



## Council Agenda - Draft

1. Statement describing every unique or specialized feature of the product in question.

### **Manufacturer**

- The Pelco Endura System is a hybrid analog/digital system, which produces real time court-room quality video.
- No other manufacturer offers this type of camera equipment in the San Joaquin Valley. Honeywell offers a system similar to Pelco's, but it is in MPEG-2 compression which uses more hard-drive space on the network video recorder, thus driving up costs.
- Pelco system has "Endura Store" a patented storage optimization feature that retains the integrity of the video.
- Pelco Endura system uses constrained variable bit rate which optimizes bandwidth while retaining retaining integrity of the video.
- This system has a "window-blanking" feature to protect private locations from the viewing of the cameras.
- Endura system has motion adaptive de-interlacing technology.
- This system feature offers wide-dynamic imaging, which enhances images under varying lighting conditions.
- There would be minimal time lapse for replacement parts or warranty matters.
- 24-hour turn around time for repairs.
- Pelco Endura is the results of a unified manufacturing process.

### **Vendor**

- This product can only be purchased and installed by a Pelco-certified Endura vendor, and the only Endura-certified vendor in the San Joaquin Valley is Alta Pacific.
- Only Alta Pacific can meet our two-hour response time for technical issues because the company and technicians are based here in our city.
- Alta Pacific is a one-stop provider of the different technologies needed to design and implement solutions to the varying issues presented with each geographical camera site.

2. Statement of why the department requires that the product in question have such unique or specialized features (i.e., why a product without such features would not meet the department's needs).

### **Manufacturer**

This product must provide a solution that minimizes any potential liability for Fourth Amendment violations which is addressed with the "window-blanking" feature. Without

the window-blanking component, the Police Department may be subject to civil rights lawsuits due the systems' inability to restrict its viewing area.

The image quality produced by analog camera technology would serve as specific deterrent due to its ability to provide courtroom clarity for prosecution purposes. This product also utilizes a feature called "wide dynamic range imaging" which greatly enhances light variations.

Using the Endura product allows a wide range of non-proprietary camera input and allows a greater flexibility of equipment selection, rather than being locked into a limited selection of proprietary IP camera technology. Endura's use of separate encoders allows this flexibility. This specialized feature allows the City to utilize any existing analog cameras with the Endura system, rather than having to purchase replacement cameras for those already in use.

### **Vendor**

Because this is a public safety system, the Fresno Police Department will require a two-hour (or less) response time for any system failures. Only the local vendor (Alta Pacific) would be able to provide such a response to comply with this requirement.

Alta Pacific also has experience in all areas (networking, wireless, and CCTV) that this project would cross into. This experience allows them to handle all aspects of our project design, installation, and support. A traditional CCTV vendor may not understand complex networking, and would have to contract that out, adding to cost. Traditional networking companies may not understand CCTV, with the same result.

3. Description of the department's efforts to locate all possible suppliers of such product.

### **Manufacturer**

I have researched other major manufacturers' similar products and have been unable to find a comparable combination of features (Axis, Panasonic, and Sony) that are supplied by a unified manufacturing process.

For example, there is one company named DVTel that has a similar product; however, they are based on the east coast in Ridgefield Park, New Jersey. DVTel is not truly a manufacturer, but is a software provider and sells a "non-unified" array of technology parts (i.e., cameras, support components) from other manufacturers and brings it together to provide a "system."

The Endura is truly a unified system where each component is manufactured by Pelco. This eliminates issues of responsibility for any equipment failures.

### **Vendor**

There is only one Pelco-certified Endura vendor for the purchase or installation in the San Joaquin Valley, which is Alta Pacific Technology Solutions, inc. of Fresno.

4. Statement that, despite all of its efforts, the department has been able to locate only one supplier of the product in question.

There is only one local surveillance camera manufacturer of this hybrid digital/analog unified system that has window blanking, the wide dynamic range capabilities including resolution features, and that is Pelco of Clovis, California. Although there are several others that have similar systems, none are in our immediate area. Another unique feature of Pelco is their 24/7 technical support. They also provide 24-hour turn around guarantees for any repairs. This feature is critical to this public safety system.

5. Statement that indicates the ultimate cost of the product and the process used to determine the cost of the product.

The cost of the basic Endura supporting equipment is \$534,000. This equipment will support up to 256 cameras on this particular system. Cameras can vary in price from \$1500 (or less) to \$6500 per camera. It should be noted that not all installation locations will require PTZ, ruggedized enclosures which are the most expensive setups.

The process used to determine the costs was to obtain estimates directly from the manufacturer and vendor.

6. A finding that is, therefore, proper for the City to dispense with the competitive bidding requirement in the instance and to authorize the Purchasing Manager to purchase the product in question under the sole-source exception.

Based on the above information, there is an urgent need for these services. In order to be an effective crime deterrent, all installations should be efficiently completed in a standard manner at various locations in an expeditious fashion.

This project favors a “unified systemized” product. This means that most, if not all, components are made by a single manufacturer. All sites and equipment will need to be tied into a central system, and all equipment must be compatible with that system. In order for the system to function correctly, it must be coordinated and unified at all points-from design to installation to implementation.

A timely implementation process will aid significantly in the City’s efforts to reduce crime. Therefore, any delay should be avoided in the interest of public safety. From the Fresno Police Department’s research, it is apparent there is no other local manufacturer or vendor who could provide these valuable and needed services as quickly and as efficiently as Pelco and Alta Pacific Technology Solutions Group. This additionally supports why seeking competitive bids would disadvantage the City and why it is not practical for the City to do so.