PCTA Exit and Transition Plan Update
City Council Study Session
June 17, 2019

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Background

- On April 9, 2018, Council Members Lyn Semeta and Patrick Brenden introduced a Council Member Item to:

Direct the City Manager to obtain information from PCTA and other programming providers to assess the current resources available to the City for broadcast of public interest programming and conduct a review of best practices of local government programming in order to ensure that the City is utilizing current technology most efficiently and effectively.

- Study Session on Alternative Methods and New Trends was held on July 11, 2018.

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Background (cont'd)

- Council Members Semeta and Brenden introduced a Council Member item on October 29, 2018, to discuss the potential withdrawal from PCTA.
- Study Session on the proposed Exit and Transition Plan was held on December 17, 2018
- City Council voted on January 22, 2019 to provide notice to PCTA on our intent to terminate our membership.

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Business Plan for Operating "Surf City 3"

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Staffing

- Administrative Functions (Contract Management, Staffing, Budgeting) – *Assistant to the City Manager*
- Creative Content and Community Outreach – *Public Information Officer*
- Technology and Information Services Needs – *Information Services Department*

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Programming

- The City Council Subcommittee will review and provide direction to staff on programming content.
- DIVCA requires – 8 hours on average quarterly.

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Cablecasting Services

- Staff solicited bids for Cablecasting Services.
- A contract was awarded to Tripepi Smith & Associates on June 3rd.

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Programming – Creative Content

- Request for Proposal were solicited for on-call video production.
- Ten consultants submitted proposals.
- Communications Committee evaluating sample work.

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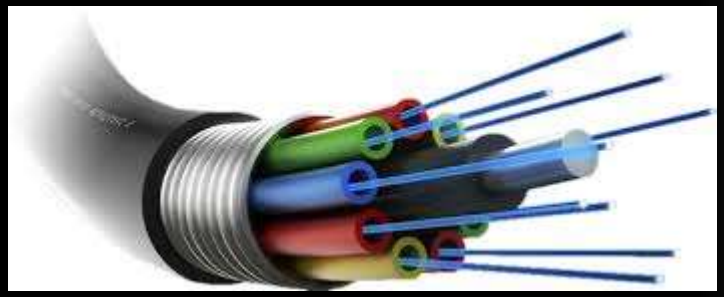
What can PEG be spent on?

- PEG funds are restricted and can only be used on:
  - Cable Access Programming
  - Video Production and Editing
  - Fiber/Broadband – Connecting City Facilities
  - Streaming Services
  - Capital Expenditures
  - Information Technology – Website and IT
  - Software



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Proposed Budget

Line Item	Proposed Amount
Personnel (Contract Employees)	$50,000
Capital Expenses	$50,000
Video Production	$100,000
Large Event Taping	$50,000
Software, Licensing, technical support, etc. (Information Services)	$175,000
Total Proposed First Year Budget =	$425,000

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Branding and Public Notification

- Branding of new channel
- Website Interface
- Public notification of new City-run Channel
- New Graphics/Content for Meetings

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Current Trends in TV

- 5G!
- More and more people are cutting the cord from cable television.
- Apps:
  - Apple TV, Roku, Amazon Fire (Fire Stick)

How to Cut the Cable Cord with Amazon Fire TV

CHARLES AQUINO
June 14, 2018

Cutting the cable cord can save a lot of money. It can also cause you to pull out your hair as you figure out how to watch the shows you love. Our tech expert shows how to use Amazon Fire TV to help your cause.

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Revenue/Partnership Opportunities

- Programming Partnerships
- School District Partnerships
- Advertising, Underwriting, and Sponsorship

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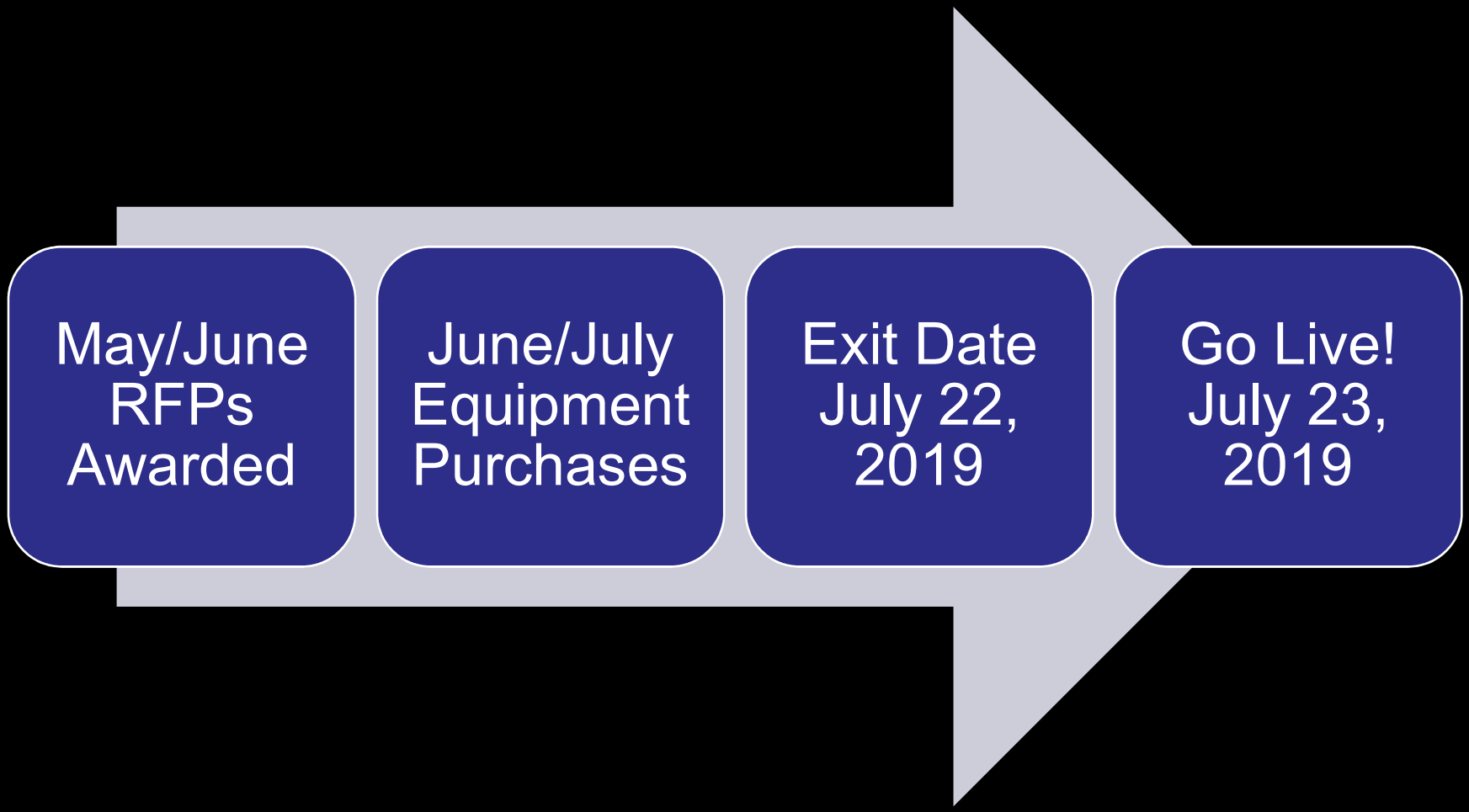
Timeline



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