

MARSHALLTOWN

— I O W A —

REQUEST FOR PROPOSAL

City Council Chambers Audiovisual System

Responses Due

Wednesday, July 22nd, 10 AM

To the following:

City of Marshalltown
Attn: City Clerk
24 N. Center St.
Marshalltown, IA 50158

1. Project Overview

The City of Marshalltown (hereinafter referred to as “the City”) is seeking proposals from qualified audiovisual vendors to design, furnish, install, configure, test, train staff on, and support a complete audiovisual system for the City Council Chambers.

The system must support City Council meetings, board and commission meetings, public presentations, hybrid participation, livestreaming, recording, and general public meeting use. The completed system should be reliable, easy to operate, accessible, and appropriate for official public meetings.

The City’s goal is to replace or substantially improve the current audiovisual system with a simplified, integrated, and user-friendly system that reduces operational complexity, improves audio and video quality, supports hybrid meeting participation, and provides dependable livestreaming and recording capabilities.

2. Existing System Summary

The City currently operates an audiovisual system in the Council Chambers that requires multiple computers and several separate steps to conduct, livestream, and record meetings. The current system has become operationally cumbersome and does not consistently provide the level of audio clarity, video quality, reliability, or ease of use desired for official public meetings.

Current challenges include, but are not limited to:

- Multiple computers are required to operate the system.
- Staff must manage several pieces of equipment and workflows during meetings.
- Audio quality, including podium microphone quality, needs improvement.
- The system should better support hybrid participation, livestreaming, and recording.
- Meeting controls should be simplified and centralized.
- The system should provide more reliable fallback options in the event of equipment or internet failure.
- Staff need a clear command station from which the meeting can be monitored and controlled.

The selected vendor shall review the existing system, identify equipment that may be reused if appropriate, and recommend a complete solution that meets the City's performance requirements.

3. Existing Hardware Inventory

Current hardware includes, but is not limited to:

Parts list:

AMX NX-3200 NetLinx NX Integrated Controller (FG2106-03)

AMX 10.1" Modero G5 Tabletop Touch Panel (FG5969-47)

AMX PR01-0808 PR01-0808 PERP (FG1020-800)

4K HDMI TO USB CAPTURE 4K HDMI CTRLR TO USB CAPTURE (AMX-UVC1-4K)

Signal Processing:

BSS BLU800M & BSS BLU320M Signal Processors (BSSBLU800M-US & BSSBLU320M-US

w/ 3x BSS BLU 4CHNL AEC INPUT PERP BSS BLU 4CHNL AEC INPUT CARD (BSSBLUAECIN-M)

1x BSS BLU 4CHNL MIC/LIN INPUT PERP BSS BLU 4CHNL MIC/LIN INPUT (BSSBLUCARDIN-M)

1x BSS BLU 4CHNL LIN OUTPUT PERP BSS BLU 4CHNL LIN OUTPUT CARD (BSSBLUCARDOUT-M)

3x BSS BLU-USB BSS BLU-USB 8X8 USBPERP TO BLU LINK (BSSBLU-USB-M-US)

Amp & Speakers:

JBL Commercial CSA2120 Amplifier - 240 W RMS - 2 Channel (NCSA2120R-U-US)

NCST2120-X 2-CHANNEL ACCS TRANSFORMER KIT FOR CSA2120 Transf (NCST2120-X)

4x JBL Professional /T 2-way Ceiling Mountable Speak (CONTROL 16C/T-BK)

Mics:

11x AKG CGN321 STS Wired Condenser Microphone (2966H00010)

1x AKG High-performance gooseneck microphone DAM set (2765H00500)

Video

2x PTZOptics Video Conferencing Camera - 2.1 Me (PT20X-SDI-GY-G2)
AMX Precis 4x1+1 4K60 HDMI Windowing Processor (AMX-PR-WP-412)

Audio setup:

Input is taken from the 11x council dais mics, the podium mic, a mini-PC (NUC) mounted to the back of the monitor on the podium and another PC used for GoToMeeting attendees and fed into the BSS BLU Signal processors. Output from the BSS BLU is sent to the AMX Amplifier for in-room audio, back to the GoToMeeting PC for attendee audio as well as to a streaming PC for use with OBS Studio.

