

# Agenda Report

**TO:** CITY COUNCIL **DATE:** OCTOBER 24, 2005

**THROUGH:** FINANCE COMMITTEE

**FROM:** CITY MANAGER

**SUBJECT:** AUTHORIZATION TO AMEND THE CONTRACT WITH PASADENA COMMUNITY ACCESS CORPORATION (PCAC) FOR MANAGEMENT OF 55 KPAS PRODUCTION AND PROGRAMMING

**RECOMMENDATION:**

It is recommended that the City Council:

- (1) Authorize the City Manager to amend Contract Number 17,606 with PCAC to extend the contract term and increase the annual contract amount to \$316,429 per year plus an annual CPI adjustment; and
- (2) Find that a public purpose is served by transferring City audio equipment to PCAC, and authorize the transfer as an exemption to the Surplus Equipment and Goods Ordinance, Pasadena Municipal Code Section Chapter 4.04, pursuant to Code Section 4.04.080; and
- (3) Approve a journal voucher appropriating \$79,691 from the General Fund unappropriated fund balance to budget account 8114-101-145120 (PCAC) for the increased contract costs; and
- (4) Approve a journal voucher appropriating \$52,000 of Altrio Communications' grant funds from the Computing and Communications Fund to budget account 8114-101-145120 (PCAC) for the purchase of two studio cameras.

**BACKGROUND:**

In October of 2000, the City and PCAC entered into an agreement for PCAC to manage Channel 55 KPAS production and programming services. The agreement was renewed for an additional one-year term on September 30, 2003.

Staff has been in discussions with PCAC and has developed a proposed contract amendment extending the current relationship for management and operation of 55 KPAS for an additional three years (October 2004 through September 2007) with two one-year renewals at the option of the City Manager. The amendment scope, dollar amount, and key provisions are described below.

*Proposed Amendment Scope and Amount*

Under the terms of the proposed amendment, the City will pay PCAC \$316,429 per year, plus an annual CPI adjustment on the anniversary of the contract's effective date, for the services provided under the contract. The contract amount includes two components: a base budget for programming and production services; and new funding for audio support services.

The base budget for programming and production is \$288,429, representing the previous contract total of \$237,000 increased by the CPI amount of 21.7 percent for the 2000 to 2005 period. This is the first increase to the annual contract amount since fiscal year 2000. In addition, the City will make a one-time CPI-related payment of \$28,262 to PCAC for the October 2004 to September 2005 period when the amendment was being negotiated. PCAC will continue to provide administrative oversight of Channel 55 KPAS, as well as production services including weekly City Council meetings, City Beat, the Mayor's annual State of the City address, as well as other programming consistent with Channel 55 KPAS's mission.

The amendment will also add \$28,000 to the contract for audio support services, broadening the previous scope of work. This shifts responsibility for supporting City and related event requirements for public address systems to PCAC beginning in November 2005. Audio support services are currently being provided by the City's Radio Shop staff of the Information Technology Services Division. Shifting the public address system responsibilities to PCAC will reduce the City's costs of providing the services and allow the Radio Shop's two staff members to focus on their core function of supporting the City's public safety and other radio systems. The events requiring support, such as City Council and Planning Commission meetings, are often after normal working hours, requiring over-time staffing of the event. Staff estimates that the City will save approximately \$7,950 by shifting audio responsibilities to PCAC.

### *Transfer of Audio Equipment to PCAC*

To support PCAC's ability to provide the audio services, the proposed contract transfers the audio equipment listed in Exhibit A to PCAC. The equipment is valued at approximately \$6,150. Under Section 4.04.080 of the Municipal Code, the City Council must make a finding that a valid public purpose is served in order to exempt the proposed transfer from the provisions of the Surplus Equipment and Goods Ordinance (Pasadena Municipal Code Section 4.04). As noted above, shifting responsibility for audio support from City staff to PCAC will reduce City staff costs by eliminating staff over-time expenditures related to audio services. The shift also allows Radio Shop staff to focus on support of public safety and other radio systems, which are central to the services City departments provide to the public. In addition, it is more efficient for PCAC to provide these audio services, as in many situations they already have staff attending the event to support the programming and production services that PCAC provides. Transfer of the equipment is required for PCAC to take on these audio responsibilities. Staff believes that valid public purposes are served by transfer of the audio equipment to PCAC and that the transfer should be exempted from the City's Surplus Equipment and Goods Ordinance.

### *Funding for Studio Cameras*

PCAC's current studio cameras are approximately 18 years old, and manufacturer support ended 10 years ago. There are no longer repair or maintenance vendors that service this equipment. Given the age of the cameras, PCAC staff must make very frequent repairs and adjustments to the equipment. PCAC staff spends at least an hour prior to each government production warming up the cameras and making adjustments, adding an estimated \$100 to \$200 of labor to each production. Even with this attention, the age of the cameras is having an impact on the quality of PCAC's government productions. Poor picture quality and inaccurate color matching from camera to camera are becoming increasing problems.

