

## Request for Proposal

# City of Pinole, CA Pinole Community Television (PCTV) Public Educational and Government (PEG) Master Control (MC) Automation System Solution

City of Pinole  
2131 Pear Street  
Pinole, CA 94564  
Phone: (510) 724-9830



### Submittal Requirements

The deadline for RFP responses is **August 12, 2024, no later than 4:30 p.m. (PST)**. Submit a PDF of the response with the subject line " PCTV PEG MC automation System Solution RFP" to:

David Snell  
Pinole Community Television Coordinator  
E-mail: [dsnell@pinole.gov](mailto:dsnell@pinole.gov)

## **Inquiries**

Inquiries regarding this Request for Proposal must be submitted via email and directed to:

David Snell  
Pinole Community Television Coordinator  
E-mail: [dsnell@pinole.gov](mailto:dsnell@pinole.gov)

## 1. Background

The City of Pinole is looking for a highly functional PEG Access MC management and operations system that is designed for PEG operations for local governments to deliver specialized content and a broad range of integrated video feeds, live video feeds, systems management, and online services which continuously enhance citizens' experience when viewing our PCTV broadcasts. It is equally as important that the system meets ease of use criteria for administrators and content editors of any experience level.

Pinole is a City of approximately 19,318 residents that has a small town feel albeit located in the San Francisco Bay Area. The City operates a total of 7 locations which consist of 8 main departments: City Clerk, City Manager, Community Development, Community Services, Human Resources, Finance, Police, and Public Works. We work under the Council-Manager form of municipal government. The City Council is comprised of five members elected at large to four-year terms, and the mayor is rotated amongst the council on a yearly basis.

Our current MC automation systems are no longer supported and do not meet the current FCC Closed Captioning requirements. The PCTV broadcasts through the Cable providers have historically been the main source of local public information for the City of Pinole. Modern operations include systems to feed live broadcasts to popular internet sources along with the ability to ingest content through an internet or IP system. PCTV utilizes third party solutions for providing internet broadcasts and an equivalent to 'on demand' streaming. PCTV is looking for one system including the web streaming systems.

PCTV provides two discrete live signals to two cable providers and 24-hour live internet streams. PCTV staff maintains the automation programming, 'on demand' streaming systems, scheduling, content archiving, bulletin boards with discrete audio feeds, building signal routing, audio balancing, and remote-control access. The current system is primarily analog standard definition (SD).

PCTV staff are seeking services and products. With some limited support, PCTV intends to implement the integration with in-house staff.

Lastly, the City of Pinole PCTV systems will be undergoing further High-Definition (HD) revisions to route HD from remote locations such as City Hall via a fiber optic system.

## 2. Project Description

The City of Pinole would like to migrate its existing PCTV automation to a new and improved full function platform of which we will have the option to manage ourselves. The purpose of moving to a new system is to be able to easily administer the stations ingesting, playback, storage, bulletin boards systems, studio routing operations and gain upstream Closed Captioning, utilize streaming features for both ingest and public viewing for our live broadcast government meetings, and other civic, public, and education events. This will result in an overall better user experience (internal and external).

We seek to empower staff to easily manage, edit, trim, update, and publish content and develop new broadcasts and communication information to The City of Pinole citizens. Therefore, the

MC automation must be designed for easy content management, remote access, minimal steps and processing time. It is imperative that the new systems offer robust training and responsive support programs.

We also expect the ability to scale, including the ability to add additional sources and distribution. The City seeks the assistance of an experienced company that can accomplish the goals of the City with all the functionality identified in this RFP.

We desire a vendor to perform the related professional services (e.g., best practices guidance, training) in a timely and professional manner. The vendor shall have experience in successfully implementing the proposed solution at local government agencies of similar size.

The awarded vendor shall be responsible for the final City approved design, development, migration guidance, including end-user training and support beyond go-live. The experienced vendor should have a team of experts who understand local government, to help us achieve our vision – all while providing support.

### **3. Required PCTV PEG MC automation System Solution Features**

We are looking for comprehensive MC systems to be used by City staff which will provide an integrated and user-friendly experience. This section of the RFP will cover a general discussion of the overall, high-level requirements of the desired MC systems. Proposers should use these high-level requirements to define an overall scope of work to include in the proposal.

#### **Overall System Features**

- Stand-alone in house and cloud-based options with hosting MC automation.
- Software driven control and access across local and remote locations for live station control and programming.
- Flexible, role-based user permissions allowing for the assignment of unique permission actions across groups of users or individual users.
- Integration with existing hardware consisting of SDI inputs and outputs, software and additional applications for transmission.
- Ability to ingest live broadcast feeds from SDI sources, to ingest from internet feeds, to ingest from live streams and route to live SDI feeds and internet sources, while managing the audio levels for a system standard of broadcast. Storage solutions for the needs of on-air play back.
- On air play back systems including Closed Captioning with full programming, learning, and automation support.
- Web streaming systems including storage, two twenty-four-hour live station streams, video on demand streams, and uploading or pushing of content to other providers such as YouTube, Facebook, etc.
- SDI signal routing, automation, and manual control with a 40 by 40 router included.
- Bulletin Board systems to include development tools, audio pass through feeds, synced audio play back with specific slides, slide creation, text crawls, over all station scheduling display automation, capable of including full audio and video clips, with system for

screen display of multiple elements of information on a divided screen congruently, lower 1/3rds, tickers, side bars, etc.

