

# **Request for Proposals**

For

The Design, Implementation and Maintenance of a  
Computerized Web Video Streaming  
and Meetings Management System

for the

**City Council of New Orleans, LA**

Date Due: October 19, 2007

September 24, 2007

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# REQUEST FOR PROPOSALS (RFP)

## Design, Implementation and Maintenance of a Computerized Video Streaming and Meetings Management System

### **I. General Information**

The City Council of New Orleans seeks a consultant to design, implement and maintain a comprehensive, scalable, and flexible internet video streaming and meeting management system.

### **II. Goals of this System**

The City Council of New Orleans is actively trying to reach displaced citizens, streamline and make more cost effective the necessary government processes related to meetings, make the business of public meetings more transparent, and make the actions taken at meetings more easily available to the public.

The City Council recognizes that an increasing volume of items of vital interest to all citizens, including those who are displaced from New Orleans, will be taken up in the next few years and that the internet is the best medium for providing access and archives of public meetings and their related documents. With a good indexing system, the Council anticipates that anyone can research, find and watch video related to any agenda item in a meeting and download the related documents (legislative instruments).

The City Council has declared its intention to make the process of governing more accessible, transparent and cost effective. With reduced staffing,

this can only be done through new, automated processes. Therefore, the Council wants tools which help develop and publish meeting agendas electronically, including all documents relevant to an agenda item. The Council wants an automated process which can do a live reorder of the agenda during a meeting, parse text describing the current agenda item and the up next agenda item to screens in the Council Chamber and to the television feed. Also, to provide electronic voting, display and recording of votes and archiving of votes as well as provide tools for taking attendance, taking notes on meeting actions, and creating final minutes of meeting. The video and associated documents should be archived on-line for a period of time and then archived for staff access for at least seven years.

To accomplish this, a network will need to be built out in the Council Chamber, with the necessary equipment at each station on the dais and for the Clerk of Council staff. Additional display equipment will be necessary in the Council Chamber. Other features desired are touch screen panels at each Councilmember's position at the dais, where Councilmembers will vote, pull up documents on the agenda or follow the agenda, view (in order) who on the dais or in the audience wants to speak on a subject or may watch the video feed.

### **III. Interface Requirements for the RFP**

Your proposal should address each of the topics set forth in this RFP. You should also utilize any response tables as they are presented here.

Your proposal should work within the City of New Orleans current computing environment. Our current computing environment consists of:

- Wide-Area Network consisting of over 100+ in City Hall where the proposed system will be primarily used;
- Our network supports services across the city WAN for all local government agencies primarily running on a Cisco-based backbone with Microsoft Servers and some applications residing on an IBM mainframe;
- 1600 client (desktop) workstations primarily operating on Windows XP with 5500+ active users; and
- Software applications include: List to be provided following response as applicable.

The City of New Orleans uses a number of software applications critical to its core operation and mission. We expect that the proposed Web Video Streaming and Meetings Management System will need to interface or integrate with the following systems in order for the City of New Orleans to maximize its investment in its current applications and the purchased EDMS:

- Microsoft SharePoint; and
- Microsoft Office.

#### **IV. Scope of Work**

Neither this section nor any part of this RFP is intended to be all inclusive. Therefore, respondents should include in their responses any items they deem relevant and important to the project or The City of New Orleans.

The proposed solution shall be of an expandable, modular design to readily incorporate additional enhancements in the future. It should be developed, tested, and maintained using a high-quality software development methodology for long-term reliability and technical efficiency.

The City Council of New Orleans seeks to acquire an integrated voting system that provides a secure and simple digital platform for managing public meeting proceedings. The voting system should be integrated with the clerk's minutes annotation workflow. The integration between the voting system and the clerk's annotation workflow will allow legislative votes to be automatically recorded directly from the council into the Clerk's meeting minutes. In addition, voting results need to be displayed to the audience on projection screens, plasma displays, TVs or other traditional methods.

The Council will also be able to provide a live web-cast of all Council Meetings, another live streaming channel and meetings which are available on-demand, indexed by agenda item, and searchable by keyword. Agendas and Minutes should be linked and indexed to the audio/video of the meeting in a consolidated public archive and available over the web to a large number of concurrent users. Features desired include:

- Simple voting management via touch-screen interface that any council member can use;
- Fast and flexible workflow, which can keep pace with any meeting
- Automated process of creating motions, seconding motions (via touch-screen);
- Automated process of capturing votes by council (via touch-screen);
- Automated process of council member requesting to speak (via touch-screen);
- Speaker list management controlled by the Chairperson or Council President;
- Multiple preset speaker timers and display;
- Supports projection and plasma screen display for vote results as well as interfacing to television production;
- Clerk has flexibility to update roll call, motions, or votes through Minutes Interface;
- As actions are recorded (roll call, motions, votes, notes), they are time-stamped/indexed to video;
- Live Web-cast for all public meetings from the Council Chamber;
- All public meetings available on-demand, indexed by agenda item, and searchable by keyword;
- Software automatically links agenda and minutes to Audio/Video from meeting;

- Can run multiple Clerk minutes applications for concurrent recording and division of tasks;
- Agenda automatically imports into Minutes/Voting System applications;
- A system which easily converts and posts podcasts of meetings and other video programs and allows easy creation of CDs and DVDs of content;
- A network build out in the Council Chamber, including nine (9) voting stations, three (3) Clerk of Council stations, (12) network connections, computers, screens, as required for the system and making possible viewing the video feed, the agenda, agenda related documents. Also, the system should support a voting display screen as well as timers for speakers;
- All bandwidth requirements to transport/stream media for this application; and
- A redundant storage system for the video and document archive with web access sufficient to serve 1000 concurrent users with at least one year's worth of content and long term archive storage in City Hall.

