



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: May 18, 2017

DEPARTMENT: FINANCE

FROM: Matt N. Pressey, CPA, Finance Director

TITLE: AMENDMENT TO PEG AGREEMENT WITH MCOE

RECOMMENDED MOTION:

A motion to approve a resolution to approve Amendment No. 2 to the public, educational, and governmental (PEG) support agreement between the City of Salinas and the Monterey Office of Education (MCOE).

RECOMMENDATION:

It is recommended that City Council approve a resolution approving Amendment No. 2 to the PEG support agreement between the City of Salinas and the MCOE.

EXECUTIVE SUMMARY:

The current PEG agreement expires July 1, 2017. The attached Amendment No. 2 extends the current contract for an additional three years.

BACKGROUND:

The City of Salinas receives public, educational, and governmental (PEG) fees from Video Service Providers, which the City must use exclusively to provide non-commercial public, educational, and government channels. In the City of Salinas there are currently two Video Service Providers, Comcast and AT&T. Currently, the Media Center for Art, Education and Technology (MCAET) of the MCOE provides the recording, production, transmission and scheduling of PEG programming.

At the July 22, 2014 City Council meeting, staff proposed extending and expanding the existing contract with the MCOE for the same cost of \$120,000 per year. City Council gave direction to prepare an RFP and allow other local businesses to bid for this service. Accordingly, staff prepared and issued an RFP on July 28, 2014. The RFP was also advertised in The Californian newspaper on July 28, 2014 and e-mailed out to nine local video production companies. The RFP was due on August 14, 2014.

Two proposals were received; one from the MCOE and one from Armstrong Productions. On August 26, 2014 the City Council awarded the service contract to the MCOE for \$120,000 per year.

MCOE had more experienced staff, a greater depth and breadth of expertise, technology that is already in place, a higher quality facilities and a unique partnership with the Millennium Charter High School, where the MCOE is providing the career training program to the students. The services are directly supported by 6 staff and indirectly supported by production and studio staff and a Special Project Manager Engineer with extensive experience. MCAET has an extensive array of educational and professional broadcasting and production equipment and two state-of-the-art television production studios. MCOE is a known and trusted service provider to the City, who has already proven their performance with high quality, timely and reliable service.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project.

STRATEGIC PLAN INITIATIVE:

The staff recommendation supports the Council Goal of Effective, Sustainable Government.

FISCAL AND SUSTAINABILITY IMPACT:

The agreement calls for a not-to-exceed amount of \$125,000 per fiscal year.

ATTACHMENTS:

Resolution
PEG Support Agreement – Amendment No. 2