



Report to: General Committee

Report Date: May 14, 2012

SUBJECT: Award of Proposal 034-R-12 Audio Visual Replacement

PREPARED BY: Rosemarie Patano, Senior Buyer, Ext. 2990
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RECOMMENDATION:

- 1) THAT the report entitled "Award of Proposal 034-R-12 Audio Visual Replacement" be received;
- 2) AND THAT the contract for Audio Visual Replacement from Proposal 034-R-12 be awarded to the highest ranked/lowest priced bidder, MacLean Media Systems Inc. in the amount of \$674,590.15 (inclusive of HST), of which \$528,126.26 is for the hardware/software and labour costs and \$146,464.19 is for 6 years of warranty, support and maintenance;
- 3) AND THAT the hardware, software and labour cost for Council Chambers and Canada Room for 034-R-12 be funded from account #049-5350-12410-005 Audio Visual Replacement (Canada Room and Council Chambers) in the amount of \$278,764, account #049-5350-10076-005 Core-Base Architecture (audio visual replacement in Canada Room) in the amount of \$86,562.26 and account #049-6150-11433-005 AV Replacement in Council Chambers in the amount of \$127,200 with a total of \$492,526.26 (inclusive of HST);
- 4) AND THAT the hardware, software and labour cost for Great Hall for 034-R-12 be funded from account #046-5350-12114-005 Great Hall Implementation of Multimedia (Phase 1 of 2) in the amount of \$35,600 (inclusive of HST);
- 5) AND THAT the hardware and software warranty, support and maintenance fees in the amount of \$146,464.19 (inclusive of HST) over a six year term be funded from #400-404-5360 Computer Hardware;
- 6) AND THAT Maclean Media Systems Inc. be designated as the preferred vendor for Town's Audio Visual service needs for the six year term of this contract;
- 7) AND THAT Report "034-R-12 Audio Visual Replacement" be included in May 15 Council Meeting.
- 8) AND THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to obtain approval to award the contract 034-R-12 for Audio Visual Replacement in the Canada Room, Council Chambers and Great Hall.

BACKGROUND:

The current Audio Visual (AV) Systems in the Council Chambers and the Canada Room were implemented 7 years ago with various upgrades over the years. These AV Systems are at the end of their life cycle, some of the components are starting to fail due to the age and usage, in most cases with difficulty to find parts. The microphones system both in the Council Chambers and Canada Room have already experienced several down times over the last two years forcing some committee meetings to be moved from one room to another. The microphone also continues to generate interference with old cellular devices. The video display is unable to handle high resolution input and staff has to adjust the resolution prior to presentations. There is an immediate need to upgrade/replace them with a reliable and more robust system in order to meet current and future business requirements.

In addition, the existing setup has very limited support for accessibility, for example, with the presenter desk not being wheel chair friendly.

Understanding the above situation, in September 2011 the Town engaged an Audio Visual professional consulting company – Mulvey & Banani, to assess the existing AV system in Council Chambers, Canada Room and for new AV requirements in Great Hall area and recommend the most optimal approach/direction the Town should pursue in order to replace/upgrade the current AV setup. The outcome of the study recommended replacement of most of the current AV equipment and the continued use of selected components based on their condition and the quality of the products in the industry. A workshop session was conducted with Council members and a number of meetings were held with other key stakeholders to gather requirements and establish the scope for the AV replacement.

It is with this background that the Town issued an RFP for the supply and implementation of audio visual equipment in Canada Room, Council Chambers and Great Hall area to be carried out during the 2012 summer recess, as well as to obtain support and maintenance of the system for a Term of six (6) years.

BID INFORMATION:

Advertised, place and date	ETN
Bid closing date	March 23rd 2012
Number picking up documents	23*
Number responding to bid	4

*From the 23 suppliers who picked up the bid document, 15 vendors attended the mandatory site visit (13 suppliers and 2 manufacturers). 7 out of the 8 vendors on the Town's original vendor list to receive the RFP, attended this session. The reasons for not participating with a bid submission, included: implementation timeline (busy summer for similar projects in universities and key staff being on vacations etc.), and the discomfort in "being" the general contractor (in regards to also managing the associated millwork).

