

Agenda Item #13.3  
For Council Meeting of: January 27, 2026

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: SCOTT WESTROPE, FIRE CHIEF, FIRE DEPARTMENT  
SUBJECT: THIRD AMENDMENT TO PIGGYBACK AGREEMENT NUMBER  
00008865 WITH IMAGETREND, LLC FOR FIRE AND  
EMERGENCY MEDICAL SERVICES SOFTWARE

AGENDA ACTION: MOTION

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**RECOMMENDATION**

The Fire Department recommends that the Council, by motion, approve the Third Amendment to Piggyback Agreement Number 00008865 with ImageTrend, LLC, Lakeville, Minnesota to increase compensation in the amount of \$45,963.85, for a total contract not to exceed \$131,043.85 and authorize the City Manager to make non-substantive changes to the Amendment, subject to approval by the City Attorney, and execute the Amendment. This item has no impact on current fiscal year budget.

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**EXECUTIVE SUMMARY**

The Fire Department utilizes Image Trend, LLC. for emergency management software, which includes suppression, PCR and CAD functionality to support operational needs. This amendment will extend the piggyback agreement through the County of Sonoma Coastal Valleys Emergency Medical Services Agency (CVEMSA) to continue services.

**GOAL**

This item relates to Council Goal #2 - Invest in the Development and Maintenance of the City's Infrastructure through careful budget planning and working with partner agencies to achieve a uniform platform to contain data and records.

**BACKGROUND/PRIOR COUNCIL REVIEW**

The original agreement is a piggyback agreement that runs coterminous with the County of Sonoma CVEMSA and is estimated to expire within the FY 26/27 year. The original agreement with ImageTrend Inc., a Minnesota corporation was executed on October 17, 2023, to establish the services and begin implementation. ImageTrend reorganized as a limited liability company, so the City entered into an Assignment and Assumption of the Agreement.

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Subsequently, the City and Consultant entered into a First Amendment executed on December 23, 2024, to establish further CAD functionality from REDCOM through the piggyback agreement. The Second Amendment was executed by the City Manager on July 29, 2025, which increased the contract total to \$85,080.00.

**ANALYSIS**

The Image Trend program is currently in use by the fire department and provides an integrated environment for incident documentation and analytics, while providing compliance with NFires and NIRIS reporting requirements. The Image Trend program is used to manage incident related data, monitor trends, improve situational awareness, and drive continuous improvement through real-time feedback and data to support operational decision making. The continued use of this program will provide for consistency with current incident data and documentation management.

Image Trend modules include, Image Trend Continuum Module Real-Time Analytics, provides real time analytics and dashboards to support performance metrics such as response time, on scene time and incident volume. This platform also allows for the sharing of information through reports. The Image Trend Staffing integration Module allows Fire Department staffing programs to directly communicate and share staffing data with the incident reporting platform.

The ImageTrend report management system automates many data entry tasks, reducing manual workloads and improving efficiency. This automation ensures that incident documentation is consistent, accurate, and aligned with departmental operational benchmarks.

By monitoring alignment with benchmark goals and streamlining data analysis, ImageTrend helps the department maintain compliance and improve performance.

**FISCAL IMPACT**

This item has no impact on the FY 2025-2026 budget, as this expenditure was already anticipated in the appropriations approved by Council.

**ENVIRONMENTAL IMPACT**

Pursuant to CEQA Guidelines Section 15378, the recommended action is not a “project” subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the recommended action is exempt from CEQA pursuant to CEQA Guidelines section 15061(b)(3) because it can be seen with certainty that there is no possibility that the recommended action may have a significant effect on the environment.

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BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Third Amendment of Piggyback Agreement Number 00008865

PRESENTER(S)

Scott Westrope, Fire Chief  
Sara Roberts, Administrative Analyst