Video setup:

Input is taken from a computer at the podium & 2x ceiling mounted cameras, one facing the council dais, and the other facing the podium for speakers and run through the AMX HDMI Window Processor. Inputs are manually switched via the tabletop touch panel that is connected via ethernet in the back of the council chambers. The input switching has a delay and shows a blue screen on the output in the room and stream to YouTube.

Output from the AMX HDMI Window Processor is sent to 2x projectors in the room as well as 5x monitors on the council dais, that are connected via HDMI splitters. The output is also sent to a PC that captures the video stream and audio output from the BSS BLU signal processors using OBS studio. That is recorded locally as well as streamed to YouTube and the City Web Site.

Photos of the current system are attached to this RFP.

The vendor shall evaluate the existing hardware and identify:

- Equipment recommended for replacement
- Equipment that may be reused
- Equipment that may be retained only as backup
- Equipment that is obsolete or incompatible with the proposed system
- Any infrastructure limitations that may affect the proposed design

The City does not guarantee that existing equipment will be suitable for reuse. Any proposed reuse of existing equipment must be clearly identified in the vendor's proposal.

4. General System Requirements

The audiovisual system shall be a turnkey solution. The vendor shall be responsible for all design, equipment, installation, programming, integration, testing, training, documentation, warranty service, and support necessary to provide a fully operational system.

The system shall be designed for public meeting environments and shall support:

- City Council meetings
- Board and commission meetings

- Public presentations
- Public comment
- Hybrid meetings
- Remote participation
- Livestreaming
- Meeting recording
- Staff-controlled operation
- Use by presenters with City or personal devices
- Accessibility-related functionality, including support for captioning

The system shall be intuitive enough for trained City staff to operate without requiring specialized technical expertise during each meeting.

5. Audio Performance Requirements

The system shall provide clear, intelligible, and reliable speech reinforcement and capture throughout the Council Chambers.

At a minimum, the audio system shall clearly capture and reproduce speech from:

- Council members
- Mayor or presiding officer
- City staff
- Presenters
- Public commenters at the podium
- Remote participants
- Any designated staff or operator station

The podium microphone must provide clear and understandable audio without crackling, distortion, excessive background noise, or frequent signal loss.

The system must have the ability to capture audio from a PC at the podium.

The system shall be designed to minimize feedback, echo, hum, distortion, and uneven sound levels. Audio should be suitable for both in-room listening and remote/livestream audiences.

The vendor shall recommend appropriate microphones, speakers, processors, mixers, and related equipment necessary to provide reliable audio performance for official meetings.

6. Video and Display Performance Requirements

The system shall include cameras, displays, switching, and related equipment sufficient to allow the public, Council, staff, remote participants, and online viewers to clearly see speakers, presentations, meeting materials, and other relevant visual content.

The video system shall support:

- Clear camera views of Council members and staff
- Clear camera views of the public comment podium
- Clear display of presentations and meeting materials
- Viewing by in-room attendees
- Viewing by remote participants
- Viewing by livestream audiences
- Recording of meeting video and presentation content

Camera placement, switching, presets, or automation should be designed to support typical public meeting workflows. The City is open to vendor recommendations regarding fixed cameras, PTZ cameras, automated camera tracking, preset camera views, or other solutions that improve usability and meeting quality.

Displays shall be located and sized to allow Council, staff, presenters, and the public to reasonably view meeting content.

7. Livestreaming and Recording Requirements

The system shall support livestreaming and recording of public meetings using a simple and reliable workflow.

Staff shall be able to start, stop, and confirm livestreaming and recording from a centralized control interface. The system should clearly indicate when a meeting is being recorded and/or livestreamed.

The system shall support the ability to start and stop streaming within the same recording workflow when feasible, or otherwise provide a simple and reliable method for managing meeting recordings and livestreams.

The vendor shall identify the proposed livestreaming and recording workflow, including:

- How meetings are started
- How recordings are confirmed
- How streaming status is displayed
- How recordings are saved
- How files are accessed or transferred
- How staff can verify that a meeting was successfully captured
- What happens in the event of internet failure or streaming platform failure

8. Hybrid and Virtual Meeting Requirements

The system shall support hybrid meetings and virtual participation. Remote participants shall be able to hear in-room participants clearly, and in-room participants shall be able to hear remote participants clearly.

The system shall support people calling in or otherwise connecting remotely to participate in meetings. The system should be compatible with commonly used virtual

meeting platforms and should allow the City to conduct meetings with both in-person and remote participants.

The system shall provide a practical method for integrating remote participant audio and video into the meeting, livestream, and recording.

