



## REQUEST FOR QUALIFICATIONS

The City of El Cerrito invites statements of qualifications for:

### **CONTINUOUS DIGITAL VIDEO SURVEILLANCE SYSTEM PROVIDERS DUE: Open-ended**

#### **STATEMENT OF WORK AND FORMAT**

The City of El Cerrito (City) requests statements of qualifications for the following purpose, according to the terms and conditions attached. In the preparation of this Request for Qualifications (RFQ), the words "Bidder," "Proposer", "Firm", "Company", "Contractor" and "Vendor" are used interchangeably.

1. Purpose:

The City of El Cerrito desires to establish a list of reasonably priced digital video surveillance system providers. The primary purpose will be for the City to make the list available to local businesses, especially those who are required under the El Cerrito Video Surveillance Act of 2007 (Act) to install and operate a video surveillance system by October 31, 2008 which meets the minimum technical standards set by the City.

2. Introduction/Background:

The El Cerrito Video Surveillance Act of 2007 (Act) requires certain businesses in El Cerrito to use a video surveillance system which meets the minimum technical standards set by the City. The system includes cabling, monitor, digital video recorder (DVR), as well as appropriate cameras and lens for their specific location/purpose. The Act went into effect on October 31, 2007. Businesses have one year (until October 31, 2008) to comply with the new law.

A full copy of the Act can be downloaded from <http://www.el-cerrito.org/police/cctv.html>.

The Act calls for certain businesses in El Cerrito to use a continuous digital surveillance system that records images in color. It establishes standards regarding the type and number of cameras, as well as the media used for recording. The standards were developed to ensure the systems can produce images clear enough to be useful for the police when investigating a

crime and the district attorney to prosecute a crime. A quality video surveillance system helps to apprehend and prosecute criminals.

The City seeks to develop a list of vendor(s) to share with local businesses. Those businesses may choose to select one or more vendors to provide such services. Businesses will not be required to use a vendor listed. Businesses are responsible for negotiating a contract with the vendor of their choice.

Vendors interested in submitting a statement of qualifications to be considered for inclusion on the City's list of vendors who could provide such services to businesses in El Cerrito are required to follow instructions contained in this RFQ. In the event it becomes necessary to revise any part of this RFQ, revisions will be provided by addenda posted on the City web site: [www.el-cerrito.org](http://www.el-cerrito.org).

3. Work Statement:

ACTUAL DELIVERABLES would be agreed upon directly with the client.

If an El Cerrito business enters into a contract with the listed vendor for the purpose of installing or enhancing a surveillance system to comply with the Act, the listed vendor acknowledges they will:

- a. Make a commitment with the client to work with the El Cerrito Police Department regarding the inspection and approval process.
- b. Work with the client and the El Cerrito Police Department to ensure the system meets the requirements of the Act, including during the client's pre-installation assessment as well as the inspection once the system has been installed.
- c. For each system, provide client with a detailed written list of all equipment and technical specifications proposed to demonstrate components meet or exceed the Act's minimum standards prior to installation.
- d. For each system, provide client with a printed and/or electronic file illustrating camera placement for each system assigned, and technical specifications proposed to demonstrate cameras and lens meet or exceed the Act's minimum standards

4. Required Qualifications:

The company must offer system design services. It is not required that the company provides installation or on-going services, such as maintenance, monitoring, etc. The company may subcontract for the installation. The successful contractor will meet minimum qualifications in many areas such as:

- The company must have experience performing similar work.
- The company must have been in the security systems design business a minimum of two years at the time the contract is awarded.

5. Schedule: The re-release of this RFQ does not have a closing date. Submitted Qualifications will be evaluated within one month and successful submissions will be added to the list of vendors identified as having demonstrated an understanding of the Act, including the minimum technical standards within one week of evaluation completion.

6. Response Submittal Requirements.

Submitted responses must follow the format outlined below, and all requested information must be supplied. Failure to submit responses in the required format will result in elimination from evaluation. Please submit three (3) hard copies and one (1) electronic copy (as a PDF) of the response.

