

**PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of January 24, 2012**

ITEM #36

ITEM TITLE:

Consider Approval to Enter into an Agreement with Berkeley Sound Artists, Inc. in Collaboration with Jed Riffe Films + Electronic Media for Multimedia Design Services for the Africana Studies Center at Merritt College

SPECIFIC BOARD ACTION REQUESTED:

Approval is requested to enter into an agreement with Berkeley Sound Artists, Inc. in collaboration with Jed Riffe Films + Electronic Media for multimedia design services for the Africana Studies Center at Merritt College, in the not-to-exceed amount of \$399,500.

ITEM SUMMARY:

The scope of services for the Africana Studies Center includes, but is not limited to:

- Interactive multimedia design and module development
- Research design and development
- Content and module creation
- Non-module information research and documentation

A formal Request for Proposals was conducted for this project (RFP 11-12/12). Only one proposal was received on December 12, 2011, from Berkeley Sound Artists, Inc. in collaboration with Jed Riffe Films + Electronic Media. Although only one bid was received, staff considers it a responsive and responsible bid in this highly specialized field. This bid price is competitive and within budget. Approval is recommended for the Chancellor to enter into an agreement with Jed Riffe Films + Electronic Media in the not-to-exceed amount of \$399,500.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):

Bond Measure A, as approved by the voters in Peralta's constituency and authorized under Resolution 05/06-45, Exhibit A-1, Merritt College, "Program/Event space in Library," and "Group study rooms in Library."

BACKGROUND/ANALYSIS:

On July 19, 2011 the Board approved a budget transfer and appropriation for the Africana Studies Center at Merritt College, to be located in the Library/Learning Center. The construction of the Library/Learning Center is over 90% complete.

DELIVERABLES/SCOPE OF WORK:

Design responsibilities include but are not limited to:

- Researching and implementing strategies for delivering information.
- Creating information architectural that is logical and streamlined.
- Creating the interactive experience.
- Script writing and creating narratives in both English and Spanish, and providing unit price for creating additional languages.

- Creating original content such as videos, mapping interfaces and a sound design.
- Securing appropriate rights to existing sound, video and photographic content used in the project.
- Executing the digital programming of design.
- Comparing different platforms for building and displaying the interactive modules.
- Developing a strategy for maintaining the functionality of the hardware and soft content used.
- A minimum of one station and module of the multimedia design shall be fully compliant with ADA requirements.
- Compiling data for and recommending the appropriate hardware and associated software necessary for implementing multimedia design, in the form of written recommendations for required hardware and software.
- Provide as an alternate cost proposals for service agreements for both three and five years.
- Provide warranty and necessary software revisions to accommodate operating system updates and upgrade plans for both three and five years.
- Provide full training for use and operation of multimedia design and use with recommended hardware and software.

ANTICIPATED COMPLETION DATE:

This project will be completed within one year from the date of the Notice to Proceed.

ALTERNATIVES/OPTIONS:

Not applicable.

EVALUATION AND RECOMMENDED ACTION:

Approval is recommended to enter into an agreement with Berkeley Sound Artists, Inc. in collaboration with Jed Riffe Films + Electronic Media for multimedia design services for the Africana Studies Center at Merritt College, in the not-to-exceed amount of \$399,500.

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ NO X

COMMENTS:

No additional comments.

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

Vice Chancellor Ikharo

(*****Board contract approval is subject to negotiation and execution by the Chancellor.)

DOCUMENT PREPARED BY:

Prepared by: Dr. Sadiq B. Ikharo Date: January 17, 2012
Vice Chancellor for General Services

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Dr. Sadiq B. Ikharo Date: January 17, 2012
Vice Chancellor for General Services

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: Ron Gerhard Date: 1-19-12
Ron Gerhard, Chief Financial Officer

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: Thuy Thi Nguyen Date: 1-19-12
General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: Wise E. Allen Date: January 17, 2012
Wise E. Allen, Chancellor