

## Lemos, June

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**From:** Miller, Tabatha  
**Sent:** Wednesday, August 8, 2018 9:54 AM  
**To:** Jourdain, Brenda; Lemos, June  
**Subject:** FW: Public Comment -- 8/13/18 City Council Item No. 7D, PEG operations

**From:** Jacob Patterson [mailto:jacob.patterson.esq@gmail.com]  
**Sent:** Wednesday, August 8, 2018 9:41 AM  
**To:** Miller, Tabatha  
**Subject:** Public Comment -- 8/13/18 City Council Item No. 7D, PEG operations

City Council & City Manager,

I reviewed the staff report and presentation on the PEG TV studio and I believe it omits useful information inhibiting informed decision-making. Moreover, the public has no ability to evaluate the prudence of the staff recommendation compared to the alternatives, which could be superior from a financial perspective. There are two basic questions before the City: (1) should the space in City Hall continue to be used as a PEG TV studio available to the public, and (2) should PEG operations continue to be coordinated and managed by City staff under the oversight of the PEG Ad Hoc Committee?

### (1) USE OF CITY HALL FOR PEG STUDIO:

Regarding if the PEG studio should remain in the space at City Hall, that seems like a good use of the space regardless if the management and operations remain in-house or are contracted out as was the case historically. That remains true regardless of the data unless the City needs more office space. The only other use I could think of would be to restore a City Council office, which could be used by Council-members to meet with the public or perform City business. In fact, the neighboring space used by Noyo Printworks could easily be used for the Monday meetings with the Mayor if we want dedicated space for the City Council at City Hall--not that I am suggesting we kick out Noyo Printworks, it is just an idea since the space appears ADA accessible, the Monday meetings are often well attended, and the City Council has no dedicated space to conduct City business or meet with the public.

### (2) PEG MANAGEMENT AND OPERATIONS:

The more important question is how to manage and operate the PEG studio and programming but there is scant information in the agenda materials. Where is the data so we can evaluate the options? I see a short list of examples of uses of the studio itself but no data on how many programs were filmed there or how many hours of studio time were used. More importantly, there is zero information about how much staff time can be attributed to the PEG operations, including the PEG Ad Hoc Committee. That is the key cost driver and there is no public transparency into that.

Such information may or may not have been evaluated by the PEG Ad Hoc Committee, I don't know because those meetings are noticed to the public. If the Visit Fort Bragg Committee is covered by the Brown Act in part because recommendations about public funding are being made, why is that also not the case for the PEG Ad Hoc Committee which also involves use of public resources? There are two City Council-members on the PEG Ad Hoc Committee and they are thus privy to information that is not presented to the public or the rest of the Council. Perhaps more transparency and public participation is in order. It is called "Public, Education, and

Government TV" so the public should know what is going on without having to submit Public Records Act requests.

I believe that the AV-Tech position was increased from part time to full time in order to bring the PEG operations in house so how much does it actually cost the City to manage PEG? I doubt these costs are fully covered by the revenue from Comcast and other sources (e.g., Mendocino County), particularly when the additional financial burdens associated with CalPERS expenses are factored in. How much City staff time has been coded to PEG-related time codes? With the new and improved Cost Allocation Plan (assuming it is adopted by the full Council), all staff-related expenses beyond that covered by the PEG funding will be borne by the General Fund because the direct cost programs won't be allocated any of this expense (nor should they be) unless the PEG costs are included in the IT internal service fund. I would like to know what that number is projected to be and would like the City Council to consider it before they make any final decisions.

During a City Council meeting where the City is potentially confirming an earlier decision to eliminate a public safety position in order to free up financial resources to fund other positions, the spending priorities should be carefully evaluated based on data and analysis. Without knowing how much PEG costs the City in staff time compared to what it might cost to operate by a contracted provider (e.g., non-profit or private contractor), which would not contribute to our CalPERS liability, we can't effectively evaluate the questions before the City Council. The City resources that will be going to operate PEG could have also been freed up to fund public safety positions rather than eliminating the position of Police Lieutenant.

The Police Department is losing a sworn officer with the justification of funding two other officer positions. However, the funding for those additional boots on the ground just as easily could have come from reorganizing the Administrative Services Department and streamlining that organization, which, unlike our Police Department, has staffing levels that exceed many comparable cities. To illustrate, the City has two IT positions, a Systems Analyst and AV Tech, as well as the Administrative Services Director who cover the IT needs for the City organization. The City has approximately 60 employees with a ratio of one IT position per 30 employees. For comparison, I believe the Mendocino Coast District Hospital has over 300 employees and three IT positions for a ratio of one IT position to over 100 employees. Some cities contract out for all IT services on an as-needed basis.

Does the City's staffing level and funding priorities make sense in light of our limited financial resources? Would the community benefit from fewer administrative positions at City Hall in order to preserve all public safety positions and still unfreeze the Police Officer and add an additional CSO? I believe many people would prioritize police over City Hall admin but that isn't what the City Council appears to want to do and it isn't what staff is recommending tonight.

Basically, I am asking if it is the City Council's priority that we maintain PEG operations in-house using City staff resources, or could that funding be better used for public safety? I can't answer that question without knowing how much staff time is being dedicated to PEG-related time codes and how much the public has used the PEG TV studio. That data should be simple to provide. Will the City prepare this information and present it during the staff presentation on this item Monday? I understand at least the time reporting data is available for recent months. Did the PEG Ad Hoc Committee review these numbers? If so, please present them to the full Council and public.

We can review the usage of the PEG TV studio in terms of public filming hours, number of discrete users, and number of programs filmed. That will allow us to calculate the PEG cost per unit when we compare the staff time for the same time period. We should have an effective hourly rate for each City position that includes salary, benefits, and pension expenses (e.g., that used to prepare the Fee Schedule updates) so those figures could be multiplied by the time reported to PEG-related functions to arrive at this amount.

I respectfully request that this information be collected and provided so the public can understand the relevant information in light of the organizational decisions the City Council will be making in agenda item 7D and confirming in item 7E.

Regards,

--Jacob



## SPEAKER CARD

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- ☒ I would like to speak to the Council on Agenda Item No. 7D
- ☐ I would like to speak to the Council under "Public Comments on Non-Agenda, Consent Calendar & Closed Session Items"
- ☒ I do not wish to speak but want to submit the following comments to the Council

NAME: ANN RENNACKER

COMMENTS (ONLY IF YOU DO NOT PLAN TO SPEAK): THE 'E' in PEG is Education.  
When MCTV did our PEG channels, they taught students,  
librarian, photographers and community members to tape events  
at schools, Paul Bunyan Days, etc. What has the City done  
for the education aspect in the past year, and what will  
they do in the future?

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