- For the government channel, as noted above one Closed Captioning automation system with an efficient system for managing the hours used with multiple language live captioning and a wide range of available languages with postproduction processing. A system with auto learning and teaching for accuracy.
- Creation of ROKU, Apple TV, and Amazon Fire TV OTT Apps with support for working into our current City of Pinole App.
- One control system for all live feeds, include but not limited to Comcast, AT&T, building routing, and live streaming systems.
- 99.9% uptime with 24-hour support available.

### **Unique and Attractive On Demand Homepage**

- High-definition images
- Customizable thumbnails
- Customizable theme which matches the City of Pinole's branding guidelines
- Contains customizable quick links for most frequented pages/information

### **Intuitive Navigation**

- Designed to allow easy flow from one on demand file to another.
- Sitemap structure and menu titles that enable the public to quickly find what they are looking for including the use of searchable captioning text files to jump into the video file to that point of the video.
- Option to add/use buttons, quick links, graphical elements, hyperlinks and secondary menus
- Clean, structured menus with action-oriented and/or simply descriptive menu titles.

### **Fast Loading Speed for On Demand web system.**

- 3 seconds or less for page loading

### **Social Media Feeds**

- Ability to encode, and take live to air/broadcast, live social media feeds: Facebook, Instagram, and Twitter
- Ability to push to social media feeds

### **Analytics**

- Site analytics with statistics and reporting platform

### **Security**

- 100% https & SSL certified and encrypted
- Immediate threat notification
- Back-up and disaster recovery plan

**Language & Accessibility**

- ADA compliant with automatic accessibility checkers/alerts
- Closed Captioning with language translation

**4. Optional PCTV PEG MC automation System Solution Enhancements**

The features below are not required by the City at this time, however, please include information and availability of integration in the future.

- MP3 player
- 2 channel Monitors with waveform and vector scopes
- SDI audio embedder
- HD SDI multimode (st connector) fiber optic transmitter and receiver
- SDI jumper cables
- As needed HD/SD and SD/HD conversions
- SDI adapters as needed (HDMI, analog, by direction)

**5. Format for Proposal**

The City of Pinole will evaluate vendor experience, qualifications, and capabilities for MC automation development. Responders are required to submit 1 of the Proposal via email. The proposal shall include the following:

**Cover Letter**

- Proposer's legal name and corporate structure
- Proposer's primary contact to include name, address, phone, and email
- Signature of a company officer empowered to bind the vendor to the provisions of this RFP

**Table of Contents**

- All pages should be numbered, and the table of contents should identify each major section.

**Executive Summary**

- Provide a concise synopsis of vendor's proposal and credentials to deliver the services sought under the RFP.

- Explain how the proposed solution will differentiate itself from other vendor solutions and the reasons the City should select the proposed solution.
  - This may include a list of the unique features which give the vendor a competitive edge in the MC automation system market.
- Present a brief description of how your MC Automation system meets the needs outlined in the RFP.

### **Company Profile**

- Company overview
  - Brief company history, highlighting your experience working with local governments
  - Legal name of company
  - Length of time the company been in business
  - Number of current employees
- Name, telephone number, and email address for the main point of contact during RFP process

### **Project Team**

- Name and define the different roles in your company's project team
- Explain how your project team will communicate with the City and keep track of the development progress
- List any specific team leaders, including
  - Name and title
  - Description of role
  - Qualifications and experience

One-source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design, or support, provide key personnel and company information.

### **Experience**

- Minimum of three municipal references with projects similar in nature to the scope of the requirements described in this RFP. Provide the following information for each:
  - Client name
  - Website URL
  - Client contact person and title
  - Phone
  - Email address

### **Features & Functionality**

- Provide detailed responses indicating how your solution can meet each of the listed features and functionality provided in Section 3. Required MC Automation System Features

- Detail availability of the features listed in Section 4. Optional MC Automation System
- Identify **and describe in more detail specific functionality or recommended modules or services the proposer recommends**
- **Describe integration capabilities including direct integrations which exist and availability for potential integration**

### **Implementation Plan**

- Provide a sample timeline outlining major activities, tasks, deliverables, and resources
- Detail your overall implementation approach to ensure a successful go-live
- Describe the consulting or other professional services offered by your firm during implementation to ensure Pinole receives best-practice advice and guidance and to ensure the MC Automation System is configured to meet the processes and project goals
- Explain your training approach and how you ensure users are prepared
- Outline your strategy for training future employees to use the MC Automation System

