

South Bay Cities Council of Governments

July 14, 2025

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director
David Leger, Senior Project Manager

SUBJECT: Recommendation for Audio-Visual System for New Board Room

BACKGROUND

SBCCOG staff has been working with Sharp to develop audio-visual (AV) solutions for the new Board room. Sharp's AV specialist designed a system based on direction from SBCCOG staff which factored in the significantly larger room size as well as comments and feedback received from staff, members of the Board, and guests about the existing AV system over the years in the current office. Two main issues were identified:

- Although the microphones at the Board table are sensitive and pick up voices very well, if the speaker is not sitting at the table, it can be difficult to hear the person speaking when listening online. For example, when staff reports on an item from anywhere except the Board table, virtual participants have a harder time hearing them. The same issue occurs if somebody is providing public comment as well.
- For those participating in-person, it's been a frequent comment that soft-spoken people can be hard to hear within the room.

Sharp's AV specialist was also able to make a site-visit to the new office to verify the initial proposed elements. The new Board room is approximately one and a half times as big as the current space, and the existing issues would only be exacerbated by the larger space. Therefore, Sharp is proposing a system that includes the following:

- Three monitors (two on the long wall, and one on the short wall)
- Two cameras
- Ceiling mounted microphones (for teleconferencing)
- Ceiling mounted speakers
- Wireless microphones for the tables (for in-room sound)
- Control panel
- PC
- Miscellaneous mounts, switches, and devices to manage the integrated system.

Also included in the proposal is system testing after installation as well as staff training.

SBCCOG staff and Sharp believe this system would create a more executive level system that addresses the two main issues described previously. In order to create a system in which there is no feedback or poor-quality audio for those online, an integrated system is necessary. If the two systems – one for teleconferencing and one for in-room audio – are not integrated, those participating online would hear a person's voice going through the in-room audio microphone, coming out through the in-room speakers, going back in through the teleconference microphones, and then out through their computer speakers. This would create an opportunity for feedback and poor audio quality.

Although there are significant material and labor costs with the proposal (Exhibit 1), the Board room AV system is a significantly more complex system and requires a multi-day installation. Even though it is not a simple plug-and-play installation, it is user-friendly. No additional staff are required to operate the system during meetings.

In addition to working with Sharp, SBCCOG staff surveyed member cities to learn more about systems they use. The cities of El Segundo and Lawndale replied to the survey. SBCCOG staff reviewed the responses and determined that city council chamber systems are significantly different than the SBCCOG's system and serve different needs. For example, council chambers are largely stationary while the SBCCOG's Board room operates more like a multi-purpose space that can be reconfigured based on the specific meeting needs. Additionally, council chamber systems also integrate into cities' streaming platforms (such as city cable channels, YouTube channels, Granicus/agenda management platforms) and require multiple dedicated staff to operate. The SBCCOG's system is simpler in this regard as virtual meetings are recorded via Zoom and the video file is posted to the SBCCOG YouTube page afterwards and does not require integration into any cable networks or agenda management systems.

SBCCOG staff also researched alternatives to Sharp, including the AV company used for General Assembly (GA) needs. The GA vendor does not design/install systems and only provides services to events like the GA. Several other local AV firms provide a similar event-only service. SBCCOG staff submitted requests for quotes from two nationwide AV companies and one local, but did not have satisfactory experiences with any and ultimately did not receive proposals.

SBCCOG staff believes that this one-time investment, although costly at \$68,114.85 plus tax, is a worthwhile investment to make in the new office at the start of the seven-year lease. It would make significant strides towards creating a high-quality experience for the Board, staff, as well as guests attending both in person and virtually. Although the room may not be as large as the shared conference room in the former Western Avenue office building, it will be a major upgrade from the Crenshaw Boulevard space and be much closer in overall experience to the Western Avenue space.

Sharp has supported the SBCCOG's IT and AV needs for several years and has consistently provided quality service and made sound recommendations for equipment and service needs. The price of this new system has not been budgeted; however, SBCCOG staff believes it is an appropriate one-time use to come from the organization's fund balance.

RECOMMENDATION

That the Steering Committee recommend Board approval of the proposal from Sharp for the new AV system at a cost of \$68,115.85 plus tax and that the funding should be removed from the budget fund balance.

Attachment: Exhibit 1 – Sharp AV proposal

SHARP®

SHARP BUSINESS SYSTEMS



Solutions Proposal

Prepared For:

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Date Proposed: 07/08/2025



SBS Solutions Proposal

07.08.2025

Dear David,

Thank you for allowing us the opportunity to present recommendations to impact the technology and workflow within your organization. We're excited at the prospect of earning your business to meet your needs today and into the future.

After learning about your needs and the goals of your organization, we've designed an impactful solution to move you into your desired state in your large conference room at your new location. This includes:

- Installing 3x large 86" displays (2 on the long wall and 1 on the short wall), 4 in-ceiling microphones, 4 handheld mics and 1 handheld/lav combo, 10 in-ceiling speakers, 2 cameras, a Shuttle PC, HDMI wall plate, Crestron control system, and a wall touch panel for video conferencing and meetings.
- The touch panel on the wall will control the audio levels and switching between the PC and HDMI wall plate inputs. The input source will be mirrored on all 3 displays and will not be able to be split between displays.
- The handheld mics and ceiling mics in the large conference room will be programmed and tested for optimal video conferencing audio and in room sound in the ceiling mounted speakers in the room.
- The room will be tested and commissioned, and training on how to use the new system is included.

The labor will be done during normal business hours between 8am-5pm, and a change order will be made if afterhours or weekend work is needed. Pricing is subject to change based on applicable tariffs or sudden changes in import regulations. The pricing below does not include Sales Tax.