Each response must be developed in two parts: Part I must relate to the Technical Submittal. Part II must relate to the Scenario Proposal (which includes a cover letter, diagram and cost estimate for a fictitious store).

## **PART I - TECHNICAL SUBMITTAL**

*Cover Letter*: Must include the name, address, email and telephone number of the company, and be signed by the person or persons authorized to represent the vendor.

*Response to Requirements (Section I)*: Provide a brief explanation and interpretation of the areas of importance described in the RFQ that demonstrate your understanding of the City's requirements.

*Objective, Nature of Proposed Program (Section II)*: Describe your overall approach to how you would work with your clients to meet the standards of the Act.

*Methodology (Section III)*: Describe the methodology and techniques to be employed. Identify the minimum project turnaround times. Discuss your plan for customer/vendor interface on projects to ensure maximum level of customer service. Some form of on-site interaction is considered essential to this proposal.

*Assigned Personnel (Section IV)*: Identify a project manager who will act as the single point of contact for businesses considering the purchase and/or installation of a surveillance system. Identify the individuals most likely to be assigned to work with clients in the City of El Cerrito, and include their resume. Provide a summary of similar work previously performed, indicating relevant experience with designing systems for liquor stores; firearms dealers; second hand dealers (e.g. pawnbrokers, or coin dealers); banks & check cashing businesses; convenience stores; fast food restaurants; and strip-mall style shopping centers. Describe the responsibilities and capacity of the technical personnel involved.

*Subcontractors (Section V):* If subcontractors are commonly used, identify examples of such in the submittal. Describe the work to be performed and the percentage of time they would contribute.

*Contractor Capability and References (Section VI):* Provide a summary of the vendor's relevant background experience. Include at least three references preferably in the Bay Area, and a contact person for each of those clients.

*Conflict of Interest (Section VII):* Disclose possible conflicts of interest with the City. Although the bidder will not be automatically disqualified, the City reserves the right to consider the nature and extent of any actual or perceived conflict of interest in evaluating the submittal.

*Additional Data (Section VIII):* Provide other essential data that may assist in the evaluation of this submittal.

## **PART II – SCENARIO PROPOSAL**

NOTE: The City intends to develop a list of digital video surveillance system providers and share that list with local businesses that are subject to the Act. So that those businesses can make a sound decision regarding the vendor of their choice to install or enhance their system, the City will create a publically available reference folder with the scenario exercise (including costs) from each qualified vendor on the list.

Businesses will be responsible to select their own vendor and negotiate their own contracts. Businesses have the right to negotiate a lower or different fee structure with any vendor.

For purposes of developing a cost estimate and to demonstrate knowledge of proper camera placement, please complete the exercise of designing a system that would comply with the Act for a fictitious store described in the exercise. Use provided floor plan (or similar diagram) to demonstrate the placement of components in the system you would propose for the store in the exercise.

Provide a detailed written list of all equipment and technical specifications proposed and a cost estimate.

Provide a diagram illustrating camera placement, and technical specifications including DVR, camera and lens types.

For the diagram, please list the name and complete address of the proposer on the front side of the diagram. Use icons to indicate location of each component. Use the appropriate icons; indicate the number, type and location of cameras proposed for that store to comply with the Act. Include the camera range of view and distance from target. Show dedicated power source. Include a key listing the DVR, camera and lens types on the front of diagram.

Sample icons:

 = DVR

 = System Monitor

 = Camera

For the cost estimate, include:

*Name and Address:* List the name and complete address of the proposer in the upper, left-hand corner.

*Costs:* Please include the rates of charge the contractor expects or has normally used in invoicing.

- 1) **Supplies and Equipment:** Please list all equipment, software and hardware proposed for the fictitious store. Include make, model, year and technical specifications. You may list a total cost for Supplies and Equipment or list the price for individual items.
- 2) **Labor:** List an hourly labor rate for each employee skill level.
- 3) **Services:** Provide an hourly rate for services relevant to this submittal
- 4) **Subcontractor Costs:** Identify if subcontractors will be used by name and list their cost per hour or per day.
- 5) **Travel Costs:** List vendor's billable travel costs, if any.
- 6) **Miscellaneous Costs, if any:** Identify and list any costs vendor anticipates that are not covered above.