PROPOSAL EVALUATION

This Request for Proposal ("RFP") was released using a two-stage approach whereby the Bidders provided a technical proposal in envelope 1 and a price proposal in envelope 2. The technical proposal (Stage 1) was evaluated with 70 points and 30 points assigned for price in stage two (2) with an option for 10 additional points for an interview/presentation and demonstration assessment.

The evaluation team was comprised of staff from the ITS department, Corporate Communication, Clerks and the AV Consultant with purchasing staff acting as the facilitator.

Stage (1) – Technical Evaluation (Envelope 1)

The first stage included evaluating the submissions against the pre-established evaluation criteria as listed in the Request for Proposal: including Company Information (experience of the firm), how the proposed solution addresses Town's business and technical requirements (Note: The Bidders who scored a minimum of 75% (52.5%) were selected to continue to the second stage - Envelope 2 which is the price evaluation).

TABLE A

Stage (1) – Scoring

Consultant	Score (out of 70)	Rank Results
MacLean Media Systems Inc.	59.13	1
Cinema Stage Inc.	52.76	2
RP Dynamics Inc.	51.18	3
Genesis Integration Inc.	50.94	4

Stage (2) – Price Evaluation (Envelope 2)

Upon completion of Stage 1 for all proponents, ONLY the sealed pricing envelope provided by the selected proponents from Stage 1 who scored >75% was opened.

Stage (2) – Price

Consultant	Score (out of 30)	Rank Results
MacLean Media Systems Inc.	30.00	1
Cinema Stage Inc.	28.09	2

Two proponents progressed to Stage 2- MacLean Media Systems Inc. and Cinema Stage Inc. Prices ranged from \$733,961 to \$846,041 inclusive of HST for year one (1) to year (6) for these submissions, taking into account the total cost of ownership including ongoing support and maintenance during this period. The maintenance cost is approximately \$141,456 inclusive of HST over 6 years.

Presentation and / or Demonstration Assessment

To ensure the highest ranked bidder understood our requirements and also to allow staff members to navigate through their software with technical representation, Staff invited the two highest ranked vendors to a Presentation Assessment as allowed for in the bid document.

Presentation

Consultant	Score (out of 10)	Rank Results
MacLean Media Systems Inc.	8.64	1
Cinema Stage Inc.	7.52	2

Overall scoring

Consultant	Score (out of 110)	Rank Results
MacLean Media Systems Inc.	97.77	1
Cinema Stage Inc.	88.37	2

MacLean Media Systems Inc., the lowest priced bidder scored highest on the technical submission demonstrating a thorough understanding of the project and its requirements. Their proposal demonstrated to the Town's satisfaction that they have the ability to undertake the project and they have a strong understanding of the project deliverables, key issues and challenges. Through the evaluation process, MacLean's demonstrated a depth of experience and expertise as it specifically relates to: a full service communications company, providing consulting, design, implementation and support for best audio visual technology solution (meeting Towns business and technical requirements) resulting in an overall higher ranking.

MacLean's team has specialized in the design and deployment of audio visual technology for the past twelve years. Their work has supported end-to-end solutions for a diverse range of clientele, including: **Corporate** (Boehringer Ingelheim, Segal Communications, Royal Bank of Canada); **Institutional** (Environment Canada, McMaster University, University of Guelph, Seneca College); **Performing Arts** (Four Seasons Centre, Rose Theatre, Hamilton Place) and **Municipal** clients (such as the City of Burlington); and numerous other organizations. MacLean Media Systems offers a unique, multidisciplinary, consulting, design and installation team who are able to create fully integrated, turnkey system solutions.

The Town is receiving a complete solution including installation, training and support to ensure a successful implementation and positive transition to the new solution. MacLean will provide a full warranty and support model with a dedicated customer service individual assigned to our account with phone and email access; remote VPN support; all parts & labour; Software & Programming; Loaner Equipment; Mission Critical Spare Inventory; 24 x 7 on-site replacements or repair and all related shipping and logistics costs, and an articulated service level agreement (SLA) relating to customer service timing solutions for six (6) years, local and dedicated support teams; and special discounting being presented as part of this award.

After evaluation scoring was completed, Purchasing staff negotiated with MacLean's, the highest ranked and lowest priced bidder, a **9%** (approximately \$59,370.85 exclusive of HST) cost reduction from their initial proposed price as allowed under the Purchasing By-Law, while still maintaining the same level of project deliverables. This does not include the negotiated 3% discount for early payments and additional value added components (queuing system in Canada room, flush mounted microphones for Council Chambers).

