

TO: James L. App, City Manager
FROM: Jim Throop, Administrative Services Director
SUBJECT: PEG Funding Transfer to Paso Robles School District
DATE: May 7, 2013

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 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 non-video related expense in the General Fund. 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. 13-XXX approving the transfer of PEG funds for FY 2013 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



TRUSTEES

Chris Bausch
Field Gibson
Katy Griffin
Dave Lambert
W. Jay Packer
Joel Peterson
Joan Summers

To: James L. App, City Manager
City of Paso Robles

From: Kathleen McNamara, Superintendent
Paso Robles Joint Unified School District

Date March 26, 2013

Subject: 2013 PEG Funding Request

We are anxious and excited about the possibility of continuing a working partnership with the City of Paso Robles to provide video literacy and media to our students, parents and our Paso Robles community. Over the last couple of years, PEG funds have provided equipment for the advancement of our Paso Robles High School Video Production Class.

Through this grant and the new equipment provided by it, enhanced video and media literacy programs have been provided to Paso Robles students. We have also made significant strides in providing public and government cable and video content into classrooms as well. To facilitate this communication both into, and out of the classroom, the district has instituted a "Classroom of Tomorrow" (COT) project which involves installing multimedia technology in the classroom capable of accessing public cable and video on demand. Thus far, the District has upgraded more than 160 classroom. These projects have been funded by parent and community donations, as well as Measure T bond funds at the high school, totaling over \$376,000 since 2010. Towards this goal, the Paso Robles Education Alliance (PREA) has been an indispensable partner in the District's COT project, and has held several fundraisers to fund these classroom improvements. However, despite these community and District efforts and subsequent accomplishments, over 40% of Paso Robles classrooms remain without access.

With the goal of bringing the COT upgrades to even a greater number of the District's classroom, we are requesting that PEG funding be used to fund 26 more classroom COT upgrades.

Benefits for Students having COT equipment providing cable and multimedia lessons:

- Engaging and motivating
- Heightens project-based learning opportunities
- Students can participate in real-time collaborative & interactive activities.
- Problem solving activities promote the development of critical thinking skills.
- Appealing and manageable to student with special needs and at-risk

- students
- Provides classroom accessibility to outside of the classroom with distance learning opportunities
- Allows for students to showcase work

Benefits for Teachers having COT equipment providing cable and multimedia lessons:

- Provides teachers with unlimited educational material
- Easily adaptable to all learning levels
- Provides students with a larger audience
- Provides a forum for teacher sharing and feedback

With increasing demand to raise teaching and learning standards, multimedia tools will enhance learning by not forcing a teacher to rely solely on books. Cable TV and multimedia equipment with network capability provides added educational information to students and amplifies classroom management.

Research has determined that cable television can promote children's learning. The Education Department of the Corporation for Public Broadcasting developed an 2004 Executive Summary stating *"After 40 years, the collective evidence that film and television can facilitate learning is overwhelming. This evidence is available for all forms of delivery, film, ITV [instructional television], ETV [educational television], and mass media."* The COT equipment ensures that the students in the classroom have access to this form of information and communication.

Attached is a diagram and list of equipment needed to provide multimedia access in a classroom. Typically, Labor, materials and equipment can cost up to \$2,600 per classroom. With the potential of \$69,000 of 2013 PEG grant funding, Paso Robles schools could outfit up to 26 classrooms, thereby enhancing the learning environment of more then 1,000 Paso Robles learners.

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

Sincerely,

PASO ROBLES PUBLIC SCHOOLS



Dr. Kathleen McNamara
Superintendent

Equipment and Price Listing for Classroom of Tomorrow (COT)