9. Control System and User Interface

The system shall include a simple centralized control interface for City staff.

The control system should allow staff to operate the meeting from a single point, preferably from a designated command station. The command station should allow staff to see relevant screens, monitor meeting operation, and control the audiovisual system.

The control interface shall include preset operating modes, such as:

- Council Meeting
- Hybrid Meeting
- Presentation
- Audio Only / Simple Meeting
- System Off

The interface should be intuitive, clearly labeled, and designed to reduce the number of steps required to operate a meeting.

The City's preference is to simplify the system and reduce the number of computers needed to run meetings. The proposed system should reduce reliance on multiple separate computers and manual workarounds.

10. Presenter and Device Connectivity

The system shall support a presenter's need to connect their own device.

The vendor shall provide a reliable method for presenters to connect laptops or other devices for presentations. The system may include wired and/or wireless presentation options, provided the solution is secure, reliable, and coordinated with City IT.

Presenter connectivity shall be easy to use and shall allow presentation content to be displayed in the room and, when appropriate, included in the livestream and recording.

11. Accessibility Requirements

The system shall include or support accessibility-related features appropriate for public meetings.

At a minimum, the system shall support captioning workflows or integration with captioning services or platforms. The vendor shall identify how the proposed system supports accessibility, including any options for captioning, assisted listening, improved speech intelligibility, or other accessibility features.

The system shall be designed to improve access for members of the public attending in person, watching online, or participating remotely.

12. Network and IT Coordination

Any network-connected audiovisual equipment must be coordinated with City IT.

The vendor shall identify all equipment requiring network access, including equipment used for control, livestreaming, recording, remote participation, wireless presentation, firmware updates, or remote support.

The vendor shall provide City IT with information regarding:

- Network requirements
- IP addressing needs
- Firewall or port requirements
- Security considerations
- User accounts or administrative access
- Remote access requirements, if any
- Software, licensing, or subscription requirements
- Firmware and update procedures

The City reserves the right to reject equipment or configurations that do not meet City IT security, reliability, or support requirements.

13. Reliability and Backup Requirements

The system shall be reliable enough for official public meetings.

The vendor shall design the system with reasonable backup or fallback options in the event of equipment or connectivity failure. The proposal shall describe how the system will continue to function, or how staff can reasonably respond if any of the system components fail.

14. Installation Requirements

The vendor shall be responsible for complete installation of the audiovisual system.

Installation shall include all necessary equipment, cabling, mounting hardware, programming, configuration, labeling, testing, and cleanup. Work shall be performed in a professional manner appropriate for a public meeting space.

The vendor shall coordinate installation scheduling with the City to minimize disruption to Council meetings, board and commission meetings, and other scheduled uses of the Council Chambers.

The vendor shall identify any required City responsibilities, including electrical work, network connections, furniture modifications, conduit, wall penetrations, or other related work.

15. Training, Documentation, and Support

The vendor shall provide staff training before final acceptance of the system.

The vendor shall provide complete system documentation, including as-built drawings, an equipment list, control system instructions, user guide or quick-start guide, warranty information, and support contact information.

The vendor shall also identify ongoing support options, including warranty support, service agreements, remote support availability, and response times.

16. Testing and Final Acceptance

The system shall not be considered complete until final acceptance testing has been conducted and approved by the City.

Acceptance testing shall include demonstration of all major system functions.

The vendor shall correct any deficiencies identified during acceptance testing before the project is considered complete.

17. Vendor Site Visit

The City will schedule a time for interested vendors to visit the Council Chambers, review the existing system, inspect the room layout, and ask questions.

Attendance at the site visit is strongly encouraged. Vendors shall be responsible for verifying existing conditions and identifying any issues that may affect their proposal.

18. Alternate Bid: South Wall Conference Room Setup

As an alternate bid item, vendors shall provide pricing and a recommended approach for installing a conference room-style audiovisual setup on the south wall of the Council Chambers.

The alternate setup should support smaller meetings, staff meetings, virtual meetings, presentations, and other uses that may not require the full Council Chambers meeting configuration.

19. Submission Requirements

In order to facilitate the analysis of responses to this RFP, vendors are required to prepare their proposals in accordance with the instructions outlined in this section. Proposals that deviate from these instructions may be considered non-responsive and may be disqualified at the discretion of the City. All costs incurred for the preparation of this proposal will be the responsibility of the vendor.