### **Ongoing Support and Hosting Services**

- Describe ongoing support processes, procedures, and methods. At a minimum, the description should identify hours of support, methods to access support, after-hours support, including any support available to individual users, response time commitments, and escalation procedures.
- The City of Pinole prefers cloud-based solutions. If proposing a cloud-based solution, include:
  - Describe the proposed hosting services and associated ongoing service level commitments
  - Describe any storage limitations on the amount of data to be housed
  - Describe any restrictions to how long data can be stored
  - Describe security, backup, and disaster recovery processes and procedures
  - Describe software release/update frequency and procedures to perform updates
  - Confirm the City retains ownership of its content and will be able to export, download, or otherwise obtain a copy of the data at the conclusion of the agreement
- Related to the on-premises elements, include:
  - Describe the MC Automation System release/update frequency and procedures to perform updates
  - Technical specifications for the software including server requirements
  - Describe any additional software/hardware required, including desktop software and plug-ins
  - Any additional costs and processes required and/or disaster recovery server



**Investment Proposal**

Comprehensive pricing is required. Pricing should include:

- Development and implementation, including:
  - Licensing for an unlimited number of users
  - Any required hardware
  - Any required 3<sup>rd</sup> party solutions
  - System design and configuration
  - Consulting services
  - Training services
  - Ongoing support and maintenance
  - Additional optional enhancements
  - Travel (if required)
- Annual services, including:
  - Hosting & security
  - Maintenance
  - Technical Support
- Cost for future upgrades

**Fees**

- Total first year cost (combined one-time fees and first year annual fees)
- Annual fees beginning year 2

Separately list any optional project enhancements that you believe will benefit the City's project.

**Additional Products Offered (limited to one (1) page)**

- Give brief descriptions of other products offered by the company. Consider including marketing brochures, or promotional collateral. Do not include excessive non-relevant information.

**Proposed Legal Agreements**

- Vendors must include a draft of the proposed legal agreement(s) for the project including any proposed software licensing, hosting, professional services, maintenance, and support agreements. The proposed legal agreement(s) may serve as the basis for contract negotiations, or the City may elect to use its own agreement as the basis.

**Additional Information**

- Include any additional information the City should consider such as identifying if there are solution user groups and/or user conferences available to the City staff, ongoing training opportunities provided, or how the proposer incorporates client feedback into the MC Automation roadmap.

## 6. Schedule

The approximate RFP schedule is summarized below:

Proposals will be received by the City of Pinole via email to [dsnell@pinole.gov](mailto:dsnell@pinole.gov)

Request for Proposal Issued	July 26, 2024
Deadline for Written Questions/Comments	August 7, 2024, 4:30 p.m.
Response to Written Questions/Comments	August 9, 2024*
Deadline for Submitting a Proposal	August 12, 2024, 4:30 p.m.*

\* Dates subject to change

Questions regarding this RFP should be directed only to Pinole Community Television Coordinator, Dave Snell. [dsnell@pinole.gov](mailto:dsnell@pinole.gov)

## 7. Submittal Requirements

The deadline for RFP responses is August 12, 2024, no later than 4:30 p.m.

**[Email Submittal]** Submit one, electronic file (.pdf file preferred) via email to: [dsnell@pinole.gov](mailto:dsnell@pinole.gov). Indicate in the subject line “**City of Pinole PCTV PEG MC automation System Solution**”. The City will only accept attachments up to 10MB.

Submittals not received on or before the specified deadline stated above will not be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 60 days from the submittal due date. The City reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

The City reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the City.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

## 8. Evaluation Criteria

Responses to this RFP will help the City identify the most qualified vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with City of Pinole, as well as take into consideration the proposed scope and pricing

submitted to determine the most qualified web vendor. Other factors which may contribute to the selection process include but are not limited to:

- Project approach and understanding of the City's objectives and requirements
- Supplier's implementation methodology and success
- Feedback from customer references
- Overall ability to meet the City's requirements (software and hardware functionality, usability, performance, flexibility, and technology)
- Cost and support quality for ongoing software maintenance and support
- Demonstrated ability to work in a cooperative and collaborative manner with clients

At the completion of the proposal review, top ranking proposers may be asked to provide a presentation and demonstration of their product. The information provided in the presentation will be used, in addition to the information provided by the vendor in the proposal.

The City reserves the right to exercise the following rights and options with respect to the proposal submission, evaluation, and selection process under this RFP:

- Waive any informalities, defects, or irregularities not material to the proposal
- Reject any proposal not addressing the requirements of the RFP or incomplete as non-compliant

## **9. Selection Process**

The City will select the successful vendor to begin negotiations as described in the Section 11.

## **10. Contract Negotiation & Insurance**

It is the intent of the City that after the successful vendor has been selected, the City and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the City shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful vendor, the City requires satisfactory proof that the vendor has adequate insurance coverage for the work to be performed under the contract.

## **11. Proposal Submission Certification**

By submitting a proposal, vendor certifies that the appropriate parties have carefully examined all the documents for the project, carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.