CITY COUNCIL COMMUNICATION:

99-442

AGENDA:

OCTOBER 4, 1999

SUBJECT:

PURCHASE OF CABLE BROADCAST PRODUCTION SYSTEM FOR DES MOINES CABLE CHANNEL 7

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

SUBMITTED BY:

ERIC A. ANDERSON
CITY MANAGER

ITEM ____

OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA

SYNOPSIS -

On November 16, 1998, City Council approved the purchase of a professional services contract with AVI Systems (Joseph Stoebner, CEO, Bismarck, North Dakota, with offices at 2851 - 104th Street, Suite D, Urbandale, Iowa 50322-3814) for Broadcast Engineering Design Services for the City of Des Moines Cable Channel. The consultant has returned his recommendation which outlined the equipment necessary for the City's broadcast production system. A bid was formulated based on the recommendation and sent out to a list of ten vendors. Only one company bid on the project.

FISCAL IMPACT -

Funding for this project will be provided from the $600,000 Capital Support resulting from the TCI Cable Franchise Agreement. The only bid came from AVI Systems for $500,500.

However, only $300,000 is available in the Information Technology budget for the purchase of broadcast video equipment. The bidder has agreed to remove two of the eight components-the Video Server System and the Automation System-from the original bid and enhance the Target Vision Component. The enhancement will partially compensate for some of features that will be lost due to the removal of two components of the system. These changes reduce the cost to $262,681.

RECOMMENDATION -

Approval.

BACKGROUND -

The consultant-recommended video equipment list contained eight components that were necessary to meet the objectives set by the City. They are as follows:

1.	**Video/Audio Production Equipment**	**$106,130**
	· This equipment shall offer the owner the ability to provide video and audio productions both in-studio and in the field. The video format shall be a digital format with 4:2:2 processing and industry standard Serial Digital Interface (SDI) inputs and outputs.	
2.	**Non-Linear Editing System**	**$46,030**
	· The system shall offer the owner the ability to create high quality video and multimedia productions. The system shall offer increased productivity by accomplishing common editing and creative tasks in the fewest possible steps. It shall utilize real-time integrated layering and nesting, 3-Dimensional effects, picture-in-picture, and transitions. It shall offer real-time on-line audio mixing with equalizer and gain adjustments. The system shall offer only the truest on-line image quality and audio quality. The system will be capable of inputting and outputting SDI to maintain the digital quality of the video/audio productions.	
3.	**Satellite Downlink System**	**$9,950**
	· The system shall offer the owner a system capable of receiving both C-Band and Ku-Band signals. The system shall be capable of receiving both analog and digital programming. The antenna shall be remotely positional and the receiver shall also be capable of remote control.	
4.	**Video Server System**	**$115,521**
	· The system shall offer the owner a software control and distribution package, which will provide a complete solution for the storage, retrieval, and playback needs. The system shall offer the ability to be configurable to utilize on-board and external storage as well as networking several systems together over a fiber channel. The technology shall utilize high quality Motion	

	Picture Encoded Graphics-2 (MPEG-2) encoders and decoders. The system shall offer two inputs and four outputs. The operational user interface shall offer playback, record, and browser functions. This item was removed from the original bid.	
5.	**Automation System**	**$119,668**
	· The system shall offer the owner efficiency and performance of the cablecasting operation automation. It shall offer a low-cost, high-performance, built-to-grow solution and be able to control a wide range of devices. The system will provide reliable real-time operation; simple play lists, and full-featured primary events. This item was removed from the original bid.	
6.	**Information Messaging System**	**$24,872**
	· The system shall offer the owner the ability to provide communication of vital information and statistics to its viewers and employees. The system shall be able to display this information in the form of text and graphics in a slide show format to the cable channel, a closed circuit television network, kiosks, and to the City's computer network. The system shall be multimedia capable; allowing for playback of motion video which can be inserted into the slide shows. The system shall be able to operate 24 hours a day and be updated via a modem or network connection.	
7.	**Routing and Distribution Equipment**	**$16,853**
	· This equipment shall offer the owner the ability to easily route and distribute video and audio signals. The equipment shall offer a cost-effective compact and modular design with high-quality broadcast standards. The architecture shall facilitate the transition to digital by handling mixed-signal (analog/digital and audio/video) configurations. The router minimum (8-input by 8-output configuration) shall have the ability to be expanded to 16-input by 16-output and it shall offer standalone operation or external control. The video and audio distribution equipment shall offer	

	integrated facility-wide distribution with flexibility, modularity, and reliability.	
8.	**Integration into Existing Equipment**	**$37,826**
	· The production systems shall be integrated into existing equipment being used by the City. These systems include the City Council Chambers' audio/video presentation system and video switching system to the cable system.	

The vendor can begin the delivery process of video equipment components within ten working days of being awarded the bid.