

TO: James L. App, City Manager

FROM: Jim Throop, Administrative Services Director

SUBJECT: PEG Funding Transfer to Paso Robles School District

DATE: February 1, 2011

NEEDS: For the City Council to consider allocating Public, Education, Government (PEG) funds to the Paso Robles School District.

- FACTS:**
1. The Charter Communications franchise agreement with the State includes a 1% funding fee for PEG-related equipment. The City began receiving PEG funds in September 2010.
 2. PEG funds may only be used for capital equipment purchases that are related to the production of local, educational or governmental video programming. The City currently has no video production equipment, facilities or staff to take advantage of this funding.
 3. The Paso Robles School District offers classes in video production. Its equipment is old and does not integrate with today's new technology.
 4. The District's finances are severely constrained, thus cannot be used to replace or upgrade obsolete video production instruction equipment.
 5. The Paso Robles School District has developed an action plan to invest the PEG funds (attached).
 6. The City of Paso Robles may transfer the PEG funds to the School District.

Analysis &

Conclusion: PEG funds are collected and distributed to the City for use in local, educational and governmental video programming. PEG funding is projected to be approximately \$50,000 per full year.

This funding can only be used to purchase capital equipment such as cameras, lighting, microphones and other items that will be used in the production and distribution of local, educational or governmental video programming. PEG funds cannot be used for salaries or other non-equipment related expenses.

POLICY

REFERENCE California's Digital Infrastructure and Video Competition Act Ordinance (DIVCA).

Economic Strategy - Human Investment – Because human resources are so valuable in the information age, communities should provide life-long skills and learning opportunities by investing in excellent schools, post-secondary institutions, and opportunities for continuous education and training available to all.

FISCAL

IMPACT:

PEG funds are not General Fund monies, nor can they be used to off-set any of the General Fund financial shortfall. These funds may only be used for the purchase of equipment for the use in producing local, educational or governmental video programming.

Options:

- a. That the Council adopt Resolution No. 10-XXX approving the transfer of PEG funds for FY 2011 to the Paso Robles School District for its use to purchase new capital equipment for student use in its video production classes, as stated in the Districts attached action plan; or
- b. Amend, modify, or reject the above option



PASO ROBLES PUBLIC SCHOOLS

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Tel (805) 769-1000 • Fax (805) 237-3339 • www.pasoschools.org

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DEC 20 2010
ADMINISTRATIVE SERVICES

December 14, 2010

Mr. James L. App, City Manager
City of El Paso de Robles
1000 Spring Street
Paso Robles, CA 93446

RE: PEG Funding Request

Dear Mr. App,

We are excited to work in partnership with the city of Paso Robles to provide video literacy and media to our students, parents, and our Paso Robles community. District administrators, teachers, and students have developed an Educational Video and Media Literacy program to provide internet video and video media to serve the entire Paso Robles community.

Our goals are to provide educational and community outreach video and audio presentations, including community outreach media, to promote and attract families to our Paso Robles community and schools. Attached is an overview of our program, along with our 2010-11 budget.

I would like to request PEG funding to enhance our current district and grant funding. This will empower our students to contribute to our wonderful Paso Robles community.

Thank you for considering this request. Please let me know if you need any additional information.

Sincerely,

Kathleen McNamara, Ed.D.
Superintendent

jkl

enclosures (2)

PASO ROBLES JOINT UNIFIED SCHOOL DISTRICT

**Paso Robles Joint Unified School District
Educational Video and Media Literacy Program**

The digital divide is expensive. It diminishes the quality of people's lives, reduces their competitiveness and life options, and closes them off from a world of information, entertainment, and communications.

The mission of PRPS Educational Media Literacy Program is to empower Paso Robles youth to increase computer availability, Internet video literacy and video media focusing on underserved youth and families in the Paso Robles community. This will be student-empowered program available at all Paso Robles schools and centralized at the Audio and Video Production Studio of Paso Robles High School.

