



GENERAL SERVICES DEPARTMENT

MEMORANDUM

DATE: January 21, 2026

TO: GEORGEANNE WHITE, City Manager

FROM: BRIAN BARR, Director
General Services Department

BRYON HORN, Director
Information Services Department

BY: DESIREE NARANJO, Property Specialist II
General Services Department

SUBJECT: UNIQUE QUALIFICATIONS OF COMMUNITY MEDIA ACCESS
COLLABORATIVE FOR THE PUBLIC SERVICE OF MEDIA ACCESS
MANAGEMENT

The purpose of this memorandum is to request authorization from the City Manager to bypass the City's standard Request for Proposals (RFP) process set forth in Administrative Order 6-28 and to designate Community Media Access Collaborative (CMAC) as a uniquely qualified provider of Public Media Access Services. The General Services Department proposes to enter into a nonprofessional services agreement in an amount not to exceed \$250,000 per year.

The City will pay a base fee of \$200,000 annually for services that include free public access to equipment and studios, access to channel airtime/distribution, programming for viewing on cable TV and streaming, training workshops, project consultations, internships, and a variety of community events. This will also include training support to City staff by request, repair and maintenance of production equipment, supplied automated transmission and playback system for streaming of various City meetings, and 300 hours of production for City-sponsored programming.

Additionally, the City will pay no more than \$50,000 annually for additional staff hours to produce and broadcast City Council meetings and any other requests from the City Clerk's Office and the information Services Department.

The Community Media Access Collaborative (CMAC) was designated by the Fresno/Clovis Community Media Authority (FCCMA), a joint powers agency created by the Cities of Fresno and Clovis, as the access management organization responsible for administering the Public, Education, and Government (PEG) Access channels. CMAC was selected to manage PEG Access operations, operate Community Media Center(s), and receive PEG Access funds from state video franchisees (AT&T and Comcast).

Through this partnership, CMAC provides public access cable channels, educational and governmental access channels, community media centers and nondiscriminatory access to residents of Fresno and Clovis.

In 2010, the City of Fresno entered into a lease and service agreement with CMAC for use of a city-owned building located at 1555 Van Ness Avenue to operate a public community media center. In return, CMAC has provided specific deliverables to the City, these deliverables include free PEG Access Media Services to the public, training support to City staff, video production equipment (new and replaceable as requested with justification), an automatic transmission playback system for programming PEG Access channels, and production of City-sponsored programming which include City Council meetings, all other commission meetings, special events, and ceremonies in chambers as requested by the City.

Both the lease and service agreements expired on June 30, 2025. The lease agreement has been in a holdover period since then on a month-to-month basis until a new lease agreement is finalized. The service agreement, however, terminated on June 30, 2025, and CMAC has been providing services in good faith. The new service agreement will be presented to Council, jointly with the lease agreement, with an effective date of July 1, 2025, to compensate CMAC for services provided in good faith. In addition, the term for the new service agreement will match the term of the proposed lease agreement.

The City of Fresno has valued this partnership with CMAC and recognizes the benefit it brings to the community, notably over 9,000 media center visits and 4,700 workshop/event attendees in the last two years. CMAC also has more than 550 members and services at least 80 organizations in a year. The City of Fresno and CMAC are in support of continuing their partnership for the foreseeable future and entering into a new Service Agreement.

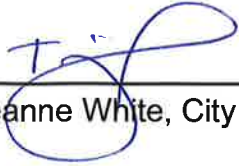
Given CMAC's unique designation by the FCCMA, its specialized facilities and technical expertise, and its long-standing partnership with the City, the General Services Department recommends that CMAC be designated as a uniquely qualified provider and requests authorization to enter into a new service agreement in an amount not to exceed \$250,000 per year, subject to Council approval.



Approve Request



Deny Request



For

Georgeanne White, City Manager

1/26/26

Date