For Paso Robles Public Schools

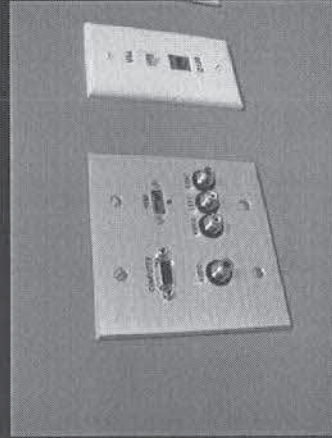
Pricing effective April 15, 2013

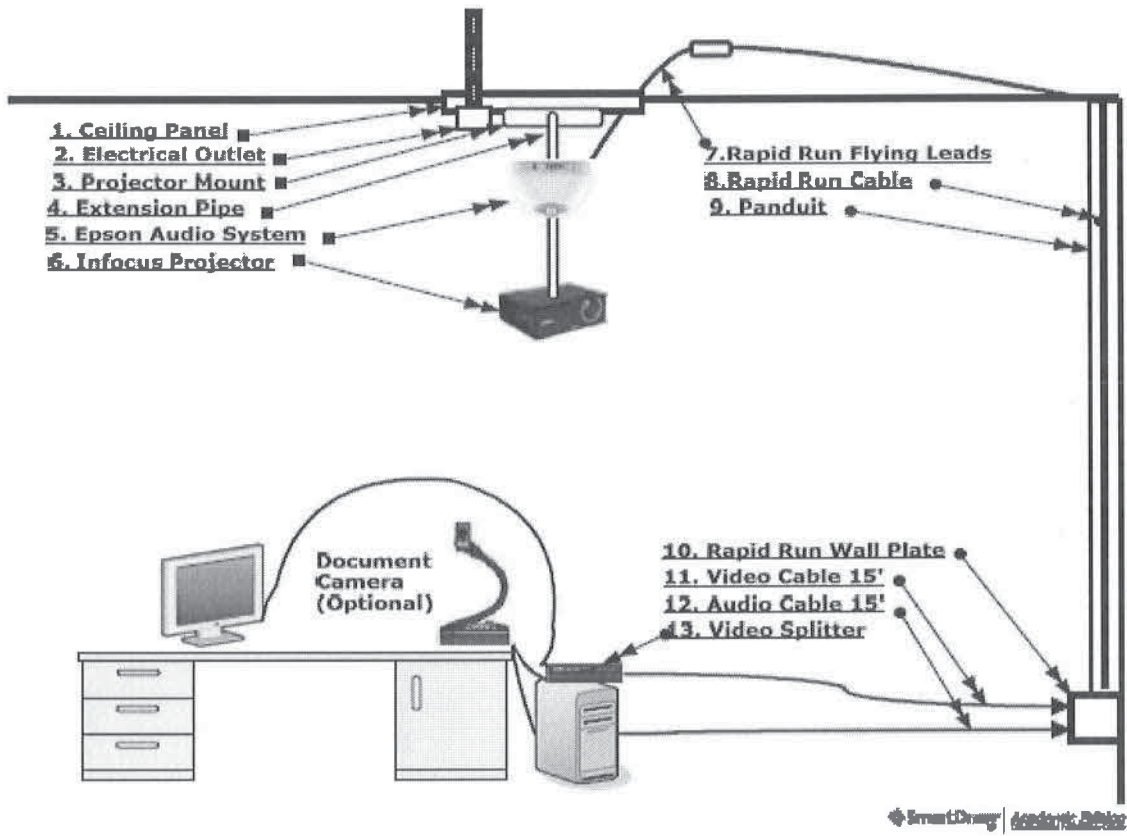
Items are per classroom, outfitting 26 classrooms.

<u>Description</u>	<u>Price</u>	<u>Qty</u>	<u>Total</u>
1. InFocus IN114 Projector	\$ 365	26	\$ 9,490
2. Aver F30 Document camera	\$ 378	26	\$ 9,828
3. Epson AP-60 Sound system	\$ 789	26	\$ 20,514
4. Ceiling/projector mount kits	\$ 185	26	\$ 4,810
5. Cables, wiring materials	\$ 150	26	\$ 3,900
6. Electrician services	\$ 400	26	\$ 10,400
7. Surge protection devices	\$ 45	26	\$ 1,170
		Subtotal	<u>\$ 60,112</u>
		Tax (8%)	\$ 4,809
		Est. shipping	\$ 300
		Total	<u>\$ 65,221</u> (\$2,508 per clsrn)

Classroom of Tomorrow Equipment

- Mounted Ceiling Projector
- Audio Built-in Mount Supports infrared microphone
- Document Camera





RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY OF EL PASO DE ROBLES
APPROVING THE TRANSFER OF PUBLIC, EDUCATION, GOVERNMENT FUNDS, FOR
FY 2013, 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 2013.

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the any current and future PEG funds for FY 2013, be transferred to the Paso Robles School District for its use to purchase new capital equipment for student use in its video production classes.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 7th day of May 2013 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk