



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: MARCH 5, 2024
DEPARTMENT: ADMINISTRATION
FROM: PATRICIA M. BARAJAS, CITY CLERK
TITLE: AGREEMENT WITH MONTEREY COUNTY OFFICE OF EDUCATION FOR PUBLIC, EDUCATIONAL, AND GOVERNMENTAL ACCESS SERVICES

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the Interim City Manager to enter into a Professional Services Agreement with the Monterey County Office of Education (MCOE) for Public, Educational, and Governmental (PEG) Access Services in an annual amount not to exceed \$145,000.

EXECUTIVE SUMMARY:

The City of Salinas currently contracts with Monterey County Office of Education, Media Center for Art and Technology (MCAET) to support live streaming, pre and postproduction of all City Council, Commission, Board and Committee meetings. In addition to broadcasting meetings, MCOE/MCAET is also committed to providing cultural and educational programming, public service announcements, and use of their equipment and facilities for offsite broadcasting. The agreement with MCOE expired on June 30, 2023, without lapse in service due to the City's longstanding relationship with MCOE and their continued commitment to support. Staff requests the City Council consider approving a new agreement for a period of two years ending June 30, 2025.

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 Monterey County Office of Education (MCOE) provides the recording, production, transmission, and scheduling of PEG programming.

In 2014 the City Council award the contract to the MCOE following a request for proposal process. MCOE has been an ongoing partner with the City of Salinas for well over 40 years broadcasting "Your City, Your Business" in the early 1980's, "Police Line" in the 1990's, "SalinasNow" in

2012, and has helped design, purchase, install and maintain all transmission equipment in the Salinas Rotunda.

MCOE has experienced staff, a depth and breadth of expertise and technology that is already in place, and quality resource and facilities at MCOE. Services are directly supported by experienced MCAET staff. MCAET has an extensive array of educational and professional broadcasting and production equipment and two state-of-the-art television production studios available for use by the City. Currently, MCOE has a connection from the City via a private County network so that they can stream the city council meetings live to the MCOE and then process them through their equipment and out to Comcast for live broadcasting. MCOE/MCAET also manages and supports The Salinas Channel on YouTube livestreaming and online storage.

Additional services to include additional technical and audiovisual support, weekly maintenance audio/video updates, equipment upgrades, and bi-monthly maintenance reports, have been added to the scope of work for the new contact terms. MCOE is well-known and continues to be a trusted service provider for the city, and continues to perform timely, high quality, 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).

STRATEGIC PLAN INITIATIVE:

The agreement with MCOE is in line with the City Council Goal of Effective and Culturally Responsive Government. The Council identified strategies that included evaluating technology gaps, effective governance, and transparency.

DEPARTMENTAL COORDINATION:

The City Clerk's Office continues to work in coordination with all department to support the broadcasting of all Commissions, Board and Committee meetings and other community events in efforts to increase public participation and access to local government.

FISCAL AND SUSTAINABILITY IMPACT:

Funding for this agreement in the annual amount of \$145,000 is available and appropriated in 2506.80.8005.

ATTACHMENTS:

Resolution
Agreement

RESOLUTION NO. _____ (N.C.S.)

A RESOLUTION OF THE CITY COUNCIL OF SALINAS AUTHORIZING A PROFESSIONAL SERVICE AGREEMENT WITH THE MONTEREY COUNTY OFFICE OF EDUCATION (MCOE) FOR PUBLIC, EDUCATIONAL, AND GOVERNMENTAL (PEG) ACCESS SERVICES

WHEREAS, the existing PEG Support Agreement with the MCOE expired on June 30, 2023; and

WHEREAS, the MCOE has agreed to extend the services for an additional two (2) years commencing on July 1, 2023 through June 30, 2025.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF SALINAS that the Interim City Manager is hereby authorized to enter into a Professional Services Agreement with the Monterey County Office of Education (MCOE) for Public, Educational, and Governmental (PEG) Access Services in an annual amount not to exceed \$145,000.

PASSED AND APPROVED this 5th of March 2024 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Kimbly Craig, Mayor

ATTEST:

Patricia M. Barajas, City Clerk