



AGENCY:	City Council
MEETING DATE:	August 13, 2018
DEPARTMENT:	Administrative Services
PRESENTED BY:	S. Schneider/M. Ortiz
EMAIL ADDRESS:	sschneider@fortbragg.com

AGENDA ITEM SUMMARY REPORT

TITLE:

Receive Update of Activities from Public, Education, Government (PEG) TV Community Advisory Committee For First Year of City Administration and Provide Direction Regarding Use of Studio in City Hall East

ISSUE:

Since May of 2017, the City, at City Council's direction, has administered the PEG TV channels. At the August 14, 2017 City Council meeting, Council authorized the use of vacant office space in City Hall East for the PEG studio with a review after six months of use. The Committee's recommendation is to provide an update on PEG activities, to keep the administration of the PEG in-house and to continue to use the City Hall East office space as the PEG studio.

ANALYSIS:

City Council, at its May 22, 2017 meeting, authorized City staff to provide administrative services for the PEG. City Council, as a result of the City administering the PEG, requested staff to form a Community Advisory Committee to review programming, expenditures and development of the PEG TV channels.

City staff working with the PEG's Community Advisory Committee ("Committee") has been able to accomplish a lot in its first year. The Committee has focused on enhancing the overall programming of the main PEG station, Comcast Channel 3. One of the first additions was for the PEG to become an authorized broadcast channel of National Public Radio's "Democracy Now." This is in addition to the several new shows being broadcast by local residents from the City Hall East studio.

Through our Franchise Agreement with Comcast Communications, the City is offered up to three channels as part of its PEG program – Channel 3, Channel 64 and Channel 65. Channel 3 is used for what is referred to as the "PEG station" featuring local meetings (both live and recorded), local sports, event coverage, as well as shows and information produced and provided by local residents. Info 64 is a new channel dedicated to promoting any type of business, event or point of interest all over the Mendocino Coast. This is done by broadcasting a loop of different stories about anybody that wishes to share how their business was made, promote an event that an organization is putting in place or produce videos of points of interest throughout Fort Bragg and the North Mendocino Coast. Staff has reached out to local Hotels, R.V. Parks, and touristic lodging places to broadcast the Channel to its overnight guests. Channel 64 is estimated to reach an audience of approximately 200,000 viewers per year. Channel 65 has historically broadcast the Classic Arts Showcase channel – a 24-hour channel run by the Lloyd E. Rigler Foundation with the goal to "inspire viewers to go out and see live performances in their own communities and to help build a growing audience for the arts."

In regard to increased content for Channel 3, the amount of live-streamed local government meetings increased significantly with the addition of all City Council Committees. Also, the City Hall East studio has been used by multiple organizations, producers and enthusiastic citizens. We have

produced shows like: EQ 101, Senior Perspectives, Live Performers, short promotional videos (i.e. C.V. Starr), The Great Debate, Shredded Metal, First Friday Artists and much more still to come.

With the use of social media to distribute content, some of the PEG's content gets as many as 30,000 viewers which, believe it or not, makes the PEG one of the most followed stations in Mendocino County.

The Committee and staff have plans to increase content and community involvement with the PEG. With the recent addition of adding a live link of the PEG to the City's website, one no longer has to be a Comcast subscriber to gain access to the PEG's programs. It is believed this will increase interest and, ultimately, content submissions. 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. In addition, one of our future goals is to obtain new equipment to check out to our citizens and start training future volunteers including working with Mendocino College in the creation of a full AA degree in Digital Media. Staff will continue to work closely with the Committee to improve the PEG, taking into account current resources and equipment.

RECOMMENDED ACTION:

Review the progress of PEG activities and recommend the use of the City Hall East office space for the PEG studio for another 12 months.

ALTERNATIVE ACTION(S):

1. Rent the space to a local non-profit organization and provide direction on rental fees and terms.
2. Provide staff with other direction regarding the office space in City Hall East.

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."

FISCAL IMPACT:

The FY 2018/19 PEG budget includes funding to enhance the studio, provide the necessary staff time to administer the PEG including future enhancements in programming and community engagement.

IMPLEMENTATION/TIMEFRAMES:

The PEG stations would continue to be administered by City staff overseen by a Community Advisory Committee and include use of the office space in City Hall East for its studio.

ATTACHMENTS:

Hotels survey for Info64

NOTIFICATION:

PEG Community Advisory Committee