It is expected that general, overhead, and administrative costs are included in the hourly rate for labor. It will be assumed that all contingencies and/or anticipated escalations are included.

### **RFQ SUBMISSION**

All responses must be submitted according to specifications set forth in contents of this RFQ. Failure to adhere to these specifications may be cause for rejection of submittal.

- 1) **Signature.** All submittals should be signed by an authorized representative of the bidder.

2) Submission. The proposer shall submit three (3) complete hard copies and one (1) electronic copy (in PDF format on a compact disk) of the response plainly marked with the name and address of the bidder and the words "Request for Qualifications." All submittals must be directed to:

City of El Cerrito  
Attn: Suzanne Iarla, Public Information Specialist  
10940 San Pablo Avenue  
El Cerrito, CA 94530

All documentation of unit pricing or other cost breakdowns as outlined must be submitted. The City is not responsible for responses not properly marked and delivered. Upon award, all submissions become a matter of public record.

3) Addenda. City may modify the RFQ and/or issue supplementary information at any time.

4) Rejection. A response may be immediately rejected if:

- It contains misrepresentative or misleading information;
- It is not prepared in the format prescribed and/or;
- It is signed by an individual not authorized to represent the vendor.

City may reject the response of any proposer who has previously failed to perform properly, or complete on time, contracts of a similar nature, or to reject the response of a proposer who is not in a position to perform such a contract satisfactorily. The City reserves the right to reject any or all submittals and to waive any informality in any proposal. The City also reserves the right to modify or negotiate with proposers.

5) Disposition of Responses. All responses become the property of City. One copy of the submittal shall be retained for City files. Additional copies and materials will be returned only if requested and at the bidder's expense.

6) Evaluation and Selection. An evaluation panel will evaluate submittals to determine responsiveness. The panel will recommend a list of pre-qualified providers to the City Manager, who will make the final approval.

Proposals will be evaluated on the following criteria:

- a. Quality of the exercise submittal including demonstrated understanding of the equipment and design (layout) needed for the system to meet the requirements of the Act
- b. Level of experience of company and training of personnel
- c. Responses of references supplied
- d. Responsiveness
- e. Competitive pricing structure

- f. Company's commitment to customer service.
- g. The cost submittal will be reasonably priced

During the selection process, the evaluation panel may wish to interview bidders for clarification purposes only. No new material will be permitted at this time.

7) Alternatives. Any changes or alternatives must be set forth in a letter attached to this submittal. The City has the option of accepting or rejecting any alternative response. Alternatives are encouraged.

8) Questions. Questions should be directed to:

Suzanne Iarla,  
Public Information Specialist  
City of El Cerrito  
10940 San Pablo Avenue  
El Cerrito, CA 94530  
(510) 215-4318

Questions may also be faxed to (510) 215-4379 or email [siarla@ci.el-cerrito.ca.us](mailto:siarla@ci.el-cerrito.ca.us).

9) Awards. This RFQ will not result in any contract(s) awarded by the City. The City may select more than one vendor that responds to this RFQ to create a list of responsive, responsible vendors to share with local businesses interested in surveillance systems services for the next 1-3 year period. The list will be based on response evaluation, sample work, and other criteria as specified in the RFQ.

10) Contract Pricing. Except as otherwise provided, price proposals must remain consistent through December, 2008.

Attachment:

Exercise Instructions including description of fictitious store and diagram of store floor plan and parking area.

This page is blank



## CONTINUOUS DIGITAL VIDEO SURVEILLANCE SYSTEM REQUEST FOR QUALIFICATIONS

### EXERCISE INSTRUCTIONS

#### Instructions

For this exercise, you are asked to provide a proposal for a continuous digital video surveillance system to fictitious business in El Cerrito. The proposal must include a cover letter, a diagram illustrating placement of each component of the system and a cost estimate.