The proposed contract amendment includes \$52,000 in funding for two new studio cameras. Staff proposes that the camera purchase be funded from grants made to the City by Altrio Communications for public, educational, and governmental (PEG) access support. The new cameras will improve the quality of PCAC's productions (both governmental and those public access programs filmed in PCAC's studio), as well as their efficiency.

### *Other Proposed Amendments*

At times, City departments, via the Public Affairs Office, look to PCAC for other programming services, such as productions for Channel 55 KPAS that are outside the scope of the contract, special videos, and public service announcements. The proposed contract requires PCAC to develop a fee

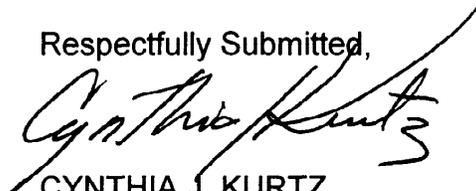
schedule for these additional services. Historically, PCAC has not had a clear mechanism for charging for these services.

PCAC has requested that it be able to participate in franchise negotiations between the City and cable TV and video service providers. The proposed contract provides that PCAC may participate in franchise negotiations when the topics being discussed relate specifically to PCAC and PEG access.

**FISCAL IMPACT:**

With the approval of the recommended journal voucher, sufficient funding for the proposed contract amendment will be available in the City Manager's Office for FY2006. Funds for the audio services proposed to be added to the contract are included in the Information Technology Services Division budget for FY2006. Funding for purchase of the two studio cameras is available from Altrio Communications' grants held in the Computing and Communications Fund.

Respectfully Submitted,



CYNTHIA J. KURTZ  
City Manager

Prepared by:



Lori B. Sandoval  
IT Planning & Project Manager

Reviewed by:



John R. Pratt  
Chief Information Technology Officer

Approved by:



Jay M. Goldstone  
Director of Finance

## EXHIBIT A

AUDIO EQUIPMENT ITEM	NUMBER	AGE
MACKIE SR324VLZPRO 32 CHANNEL 4 BUS MIXER	1	<1 year
EV SPEAKERS MODEL SX 100+ , 200 WATTS, 8 OHMS	4	2 >10 years; 2 <10 years
TOA SPEAKERS MODEL SL 120M, 240 WATTS, 8 OHMS	3	6 years
TOA SPEAKERS MODEL SL 120, 240 WATTS, 8 OHMS	3	6 years
EV STEREO POWERED MIXER AMP 100M ENTERTAINER , 8 CH	1	>10 years
INTER M STEREO POWERED MIXER PC800A 8 CH.	1	<5 years
BI AMP POWER PAK + ( MONITOR AMP)	1	6 years
RAPCO MEDIA DISTRIBUTION BOX MODEL: MDS 112	1	6 years
PROCO STAGE MASTER (SNAKE CABLE)	1	6 years
JVC DOUBLE CASSETTE DECK MODEL TD-W318	1	>10 years
RCA 5 DISC CHANGER MODEL RP8070 D- 1 PC	1	6 years
MARANTZ (PORTABLE CASSETTE RECORDER) MODEL PMD222	1	6 years
SAMSON WIRELESS MIC RECEIVER UHF MODEL: U1-1PC	1	6 years
PRO STAR WIRELESS MIC RECEIVER UHF MODEL: R-10 SERIES 2	1	6 years
PORTA VOX (PORTABLE P.A.) MODEL: PA 500 WITH MIC AND SPEAKER STAND	1 set	Unknown
PRO STAR WIRELESS MIC RECEIVER VHF MODEL VR 12	3 sets	Unknown
BI AMP POWERED MIXER MODEL: MIX PAK+ 8/300 8CH	1	Unknown
BOSE 402 SPEAKER 8 OHMS	2	Unknown
SPEAKER STAND	8	Various
MIC STAND	11	Various
BOOM MIC STAND	4	Unknown
SHURE, SM58 MIC (CITY COUNCIL MIC)	18	Various
SHURE, SM 58 MIC (COMMISSION MEETING MIC)	15	Various
DESK MIC STAND	21	Various
SPEAKER CABLE (50 FEET/EACH)	6	Various
ASSORTED MIC CABLES WITH DIFFERENT LENGHTS	26	Various
Y CABLE XLR	3	Unknown
SHURE MIXER, M367 6CH	3	Unknown
EASY LISTENER, PE 550T	1	Unknown
SHURE MIXER, M267 5CH	1	Unknown
DIRECT BOX (RAPCO) DB100	2	6 years
FLOOR MAT ( 3' X 5' )	4	2 years
AUDIO TECHNICA MIC MODEL ATM61HE	2	6 years