We hope that we have accurately reflected your objectives in our proposal, and please feel free to reach out if there are any discrepancies. Our team at Sharp Business Systems is eager to provide you with the latest technology solutions backed by our responsive, local sales and support.

Sincerely,

Scott Passaglia

Large Conference Room, Conference Room and AV Cart Move, and Installation for 2 Additional Conference Rooms

Item	Description	Qty.	Price	Ext. Price
4P-B86EJ2U	86" Class (85.6" diagonal) Commercial LCD Display - Brilliant Ultra High Definition (3840 x 2160) resolution with 380 cd/m2 Brightness and 1,200:1 Contrast Ratio. Built-in USB Media Player, Digital Tuner, HTML5 Web Browser, and 8W per Channel Stereo Audio System. 3-Year Limited Warranty - TAA compliant	3	\$2,395.00	\$7,185.00
XSM1U	Cheif Fixed Wall Mount for Large Displays	3	\$245.10	\$735.30
PN-SPCI7W11A	Optional Enhanced PC for use with all Sharp AQUOS BOARD displays. Intel® Alder Lake Core™ i7 processor with Windows® 11 Pro and 16GB RAM.	1	\$1,841.79	\$1,841.79
Audio, Video, and Switching/Control Hardware	Biamp Audio 2x TCM-XEX White, 4xTCM-XA White, TesiraForte x 400, 10x Sonance PS-63RT, 2x Logitech Rally Camera, Crestron Control HD-DA4-4KZ-E, 2x HD-RXC-4KZ-101, HD-TXC-4KZ-101, HD-TXC-4KZ-101-1G-W, RMC4, TSW-1070-B-S, Extron 60-850-01, Netgear GSM4210PX-100NAS, Shure MXW1/O=-Z10, 4x MXW2/SM58=-Z10, MXWNCS8, and misc installation materials	1	\$39,455.78	\$39,455.78
Pro AV Installation Labor	Design and Installation of 3x displays 4x ceiling mics, 10x ceiling speakers, 2x camera, 5 handheld mics/1 lav, PC, HDMI wall plate, wall mounted touch panel for control, programming, testing, commissioning, and training.	1	\$18,696.99	\$18,696.99
Shipping and Delivery				\$200.00
Total				\$68,114.85

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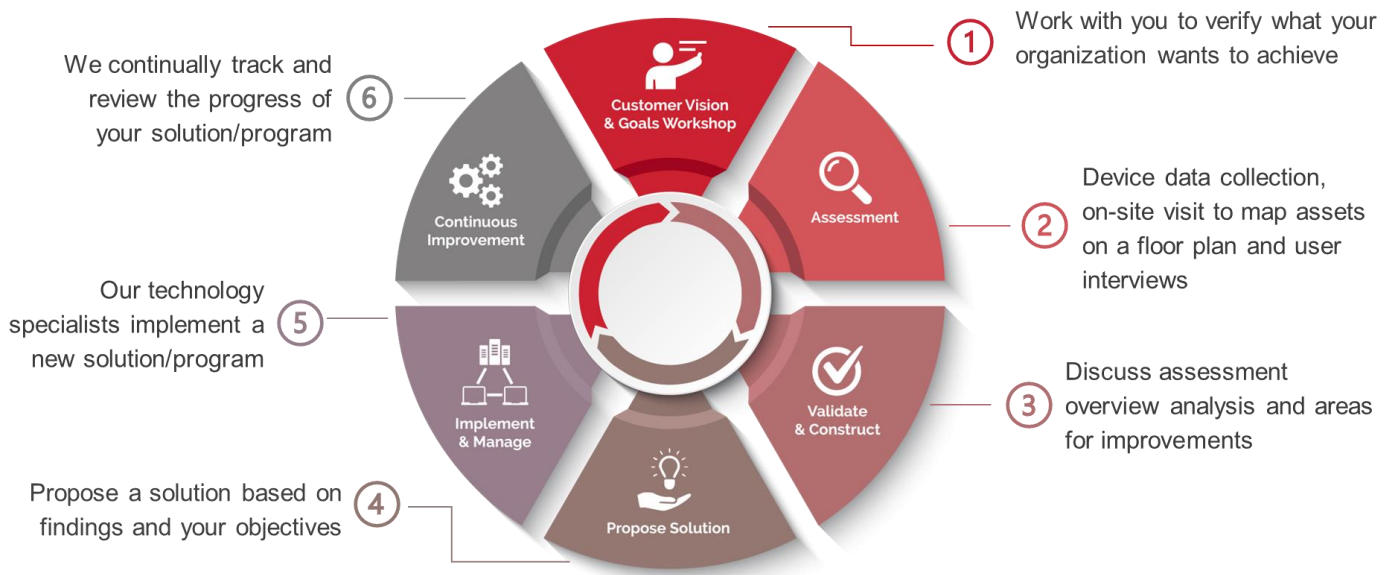
- Arizona
- California (Northern)
- California (Southern)
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- South Carolina
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Solutions to reduce your carbon footprint

- SHARP Eco Vision 2050, a long-term environmental vision, focuses on climate change, resource recycling, safety and security.
- Sharp Toner Recycling Program, Energy Star certified products, low TEC (Total Energy Consumption) and EPEAT® registered.
- Dynabook laptops meet RoHS and WEEE standards and are EPEAT Gold and Energy Star certified.
- Managed Print Services optimizes your print fleet and energy usage, reduces paper waste and facilitates the recycling of toner cartridges.
- Sharp display products, such as the AQUOS BOARD interactive display, are RoHS compliant and use green materials in development.