

Memorandum



CITY OF DALLAS

DATE October 31, 2014

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair), Jennifer S. Gates (Vice Chair), Tennell Atkins, Sheffie Kadane, Philip T. Kingston

SUBJECT Upcoming Agenda Item: Purchase, Installation and Upgrades of the Public, Education, and Government Cable System

The November 12, 2014 Council Agenda includes an item for your consideration to authorize (1) a six-year master agreement, with a one-year renewal option, for the purchase, installation and upgrades of the Public, Educational, and Government Cable system in the amount of \$3,695,201; (2) a six-year service contract, with a one-year renewal option, for installation, extended warranty, maintenance and support for the Public, Educational, and Government Cable system in the amount of \$1,532,210; and (3) an increase in appropriations in the amount of \$3,695,201, from \$1,932,150 to \$5,627,351 in the Public Educational and Government Access Fund - Digital Resources, Inc. The total amount is not to exceed \$5,227,411.


This action does not encumber funds; the purpose of these contracts is to establish firm pricing for goods and services for a specific term, which are ordered on an as-needed basis.

This agreement will allow for the purchase, installation, extended warranty, support and maintenance of the Public, Educational, and Government (PEG) Cable system with the latest digital and high definition technology. Currently, the Public Information Office (PIO) broadcasts council committees meetings, briefings, agendas, community news and press conferences to employees and community members who have access to the City's cable channel from their cable provider.

PEG channels are funded by cable television companies through revenues derived from cable television franchise fees. These funds are designated only for capital equipment that supports the day-to-day operations of public-access channels, usually with a shelf life of more than one year.

This agreement will allow for replacement of obsolete analog video equipment and upgrading current digital equipment to meet today's broadcast standards. Recent changes in broadcast technology provide the opportunity for PIO to expand the branding for the City through live social media integration of broadcast, live video broadcast capabilities for remote applications and maximize the potential of the virtual studio already in place.

Please let me know if you need additional information.



A.C. Gonzalez
City Manager

Attachment

c: Honorable Mayor and Members of City Council
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Joey Zapata, Assistant City Manager
Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Forest E. Turner, Chief Wellness Officer
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager