



# Agenda Report

February 25, 2013

**TO:** Honorable Mayor and City Council

**THROUGH:** Finance Committee

**FROM:** Pasadena Community Access Corporation

**SUBJECT:** AMENDMENT TO FISCAL YEAR 2013 CAPITAL IMPROVEMENT PROGRAM BUDGET AND APPROPRIATION OF FUNDS FOR THE PURCHASE OF NEW STUDIO EQUIPMENT FOR PASADENA COMMUNITY ACCESS CORPORATION

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3);
2. Amend the Fiscal Year 2013 Capital Improvement Program (CIP) Budget to include a new project in the Technology Projects section entitled "PCAC equipment replacement project";
3. Appropriate \$493,000 from the unappropriated fund balance of fund 408 Telecommunications Fund to the new capital project and increase appropriations in fund 408 by the same amount.

## **RECOMMENDATION OF OPERATING COMPANY:**

On February 5, 2013, the Pasadena Community Access Corporation (PCAC) Board of Directors voted to recommend approval of the proposed actions to the City Council.

## **BACKGROUND:**

Pursuant to Pasadena Municipal Code Chapter 2.155.110, the PCAC performs the community access function for the Pasadena Public, Education and Government (PEG) cable access system. The Corporation is organized exclusively for charitable, scientific, literary and educational purposes and is overseen by a board consisting of eleven members.

Recently, the PCAC Board approved a lease agreement, made possible by a budget amendment approved by the City Council on January 14, 2013, to relocate its studios from 2061 N. Los Robles Ave. to 150 S. Los Robles Ave. This new location provides better access for the community and allows for a substantial increase in facility and resource availability for those producing community access programming including PCAC's channel partners: PCC-TV (Pasadena City College), KRLN-TV (PUSD), KPAS (City), and The Arroyo Channel.

At the new facility, PCAC intends to provide space and new equipment to channel partners and local producers to build a modern community resource that will provide communications tools, citizen journalism, and media training consistent with today's standards for community access cable television. This new venture to provide quality programming to Pasadena in multiple formats (cable, online and social media) requires an investment in the distribution infrastructure and production equipment to replace PCAC's outdated equipment.

Accordingly, PCAC is requesting an appropriation of \$493,000 to fund the purchase of a variety of equipment, including studio equipment, field production equipment, lighting and grip equipment, audio equipment, television signal switching and video processing equipment, and high-speed network infrastructure equipment. A detailed list is provided as Attachment A.

Acquisition of this equipment will enable PCAC to:

- Migrate from the current I-NET to a higher quality digital transport infrastructure (including reestablishing go-live capability at the Pasadena Convention Center, Pasadena Senior Center, and Pasadena City College)
- Be better prepared to help broadcast live emergency public information during a citywide or regional emergency and/or activation of the City's Emergency Operations Center
- Equip two (2) production studios at 150 S. Los Robles to meet current production demands
- Acquire field production equipment for increased community event coverage
- Equip a functional community media learning center

All equipment purchases will be made in manner consistent with the City's standard procurement processes. The funds proposed to be used for this project are Public, Educational and Governmental (PEG) funds the City receives pursuant to the state franchise for telecommunication operators.

Pursuant to state law, these PEG funds may only be used for capital costs associated with providing community access television programming.

**COUNCIL POLICY CONSIDERATION:**

The proposed action is consistent with the City Council's goals of providing public facilities and infrastructure for the benefit of the public and promoting the quality of life and local economy.

**FISCAL IMPACT:**

Funding for the proposed capital project will be drawn from current PEG funds which are held in the City's Telecommunications Fund, 408. Current unappropriated fund balance is \$794,906, therefore the proposed action would reduce this figure to \$301,906. As indicated above, per state law these funds are restricted and may only be used to fund capital costs associated with providing community access television programming.

Respectfully submitted,

  
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KERI STOKSTAD  
Executive Director  
PCAC

**Detail of Proposed Equipment Plan – Attachment A  
Pasadena Community Access Corporation**

**PROJECT DESCRIPTIONS**

**Production Studios Audio/Visual (A/V) Technology**

This project will build the audio-visual systems at 150 S. Los Robles which includes two (2) production studios, training facilities, edit bays, and channel operations. The equipment will be upgraded to what is currently used in the industry and to better match the current needs. The a/v system upgrade includes studio cameras, audio equipment, and broadcast video switcher. Many components of the current a/v systems are no longer supported or manufactured. The project will save costs by reducing maintenance and rental needs for a/v equipment.

AV Technology Project total estimated cost: \$250,000

Elements:

Six (6) Studio Cameras, cabling and support: \$95,000

Video switcher control system/switching: \$50,000

Audio System: \$30,000

Monitoring: \$23,000

Additional Equipment: \$12,000

Allowance for installation and design: \$40,000

**Channel Origination and Live Drops**

Upgrade and/or replace channel origination servers for four (4) channels with N+1 redundancy, including ingest equipment, monitoring and distribution as necessary. Support for SDI and HD/SDI signal formats Support for file based workflow including but not limited to MPEG2 and H.264. Migrate from the current I-NET to a higher quality digital transport infrastructure (including reestablishing go-live capability at the Pasadena Convention Center, Pasadena Senior Center, and Pasadena City College). Be better prepared to help broadcast live emergency public information during a citywide or regional emergency and/or activation of the City's Emergency Operations Center.

Channel Origination and Live Drops total estimated cost: \$152,000

Elements:

Playback Servers, Encoders & Automation: \$122,000

Allowance for installation and design: \$30,000

**LED Lighting Upgrade**

Upgrade replaces the current obsolete lighting instruments with energy-efficient LED lighting instruments. The LED lights do not generate extra heat for the room, saving on

heating/cooling costs. Wiring the lighting controls to be controlled via wall panels for added. Addition of LED color changing lights to the Gallery and rotunda for special events lighting. This will save on rental costs for lighting equipment.

LED Lighting Upgrade total estimated cost: \$30,000

Elements:

LED Lights: \$20,000

Allowance for installation and design: \$10,000

**Field Production**

Complete the media services network to connect the non-linear edit systems to a shared storage array for archive material and provide the ability to ftp files to the playback server directly from the non-linear edit computers

Field Production total estimated cost: \$28,000

Elements:

Six (6) Field Camera Kits: \$24,000

Cables and Accessories: \$4,000

**Digital Edit Training**

Edit computers would replace the two (2) outdated Apple workstations and media services edit systems. Edit systems would provide for training that meets current professional standards for advancement to certification programs such as those offered by Pasadena City College.

Digital Edit Training Breakdown:

As a whole project: \$20,000

Eight (8) Digital Edit Bays: \$16,000

Allowance for installation and design: \$4,000

**Shared Network Storage for media for non-linear edit systems**

complete the Media Services network to connect the edit systems to a shared storage array for archive material and provide the ability to ftp files to the playback server directly from the non-linear edit computers

Shared Network Storage total estimated cost: \$12,000

Elements:

Storage Network: \$10,000

Allowance for installation and design: \$2,000