Goals:

- Provide on-location media carts to work in conjunction with the current video on-demand system, Media-Cast, for all Paso Robles Schools.
- Provide up-to-date video and video editing and digital storage equipment for the Paso Robles Video Production Department to facilitate centralized media support
- Provide technical support during the installation of new technical equipment and systems.
- Video Production high school students will train elementary and middle school students to use new media equipment to promote live and recorded audio and video presentations.
- Develop curriculum for Paso Robles High School Audio and Video Production students to produce classroom multimedia categorized by grade level and state standard.
- Develop partnership with the City of Paso Robles to provide on-demand and live audio and video streaming for city events.
- Promote creative ideas to produce media for Skills-USA state and national competition.

With equipment and training, our goal is to provide educational and informational video presentations to every classroom in the district. Video production and presentation will be offered live and on-demand using current and new video editing and storage equipment.

Funding:

- Centralized media video-on-demand and television broadcast already purchased with E-Rate funding. (2) on-location media carts are funded for Flamson Middle School and Paso Robles High School.
- We are looking at potential Public Education Government (PEG) to provide initial cost for the Video Production equipment and funding for up to (8) on-location carts for the remaining school sites and community. (understanding that ongoing funds could fulfill the purchasing of all of the equipment for the remaining sites)

**Paso Robles Joint Unified School District Educational Video and Media Literacy Program
2010-2011 Budget**

Tricaster Duo live-stream video broadcast unit	PRHS Video Production	\$4,000
2 USB Digital Video Camcorders w/ shotgun mics	PRHS Video Production	\$5,000
1 Mediastack on-location Cart for Lewis MS		\$2,500
1 Mediastack on-location Cart for Ililberty HS and the District Admin		\$2,500
1 dedicated laptop w/ upmarket image cards, Upmarket RAM and Fast processor	PRHS Video Production	\$3,000
1 dedicated laptop w/ upmarket Protocols 8.0, and Fast processor for Audio	PRHS Video Production	\$3,000
1 dedicated server w/ software for hosting audio and video	District wide	\$5,000
15 ZR Canon Digital camcorders	PRHS Video Production	\$3,750
2 flatscreen 22" monitors	PRHS Video Production	\$750
2 Remote computer keyboards	PRHS Video Production	\$175
1 portable multichannel audio recorder	PRHS Video Production	\$400
5 mini portable 2 channel usb audio recorders	PRHS Video Production	\$600
1 set Smith Victor portable studio lites with cases	PRHS Video Production	\$2,500
1 3-headset studio production intercom for Video	PRHS Video Production	\$500
1 2-headset intercom for audio booth	PRHS Video Production	\$300
5 T-bites external memory	PRHS Video Production	\$400
1 digital SLR Camera	PRHS Video Production	\$750

Technical Support, installation and Configuration District Wide

\$5,000

2010 P.E.G. Grant Request Total

\$40,225

RESOLUTION NO. 11-XXX

A RESOLUTION OF THE CITY OF EL PASO DE ROBLES
APPROVING THE TRANSFER OF PUBLIC, EDUCATION, GOVERNMENT FUNDS, FOR
FY 2011, TO THE PASO ROBLES SCHOOL DISTRICT TO BE USED TO PURCHASE
CAPITAL EQUIPMENT FOR THE USE IN ITS VIDEO PRODUCTION CLASSES

WHEREAS, The Charter Communications franchise agreement with the State includes a 1% Public, Education, Government (PEG) fee for the City. The City began receiving PEG funds in September 2010 from Charter Communications; and

WHEREAS, these funds may only be used to purchase capital equipment related to the video production of local, educational or governmental video programming; and

WHEREAS, the Paso Robles School District has submitted to the City Council an action plan on how the PEG funds would be used to purchase new equipment for its video production classes; and

WHEREAS, the transfer of PEG funds would be for FY 2011.

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the PEG funds collected for FY 2011 be transferred to the Paso Robles School District for its use to purchase new capital equipment for student use in its video production classes, as stated in the Districts attached action plan.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 1st day of February 2011 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk