

AGENDA



Thursday, January 13, 2011

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 24**

Subject: Authorize award, negotiation, and execution of a 36-month requirements service contract with SWAGIT PRODUCTIONS LLC, Plano, TX, for streaming media services and software in an estimated amount not to exceed \$130,250, with three 12-month extension options in an amount not to exceed \$33,600 per extension option, for a total estimated contract amount not to exceed \$231,050. Swagit Productions LLC is the sole source provider for these services.

Amount and Source of Funding: Funding in the amount of \$22,400 is available in the Fiscal Year 2010-2011 Operating Budget of the Communication and Public Information Department. Funding for the remaining 28 months of the original contract period and extension options is contingent upon available funding in future budgets.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Mick Osborne, Specialist Sr. Buyer/974-2995

MBE/WBE: This contract is exempt from the MBE/WBE Ordinance. This exemption is in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this contract.

This contract will provide for multimedia services for the City's Public Information Office. Such services include live streaming of City Council and Commission meetings, agenda and social media integration, indexing, AT&T Uverse broadcasting, and "hands-free" video on-demand archiving. The contract will provide for the same level of video-on-demand services that are currently provided by this company (up to 240 indexed meetings per year) and additional funding is being included in the contract to accommodate the potential for additional meeting coverage, optional services, and additional software and equipment.

Swagit is a complete video production facility capable of providing services supporting video capturing, editing, agenda integration, and processing. All audio/video disk storage, system management, and bandwidth intensive delivery tasks are offloaded to the Swagit content network, which is actively managed 24 hours a day, 7 days a week. Swagit staff also edits and processes the video as required by the City.

Swagit is the only company that provides an all-in-one solution that combines an automated editing and indexing tool (EASE) with a "hands-free" broadcast system, agenda integration, and the ability to stream video live or on-demand via the Internet in multiple streaming arenas (i.e. computers, mobile phones, etc.).