The following are the list of new enhancements that are included in upgrade:

- **Sound System:** Additional high quality loudspeakers will be installed to provide higher intelligibility in the sound system. The speakers will be electronically configured, with various presets which can be re-called via control system depending upon the room occupancy.

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- **Microphone system:** Existing microphone will be replaced with newer technology microphone system that filters out blackberry interference. This includes flush mounted microphones for Council Chambers and wireless microphones for Canada Room. In addition Canada Room microphones will have ability to interface with the Council Chambers conference system.
 - **Video System:** The video systems, both in Council Chambers and Canada Room will be upgraded to allow for both legacy analogue (VGA) and digital inputs. New Projectors will be display in 16:9 aspect ratios for enhanced quality and will provide 1080 pixel support. The solution will also include provisions to easily implement future video casting and press video feeds and will support for portable video conferencing units. The two screens in Council Chambers will be cable of displaying different contents.
 - **Timing system:** The existing standalone timing solutions in Council Chambers and Canada Room will be replaced with one that will be overlaid on the video system eliminating the need for dedicated clocks. The solution will allow easily configurable times with pre-sets for 3, 5 and 10 minutes along with a countdown or count up options.
 - **In-Camera:** The existing in-camera lights in Council Chambers and Canada Room will be integrated with the control system to provide true feedback by muting all feeds (such as media feeds, streaming feeds etc.) as per our requirements.
 - **Presenter's Desk:** The presenter desk located in the center of the Council Chambers will be modified to a standard desk height in order to accommodate wheel chair access.
 - **Hearing Impaired Station:** In addition to the Infra-red assistive listening system, one pod at the rear of the Council Chambers will have wired headphone station complete with a discrete headphone amplifier and volume control. This will be integrated with the necessary millwork.
 - **Visually Impaired Station:** At one pod at the rear of the Council Chambers, a LCD monitor will be provided for visually impaired patrons. The content of this monitor will mimic those of the projection screen.

The current scope for Great Hall includes an audio system with permanently installed ceiling speakers, two portable sub woofers, wireless microphone system and an assistive listening solution.

In addition Council Chambers, Canada Room and Great Hall will be setup with an ability to function as an overflow space for each other and controlled via a single control system. Furthermore in Council Chambers the exiting LCD monitor in council area will be replaced with 22" wide screen LCD monitors.

FINANCIAL CONSIDERATIONS AND TEMPLATE:**Hardware & Software and Labour Costs**

	\$
Council Chambers	319,140
Canada Room	175,053
Great Hall	33,934
	<u>528,127</u>

Budget Available

Proj# 12410 - Audio Visual Replacement for Canada Room & Council Chambers)	278,764
Proj# 11433 - Audio Visual Replacement for Council Chambers	127,200
Proj# 10076 - Core - Base Architecture (AV replacement in Canada Room)	50,000
Proj#12114 - Great Hall Implementation of Multimedia Phase 1 of 2	35,600
	<u>491,564</u>

Funding Shortfall*(36,563)

* The award shortfall of \$36,563 will be funded from the surplus funds available in Proj#10076 Core – Base Architecture (computer replacement).

The total award costs of \$674,590.15 also includes the maintenance costs of \$146,464.19 inclusive of HST) over six years. The costs will be funded from Acct#400-404-5360 Computer Hardware at \$9,370 for year 1, \$10,133 for year 2, \$10,935 for year 3, \$34,930 for year 4, \$39,476 for year 5, and \$41,620.19 for year 6. There is no impact to the operating budget for the first three years (2013 – 2015) as the annual maintenance cost will be similar to the current maintenance cost (which is approximately \$10,000).

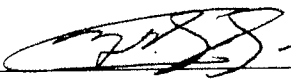
HUMAN RESOURCES CONSIDERATIONS:

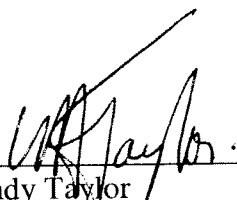
Not Applicable

ALIGNMENT WITH STRATEGIC PRIORITIES:

Not Applicable

BUSINESS UNITS CONSULTED AND AFFECTED:**RECOMMENDED BY:**


Nasir Kenea
Chief Information Office


Andy Taylor
Chief Administrative Officer