

# Agenda Report

May 21, 2001

TO: City Council  
THROUGH: Business Enterprise Committee

FROM: City Manager

SUBJECT: Authorization to enter into a professional services 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 enter into a contract with PCAC, without competitive bidding pursuant to City Charter section 1002(F), in an amount not to exceed \$237,000 per year for management of 55 KPAS production and programming for a term ending June 30, 2002, renewable for an additional one-year period at the option of the City Manager.
- (2) Grant the proposed contract an exemption from the competitive selection process of the Affirmative Action in Contracting Ordinance pursuant to Pasadena Municipal Code Section 4.09.060.

## BACKGROUND

On June 8, 1998, the City Council approved five recommendations from the Business Enterprise Committee regarding a merger of 55 KPAS, the city's government-access cable television entity, and PCAC. Included in the approved recommendations was funding for the merged operations in an amount not to exceed \$237,000 per year for two years beginning July 1, 1998, and ending June 30, 2000. (This amount was in addition to PCAC's own operating budget.) A contract was drafted and negotiations were initiated, but the contract was never signed due to board that was not fully in place, several factors including a board that was not fully in place and the lengthy search for a new Executive Director. However, PCAC took over the duties outlined in the scope of work.

The proposed contract for 2001/2002 would formalize the existing relationship with PCAC for management and operation of 55 KPAS.

PCAC, page 2  
May 21, 2001

Terms of the contract would include:

- Management of the \$237,000 budget, including detailed quarterly revenue, expenditure and production reports.
- Broadcast of current programming on 55 KPAS including City Council meetings, "City Beat," the annual State of the City event and new programs that have received prior approval from the Public Information Officer.
- Delivery of an updated comprehensive business plan, including a plan for a capital replacement program, no later than October 1, 2001.
- Continuation of management of complaints from Charter Communications cable subscribers, including forwarding of complaints to Charter and any necessary follow-up.
- Assumption of entrepreneurial/fund-raising activities to begin realizing a reduced need for funding from the City of Pasadena.

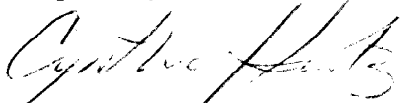
#### FISCAL IMPACT

Funds for this contract are included in the City Manager's Office budget recommendations for Fiscal Year 2002.

Charter Communications provides approximately \$500,000 annually to the City of Pasadena. In turn, PCAC receives \$237,000 from the General Fund for oversight of 55 KPAS operations. (PCAC also receives \$200,000 for public-access operations for channel 56.)

PCAC is in the process of planning a move of the studio space from Hen's Teeth Square to Charter Communications-owned studio space in the basement of Pasadena Presbyterian Church. PCAC is also looking for office space in locations closer to Pasadena Presbyterian Church and will move office space out of Hen's Teeth Square sometime in the future. Any savings realized from these moves will be redirected to personnel and equipment related to new technologies.

Respectfully submitted,



CYNTHIA J. KURTZ  
City Manager

Prepared by:



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