## **1. Documentation**

The City Council of New Orleans expects the chosen vendor will provide for each software component a complete set of software documentation for users and administrators. The documentation can be printed, on CD-ROM, or downloadable from the vendor's Website. The City Council will be given

permission to reproduce the documentation or parts of the documentation as needed. It is expected that the vendor shall maintain its copyrights to all materials.

## **2. License Structure**

The license structure of the proposed solution should accommodate the departments and users as outlined above. The City Council of New Orleans expects the licensing structure to be enterprise-based so that it will also accommodate growth. The Council also expects the licensing structure will include price breaks at reasonable intervals for number of licenses acquired.

## **3. Maintenance**

All vendors should include Managed Services that include complete monitoring and maintenance of all on-site hardware and 24/7 technical and user support for your complete solution. The managed services should also include all software upgrades and bug fixes. All software upgrades should be included as part of your Managed Services program. This includes both the rights to use the upgraded software and any services required as part of the upgrade process.

#### **4. Support**

The City Council of New Orleans anticipates the chosen vendor will have the technical expertise, staffing, and protocols to effectively support the implementation of its proposed system in The City of New Orleans. Live support should be offered 24 hours a day, 365 days per year. Other desirable support options include FAQs, known issues tracking, email and online-live support, and access to support managers and development staff if required.

Successful vendors need to continually monitor, on a 24/7 basis, all the software and hardware included in the system. Should any malfunction appear, the vendor will immediately notify The City of New Orleans and proceed to resolve the issue.

#### **5. Warranty**

The City of New Orleans expects all software and hardware to be covered by a warranty period of no less than 1 year. All software and hardware warranties should provide for the operability of the system.

## **6. Implementation**

This section provides a brief description of the expectations, timeline, and training considerations the City Council of New Orleans anticipates during project implementation. As before, this section is not intended to be exhaustive and the Council is relying on vendors who submit proposals to incorporate the highest levels of service and expertise during the implementation phase(s) of this project.

## **7. Timeline**

The City Council of New Orleans hopes to complete phase one of the implementation by December 28, 2007 and to complete the final phase of the implementation no later than February 29, 2008. This would include all implementation steps, integration development, system testing, training, and any other steps identified by the chosen vendor.

## **8. Training**

Training is considered an essential element of this project. On-site training will be required of the approved vendor for all persons that will utilize the technologies. This will be done in a sufficient manner that all members of the City Council and appropriate staff will understand the vital functionalities discussed in this RFP and will experience hands-on training with the touch-screens and integrated software before this technology is used in a scheduled meeting.

## **V. Qualifications/Experience**

Your firm may propose the entire solution. If the proposal by your firm requires the use of sub-contractors, partners, and/or third-party products or services, you must clearly state this in your proposal. The City Council of New Orleans requires that the firms submitting proposals shall have primary project and service liability for all products and services which shall collectively meet the RFP requirements.

Your firm shall remain solely responsible for the performance of all work, including work that you sub-contract.

## **VI. Contents of Proposal**

*Transmittal Letter.* Please provide a formal letter of transmittal with your proposal that commits your firm to its proposal and states that the proposed solution meets the requirements of each subsection of this RFP. The transmittal letter must be signed by an officer of your firm authorized to do so. Also include contact information for: (1) the person responsible for answering questions regarding the proposal, (2) the person responsible for contract negotiation, and (3) the signer.

*Proposal Overview.* Please give an overview of the proposed solution including your company's unique abilities to meet the project requirements, software requirements, and hardware requirements. Include exceptions to the RFP if any.

*Company Information.* This section provides each vendor with the opportunity of demonstrating how its history, organization, and partnerships differentiate it. Please include the following: Company address, phone number, and email address.

- Describe the history of your company.
- What is your total number of installations of the proposed application software product?
- What is your service commitment to customers and measurements used?
- Are audited or otherwise verifiable financial statements available upon request?
- How many employees/subcontractors are involved in providing direct technical support for the proposed application software product?
- Is your organization involved in any pending litigation that may affect its ability to provide its proposed solution or ongoing maintenance or support of its products and services?

If you are a value added or similar reseller of the system you are proposing, answer the above questions for the software's parent company.

*Sub-Contractors/Partners.* List any sub-contractors, partners, and/or third party application providers who are involved in fulfillment of proposed solution. Describe the specific role of each.

