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**Title:** Approve the First Amendment to the Services Agreement between the City of Fresno and Community Media Access Collaborative (CMAC) to increase video production service hours in the amount of \$27,000 annually

**Sponsors:** Information Services Department

**Indexes:**

**Code sections:**

**Attachments:** 1. CMAC First Amendment to Service Agreement\,pdf, 2. CMAC Service Agreement.pdf

| Date      | Ver. | Action By    | Action   | Result |
|-----------|------|--------------|----------|--------|
| 7/17/2014 | 1    | City Council | approved | Pass   |

**REPORT TO THE CITY COUNCIL**

**July 17, 2014**

**FROM:** CAROLYN T. HOGG, Director  
Information Services Department

**BY:** BRYON HORN, Information Services Manager  
Information Services Department

**SUBJECT**

Approve the First Amendment to the Services Agreement between the City of Fresno and Community Media Access Collaborative (CMAC) to increase video production service hours in the amount of \$27,000 annually

**RECOMMENDATION**

Staff recommends City Council approval of an Amendment to provide additional video production service hours by CMAC in order to completely cover Council Meetings, press releases, Mayoral and other special events. The \$27,000 annual increase will provide approximately 540 hours per year and will relieve the Information Services Department (ISD) from video responsibility.

**EXECUTIVE SUMMARY**

For the past three years, ISD has been providing video services for City of Fresno events and this

has become a burden to ISD's support resources. The City of Fresno's current video requirements are estimated to be 45-50 hours per month, while the multi-faceted CMAC original Agreement allows for only 25 hours. CMAC has agreed to provide this increased video service at a rate of \$50 per hour, an industry standard.

## **BACKGROUND**

ISD acquired video services when the City Manager's Office video team dissolved in 2011. As Information Technology (IT) support needs, upgrades and implementations have continually increased over the years, using specialty trained IT staff to perform video services reduces the support levels available for City IT Operations. CMAC has provided excellent services to the City of Fresno since July 20, 2010; they have also grown in their business capabilities to the extent that they are ready and able to take on the full number of video hours we require. ISD will remain the back-up video provider if ever CMAC is unable to provide services. This Amendment shall be for a one year term, renewable each year, per Council approval.

## **ENVIRONMENTAL FINDINGS**

N/A

## **LOCAL PREFERENCE**

N/A

## **FISCAL IMPACT**

Estimated fiscal impact is \$27,000. Appropriations have already been accounted for in ISD's budget.

Attachments: First Amendment to Service Agreement  
Service Agreement Dated July 20, 2010