject: Contract with Snader and Associates for the installation of a cable broadcast system for cable casting of City Council meetings.

Report By: Melinda Chinn, Recreation & Community Services Director
Jeremy Allen, Youth Services Supervisor

RECOMMENDATION

Authorize the City Administrator to execute a contract with Snader and Associates for an amount not to exceed \$35,500 for the purchase, installation and support of equipment for cable casting City Council meetings.

BACKGROUND

On May 17, 2004 the Council directed staff to send out a Request for Proposals (RFP) for equipment and services for cable casting of City Council meetings through the City's Public, Educational and Government access (PEG) channel.

DISCUSSION

The Ad-Hoc Cable Committee, in conjunction with staff, examined a variety of possible systems comprised of multiple pieces of equipment requiring a high degree of technical expertise to design, install and operate. Staff and committee members met with vendors, attended tradeshow, talked with area professionals and examined several products in detail.

The goal was to find an appropriate system that was easy to operate and fell within the \$20,000 to \$25,000 price range that was approved by Council. An additional goal was to find a system that would be minimally impacted by any future construction on the City Hall facility with special attention paid to any work to be done in the roof and crawl space above the Council Chambers.

Staff and the committee concluded that a simple, economical system could be attained by utilizing the Sony Anycast (an all-in-one audio/video production unit) and three wall-mounted Vaddio cameras. This simple system minimizes the design cost required by other systems, requires no additional electrical modifications to the Council Chambers, maintains broadcast quality signals, can be installed in a few days, is not obtrusive to the everyday operations of City Hall, and is non-labor intensive.

Three companies were invited to submit bids for this service including Snader and Associates, San Rafael; Advanced Systems Group, Emeryville; and ProMedia, Hercules, with Snader being the only vender to respond.

ANALYSIS

The scope of work that will be performed by Snader and Associates will include the installation of a Sony Anycast Station #AWS-G500, three Vaddio Wallview 70 PTZ cameras, Vaddio power supply/camera control, all of the necessary audio, video, and control cables, conduit, connectors, fasteners and fixtures. The cameras will be mounted inside the Council Chambers, and video, camera control and power cabling will run from the installed cameras to the copy room just outside of the Council Chambers. Audio cabling will run from the existing PA system at the Council bench to the copy room as well. The City Hall copy room has been modified to accommodate the installation of this equipment.

The Anycast Station Live Content Producer is a powerful content creation tool for live event programming. It comprises a high-quality video switcher, an audio mixer, a large LCD display, and a streaming encoder and server. The Anycast Station system makes live event programming simple because it requires little technical knowledge of video switcher and audio mixer setup and operations due to its intuitive control surface and large LCD display. The Anycast is designed for use in the broadcast of public meetings, conferences and seminars, church productions, and youth sporting and theatrical events and has a relatively uncomplicated learning curve.

The Vaddio WallVIEW 70 PTZ is a wall-mounted Pan/Tilt/Zoom camera system. The system includes a Sony® EVI-D70 PTZ Camera, a thin profile wall-mount bracket for the camera and a Vaddio EZCamera Cabling System. The EZCamera Cabling System allows the installer to use Cat. 5 cabling to run power, video and camera control. Also included is Vaddio's PowerRite Power Supply. The PowerRite system regulates the right amount of power needed for the camera over Cat. 5 cabling.

The City does not currently cablecast meetings "live" (in real time); therefore, there is no existing system in place. Comcast has installed modulating equipment and accessories necessary to send a cablecast signal (audio and video) to the City of Albany Community Center head end via fiber optic connection for distribution of the signal throughout Albany's cable television service.

Work shall begin within thirty days of the notice to proceed and meetings will be cablecast beginning September of 2005.

FINANCIAL IMPACT

Funding for the equipment, installation and support will come from the Cable TV Reserve fund in the amount of \$35,500. The fund currently has a balance of \$100,000 prior to this purchase. This contract exceeds the Council's recommended price range for this purchase. Due to the equipment's ease of use, one staff person will be able operate the system as opposed to two to three persons as is typical with other broadcast equipment. This will reduce on-going operational costs, which are currently funded by the General Fund. In addition, this product will not impact the future upgrades to City Hall.

A temporary part-time staff member will be required to operate the system for the duration of each council meeting. Funding for this function is included in the Cable TV operating budget.