The vendor shall submit three (3) original proposals and one (1) electronic copy. Vendor proposals should include the following:

- Description of proposed system design
- Explanation of how the proposed system meets each performance requirement

- Equipment list with manufacturer and model numbers
- Identification of any reused existing equipment
- System diagrams or conceptual layout
- Description of control interface and preset modes
- Description of livestreaming and recording workflow
- Description of hybrid meeting workflow
- Description of accessibility features
- Description of backup or fallback options
- Network and IT requirements
- Installation approach and schedule
- Training plan
- Documentation to be provided
- Warranty information
- Ongoing support options
- Base bid cost
- Alternate bid cost for south wall conference room setup
- Any exclusions, assumptions, or required City responsibilities
- At least two references from former clients for previously installed systems.

20. Evaluation Considerations

In general, the proposals will be evaluated on the following factors:

- Qualifications and experience
- Responsiveness to the performance specification
- Quality and reliability of proposed equipment
- Simplicity of operation
- Audio and video performance
- Livestreaming and recording workflow
- Hybrid meeting functionality
- Accessibility features
- Network and IT compatibility
- Backup and fallback options
- Vendor qualifications and experience
- Training, documentation, warranty, and support
- Total project cost
- Long-term maintainability
- Ability to complete the project within the City's desired schedule

The City reserves the right to select the proposal that best meets the City's needs, which may not be the lowest-cost proposal.

21. RFP Timeline (subject to change)

Name of Proposal	City Council Chambers Audiovisual System
Date of Issuance	Friday, June 19 th
Onsite tour of Current AV System	Monday, June 29 th , 10:00 AM
Deadline for Questions	Tuesday, July 7 th , 5:00 PM
City's Response to Questions	Friday, July 10 th
Deadline for Proposal	Wednesday, July 22 nd , 10AM
Evaluation of Proposals	Week of July 27 th
Recommendation to Council and Award	August 10 th
Contact Person, Title	Carol A Webb, City Administrator 24 N. Center St., Marshalltown, IA 50158 cwebb@marshalltown-ia.gov, 641-754-5799

Any proposes received after the due date will be rejected and not considered. A public opening of proposals will not be held.

22. General Terms and Conditions

- **Contract:** Any award of a contract resulting from this RFP will be made only by written authorization from City of Marshalltown upon approval by the City of Marshalltown City Council. The contract between City of Marshalltown and the Vendor shall consist of (1) the Request for Proposal (RFP) and any amendments thereto and (2) the proposal submitted by the Vendor in response to the RFP. In the event of a conflict in language between these two documents, the provisions and requirements set forth and/or referenced in the RFP shall govern. The City also reserves the right to clarify any contractual relationship in writing with the concurrence of the Vendor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the Vendor's proposal. In all other matters not affected by the written clarifications, if any, the RFP shall govern. The City reserves the right to amend the contract to include any Federal requirements specifically associated with the funding allocation and program compliance.
- **Compliance with Laws:** In connection with the furnishing of supplies or performance of work under the contract, the Vendor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations, and executive orders to the extent that the same may be applicable, and further agrees to insert the foregoing provision in all subcontracts awarded hereunder.

- **Incurred Expenses:** This RFP does not commit the City to award a contract, nor shall the City be responsible for any cost or expense that may be incurred by the Vendor in preparing and submitting the proposal called for in this RFP, or any cost or expense incurred by the Vendor prior to the execution of a contract agreement.
- **Insurance:** The successful bidder must provide the City a certificate of insurance with the following coverage limits and maintain said coverages at all times during the term of a Contract. The City shall be named as an additional insured under the liability policy required above.
 - Comprehensive General Liability \$1,000,000 per occurrence/\$2,000,000 aggregate
 - Worker's Compensation as required by law
 - Professional Liability for Errors and Omissions \$2,000,000
- **Independent Contractor:** Nothing contained in this RFP is intended or should be construed as creating the relationship of co-partners or joint ventures within the City. The Contractor shall remain an independent contractor, and all employees of the Contractor or its subcontractors shall remain the employees of the Contractor or subcontractor and shall not become the employees of the City.
- **Nondiscrimination:** All Contractors agree that during the life of the contract, the Contractor shall not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, marital status, disability, sexual orientation, age, religion, or status with regard to public assistance, and shall intend a similar provision in all subcontracts entered into for the performance thereof.









