



AGENCY: City Council
MEETING DATE: May 22, 2017
DEPARTMENT: Admin Services
PRESENTED BY: S. Schneider
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AGENDA ITEM SUMMARY REPORT

TITLE:

CONSIDER RECOMMENDATION OF PUBLIC, EDUCATION, GOVERNMENT (PEG) TV AD HOC COMMITTEE AND PROVIDE DIRECTION TO STAFF REGARDING ADMINISTRATION OF THE PEG BEGINNING JULY 1, 2017

ISSUE:

Since the spring of 2015, the City has contracted with Mendocino TV for the ongoing administration of the PEG. The contract will expire on June 30, 2017. The Council's PEG Ad Hoc Committee has met several times to discuss future administration of the PEG. The Committee's recommendation is for the City to administer the PEG in-house.

RECOMMENDED ACTION:

Provide direction to staff to assume responsibility for administration of the PEG beginning July 1, 2017.

ALTERNATIVE ACTION(S):

Provide alternative direction to staff regarding administration of the PEG beginning July 1, 2017

ANALYSIS:

City Council approved a contract with Mendocino TV on April 13, 2015 to restore and provide administration services for the PEG. Mendocino TV's contract for FY 2015/16 was for \$70,000. Of that amount, \$20,000 was for initial setup and \$50,000 was for PEG services through June 30, 2016. For FY 2016/2017, Mendocino TV's contract was for \$15,000 which included ongoing PEG administration through December 31, 2016. Once the City received the anticipated PEG funding from the County, the contract with Mendocino TV was extended through June 30, 2017 for an additional \$15,000.

Over the past few months, the PEG Ad Hoc Committee, consisting of Councilmembers Turner and Cimolino, has met with staff and Mendocino TV to review PEG services and discuss the future of its administration. Mendocino TV submitted a proposal to continue PEG services for FY 2017/18 and FY 2018/19 for \$60,000 per year (i.e., double the current contract amount). The proposed increase takes into account compensation for the actual time necessary to provide PEG services as well as certain enhancements to the services provided including web broadcasting, calendar of events, public rental of equipment and studio time, paid training in editing and production, gaming center, video conferencing and a public screening facility for rent. Funds received through rentals and training would be paid to Mendocino TV.

Over the past two years, many discussions and meetings have taken place regarding the future of the PEG throughout Mendocino County. Along with the Council's PEG Ad Hoc committee, Mendocino TV, Mendocino County and City staff have been involved in these discussions. Three options have been discussed:

1. Continue to contract with Mendocino TV to administer the PEG and its related activities;

2. Bring the administration of the PEG “in-house” and have City staff oversee and manage the day-to-day operations and programming of the PEG;
3. Coordinate with Mendocino County in pursuing a countywide PEG contract that would either be administered by the County or Fort Bragg.

During the January 19, 2017, County of Mendocino PEG ad hoc committee meeting, representatives from communities throughout the County providing and utilizing PEG services made it very clear that a Countywide PEG was not a viable or desired option. As a result, only options one and two exist for continuation of the City’s PEG beginning July 1, 2017.

At its May 9th meeting, the Council’s PEG Ad Hoc committee discussed the remaining two options and recommended that the City bring the PEG in-house. With current and expected future budget constraints, necessary funds (\$60,000 per year) do not exist to continue contracting with Mendocino TV in the long-term. Additionally, the contract with Mendocino TV was only intended as a short-term solution until a determination was made with regards to a possible countywide PEG. With the determination that a countywide PEG is not a possible, administering the PEG in-house is the best viable, long-term solution.

Administrative Services Department staff has the experience, qualifications, enthusiasm and programming expertise necessary for a successful PEG channel(s). The one necessary change required for staff to administer the PEG would be to expand the Technology AV Technician (TAT) classification from a part-time (50%) position to a full-time position. With the recent significant increase in meetings being live-streamed, social media activity and overall community engagement online, the TAT’s current time is fully allocated.

If the City administers the PEG, future projects, initiatives and programming will be more flexible due to the administration of the PEG not being subject to a contract with a specific and possibly limited scope of work. The additional 20 hours per week allocated to the TAT position would provide the necessary time to not only continue administration of the PEG but to also increase online and broadcasted activities in order to further engage the community with ongoing City and community business, projects and initiatives. The PEG Ad Hoc Committee recommends that the City begin enhancing these activities in July. Several possibilities exist, including public access to studio production for public service announcements and other informational shows or “shorts” to be broadcast on the PEG. Other possibilities include broadcasting the “Monday meetings with the Mayor” and other City-related meetings of public interest not currently streamed live or broadcast on the PEG. Staff will continue to work closely with the Ad Hoc Committee to fulfill the recommendation taking into account current resources and equipment.

CONSISTENCY:

The committee’s recommendation supports the enhancement of Council’s Goals and Priorities including several strategies outlined in Goal 5.0 - “Improve Community Access to City Services”; Objective 5.1 – “Increase the Availability of Services, Communication and Outreach to the General Public”. These strategies include:

1. Prioritize the Public Input Process (High Priority)
2. Publicize Important Upcoming Meetings Via Press Releases, the City’s Website, and Social Media (High Priority)
3. Utilize Public Access Channel (PEG) for Notification and Indicate Where Members of the Public Can Get Information (Medium Priority)
4. Consider Creating a “City News Show” (Low Priority)

This recommendation also supports Objective 4.3 – “Implement Overall Information Technology Upgrade/Actions” with the specific strategy to “Improve Access to Technology in and Around Fort Bragg including implementation of Downtown WiFi” (Medium Priority). The TAT’s additional hours will significantly support this Objective.

FISCAL IMPACT:

For FY 2016/2017, the City received \$35,051.16 in franchise fees from Comcast – 50% (\$17,525.58) of which is budgeted for providing PEG services. The County provided an additional \$14,371 for a total of \$31,896.58. According to discussions with the County, the City can expect approximately \$27,500 for PEG services in FY 2017/2018. Comcast franchise fees are estimated to be \$35,000 for FY 2017/2018 – 50% of which is allocated for PEG services (\$17,500). This brings the total estimated budget in FY 2017/2018 for PEG services to \$45,000.

The total cost to bring the Technology AV Technician classification to full-time is \$35,974.63. The FY 2017/18 PEG budget would provide sufficient funding for this change, enabling staff to administer the PEG, including future enhancements in programming and community engagement. Approximately \$9,000 would remain for PEG equipment, including repair and/or replacement.

IMPLEMENTATION/TIMEFRAMES:

Staff would begin full-time administration of the PEG beginning July 1, 2017 including program enhancements as directed by the ad hoc committee.

ATTACHMENTS:

1. PEG Contract Extension Proposal from Mendocino TV

NOTIFICATION:

1. Mendocino TV

City Clerk’s Office Use Only

Agency Action	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> Approved as Amended
Resolution No.:	_____ Ordinance No.: _____		
Moved by:	_____ Seconded by: _____		
Vote:	_____		
<input type="checkbox"/> Deferred/Continued to meeting of:	_____		
<input type="checkbox"/> Referred to:	_____		