For the exercise, assume the client is a small, family-owned business which needs to confirm to the El Cerrito Video Surveillance Act of 2007. The business owner must purchase all equipment, hardware and software for a system in their store and parking area. The business owner wants to have the system installed by October 1, 2008. The business owner does not want to enter into an on-going contract for maintenance or services.

Clearly list any optional items you are proposing beyond the minimum necessary to meet the standards of the Act and the cost for optional items in addition to “package” cost. Do not assume the business owner wants any/all optional items.

The use of the name of a manufacturer, or any specific brand or make is encouraged in the exercise and does not restrict proposers to the manufacturer or specific article; this is simply to indicate a quality and utility of the article identified.

Be sure to show/describe specific camera placement, including installation location, height, angle, what the camera is focused on, and the type and specifications of the camera. Indicate if the camera is an indoor or outdoor camera.

Be sure to describe the equipment. Answer the following questions:

- Does the proposed Digital Video Recorder (DVR) have at least one dedicated channel for each camera in operation?
- Can the proposed DVR record in color, at a resolution of 640 x 480 pixels or greater and record at a rate of fifteen frames per second, per camera?
- Does the proposed DVR have enough memory to retain data from all cameras for a period of thirty days?
- Can the proposed DVR time stamp and “watermark” recorded images?
- Can the proposed DVR burn DVD-R copies (to be played in a standard DVD player or Windows Media Player)?

- Is the monitor a Liquid Crystal Display (LCD) screen at least 15” in size (measured diagonally)?
- Do all the cameras operate with at least 480 Total Vertical Lines (TVL) of resolution?
- Can all the cameras record color images and automatically switch to black and white recording in low light?
- For each type of camera and lens used, indicate how each camera and lens is appropriate for a specific location/purpose, including specification such as lox rating and range (distance)
- If the system is web-enabled or has wireless capability, describe how the user will have off-site access and how the user could give permission to the ECPD to securely access the system via the internet?

**Cover letter** should include brief introduction of the firm, the “package cost” for a system that meets the standards of the Act, and a proposed timeframe that is realistic and takes into account time to conduct site visit, attend pre-installation assessment by the El Cerrito Police Department, procure equipment, install system, attend inspection of installed system by the El Cerrito Police Department, and –if necessary–time to make adjustments to bring system into compliance with the Act prior to client’s deadline.

**Diagram** must include camera type and view range, as a key indicating all components shown in the diagram. Be sure to describe specifications of all components shown in the diagram in the cost estimate.

**Cost estimate** should include:

*Name and Address:* List the name and complete address of the firm in the upper, left-hand corner.

*Costs:* Please include the rates of charge the vendor expects or has normally used in invoicing.

1. Supplies and Equipment: Please list all equipment, software and hardware proposed for the fictitious store. Include make, model, year and technical specifications.
2. Labor: List an hourly labor rate for each employee skill level.
3. Services: Provide an hourly rate for services relevant to this submittal
4. Subcontractor Costs: Identify if subcontractors will be used by name and list their cost per hour or per day.
5. Travel Costs: List vendors billable travel costs, if any.
6. Miscellaneous Costs, if any: Identify and list any costs vendor anticipates that are not covered above.

**Exercise Description of fictitious store**  
**“Cerrito Take Out”**  
**11650 San Pablo Ave, El Cerrito, CA 94530**

- Small take out sandwich restaurant
- Free standing rectangular building, abuts full length wall along northern side
- One story, brick façade building, built in 1964
- Located on east side of San Pablo Avenue
- Entry door on southern end of west side of building
- Exit/utility door on eastern end of south side of building
- Twelve (12) parking stalls, seven (7) along south side of building, five (5) along west side of building
- Entrance/exit to parking area is driveway onto San Pablo Ave, south of building
- Counter is 3’ tall by 3’ wide with one register at north-west and one at southeast
- Customer area has full length window walls
- Employee service area has half window walls (above counter height)
- Employee storage area has no windows. Area includes bathroom for employees only with lockers inside
- Garbage/service area behind building, gate access to eastern portion of southern parking area

# PART II – SCENARIO PROPOSAL

## Exercise floor plan “Cerrito Take-Out”