*References.* Give contact information on three of your customers, including the organization's name and the contact's name, title, address, telephone number, and email address. Also include the products the customers use.

**1. Vendor's Proposed Solution**

Please give a detailed description of the solution you are proposing. Include software modules and hardware required to operate the system. Tell why your solution best meets the needs of the City Council of New Orleans.

**2. Product Descriptions**

For each product module you are including in your proposal, provide a detailed description of its purpose, benefits, and key features. Illustrate the dependencies between modules (e.g. if the organization selects modules "C" and "D" it must have module "B"). Additionally, please indicate wherever a module is required or optional.

*Documentation.* Both system level and user documentation must be provided. List and describe the available documentation that is included in the proposal pricing in this RFP and the media on which it is published.

*Maintenance.* Describe the details and duration of any manufacturer's warranty on proposed hardware and software systems including how often you provide product updates.

*Support.* Vendor shall describe the extent and nature of software support services, including Web-based and telephone support, and consulting support.

*License Structure.* Please describe your software licensing structure in detail. Do so for each product or module if they differ from one another.

*Warranty.* Describe what is included with the manufacturer's warranty.

### **3. Project Implementation**

This section covers various aspects of your firm's approach to implementing projects. Please respond with as much relevant detail to the City Council of New Orleans project as possible given the information you've been provided in this RFP and/or at the pre-proposal conference (if applicable).

### **4. Project Team**

List your project team. Provide names, roles, involvement levels and durations, and relevant experience for each person on the team.

Describe the level of the City of New Orleans staff involvement required during implementation.

## 5. **Methodology and Approach**

Provide outline and approach for the project including:

- Defining your criteria to determine when installation is complete.
- Providing a proposed schedule for implementation steps.
- Describing what type of training and the number of people to be trained that is included as part of the initial installation.
- Describing how you will schedule and provide for training of end users, technical staff, and system administrators including initial training, consultation, and follow-up training.
- Describing what types of additional training may be available either through your company or through another agency.

## 6. **Recommended Hardware Configuration**

Describe in detail all hardware required to implement the proposed software system and provide diagram of the recommended hardware configuration.

Describe the level of the City of New Orleans staff expertise required to support the suggested hardware.

If your firm is acting as a hardware reseller, describe the details and duration of any manufacturer's warranties on proposed hardware.

## **7. Requirements**

Identify any potential performance impact to the existing LAN/WAN and provide recommendations to minimize any performance impact. Identify any other system issues. List minimum client workstation requirements.

## **8. Pricing**

Provide complete cost breakdowns for system design, software, hardware, maintenance, training and system implementation, and any additional services required. List and describe in detail the projected maintenance costs involved in this proposed system. List and describe the costs to train additional 'basic' or 'advanced' users in the future, including descriptions and costs for documentation materials, consulting, installation, travel and per diem. List and describe pricing for optional items associated with the system.

## **9. Evaluation Criteria**

Proposals will be evaluated in accordance with Council Rule 45 and appropriate criteria established by the Staff Selection Review Committee. Such criteria may include but not be limited to the following:

- Ability to meet the functional, technical, and interface requirements with minimal custom development
- Deliverables and documentation as stated throughout the RFP including the capability to provide ongoing support

- Financial stability and company experience with the applicable business and technical functions
- References
- Total cost of build out, licenses and maintenance fees
- License and maintenance agreement terms and conditions
- Training and experience with type of task required;
- Appropriateness of plan submitted
- Capability of contractor to provide staffing and support
- Knowledge of local conditions
- Ability to provide the work in the time period required, as evidence by past performance and current workload
- Involvement of members of disadvantaged groups at the professional level
- Participation by persons living and/or working in New Orleans at the professional level
- The need for continuity of services and/or specialized and institutional experience and knowledge

**10. Proposal Process**

A preproposal conference will be conducted by the Council staff committee on Friday, October 5, 2007 at 2:00 p.m. in the City Council Chamber, City Hall, 1300 Perdido Street; all questions of potential proposers will be addressed at that time. **No other written or oral communications from**

**potential applicants regarding this proposal shall be made to any Councilmember or Council staff person during this Request for Proposal process.**

Fifteen (15) copies of the final proposal must be submitted by 3:00 p.m. on Friday, October 19, 2007 to the City Council Utilities Regulatory Office, Room 6E07 City Hall, 1300 Perdido St., New Orleans, LA 70112.

A staff selection review committee established in accordance with Council Rule 45 will review and evaluate the proposals, and that committee will issue a report reflecting that evaluation, including a list of up to five top respondents to the Council's Cable/Telecommunications Committee for further consideration, in accordance with Council Rule 45.

**11. Additional information**

The City of New Orleans is not liable for any costs incurred prior to entering into a formal written contract. Any costs incurred in the preparation of the proposal, interviews or other pre-contract activity are the responsibility of the proposer.

All proposals submitted become the property of the City and as such are public information.

The City Council reserves the right to accept or reject any and all proposals submitted. The City of New Orleans shall have no obligation to award a contract as a result of this RFP.