



City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Andrew Potter, Administrative Services Director
Via Scott W. Huth, City Manager

DATE: May 19, 2014

SUBJECT: Financing Capacity of the Public, Educational, and Government (PEG)
Access Fees for Development of a TV Studio at a New City Hall/Town Hall

REQUESTED ACTION/RECOMMENDATION:

Staff recommends that the City Council direct staff to designate the PEG fees to pay for the TV studio portion of the Town Hall and any remaining funds be used to pay for equipment. Additionally, staff recommends that the City Council request the Del Mar Television Foundation to fundraise and/or implement other revenue generating options to help pay for the costs of a new TV Studio that are not covered by the PEG fees.

DISCUSSION/ANALYSIS:

As the City Council continues its discussions about planning for a new City Hall/Town Hall, it is anticipated that there will be costs incurred to facilitate a new TV studio component in a future Town Hall. Del Mar Television, and the live City Council, Design Review Board and Planning Commission meeting broadcasts made possible by the TV studio have always been an important source of communication within the City, and in recognition of this, the City has provided the use of the TV Studio, including maintenance and utilities, to the Del Mar Television Foundation (the operator of the TV studio) at no cost.

As part of the California Digital Infrastructure and Video Competition Act of 2006 ("DIVCA"), the City receives public, educational, or governmental ("PEG") fees from local cable TV franchise holders. The revenue can be used by the public agency for capital costs for public, educational, or governmental access facilities. (See Attachment A for the background on PEG fees.)

On average, the City receives approximately \$28,000 per year in PEG fee revenue from both franchise holders. At 5% interest for 30 years, this can finance up to \$430,000 in PEG-eligible expenditures. The City is proposing to utilize the PEG funds to primarily

City Council Action:

fund the construction of a TV studio portion of the Town Hall. If funds remain, PEG funds may be used for equipment purchase and installation.

City staff has been working with the DMTV Foundation to identify space needs and the estimated costs for construction of a new TV studio.

Space Needs for TV Studio

The City currently contracts with the Del Mar Television (DMTV) Foundation to operate, broadcast, and provide production services for the Del Mar TV Studio. Through the City's agreement, the Foundation is required to operate the TV studio and produce government, educational, and community programming, as well as provide training opportunities. In addition, the Foundation provides a crew to produce, and broadcast approximately 50 government meetings per year. In addition to an annual contractual payment, the City provides TV studio facilities, including rent, utilities and maintenance to the Foundation at no cost.

Considering the size of the studio, the DMTV Foundation indicates that through a more efficient space, they may be able to consolidate their space needs. However, it is important to the DMTV Foundation that the cablecast room be separate from the control room due to the noise the equipment makes and the proper maintenance of equipment (i.e. access to the equipment in all areas from behind to place or replace cabling/connections, etc.). Also, the DMTV Foundation indicates their need to maintain its internship program and be able to accommodate the students. They estimate their space needs to be around 480 square feet plus storage space, for a total of approximately 600 square feet.

Based on the estimated space needs, it is estimated that the costs for constructing the TV studio portion of the Town Hall would be around \$400,000.

Equipment Needs

The DMTV Foundation estimates the total cost for equipment and specialty construction of a new TV studio would be around \$293,000 (excluding the cost of the building shell) (see Attachment B). The estimated costs are based on current technology.

As an alternative, to simply install sufficient equipment to broadcast the City Council, Planning Commission, and Design Review Board meetings, it is estimated that the total cost for basic equipment would be around \$130,000. Such basic equipment would likely require the DMTV Foundation to identify an alternate location to produce additional programming and provide training opportunities.

Since a majority of the PEG funds would be utilized for the construction costs, it is suggested that the DMTV Foundation begin analyze fundraising opportunities to fund their equipment needs.

FISCAL IMPACT:

There is no fiscal impact associated with receiving this report. Depending on the City Council's direction, the information may be utilized for preparation of cost estimates for a new Civic Center.

ENVIRONMENTAL IMPACT:

There is no environmental impact associated with receiving this report.

PRIOR CITY COUNCIL REVIEW:

None.

ATTACHMENTS:

Attachment A – Background of PEG Fees

Attachment B – Del Mar Television Foundation Equipment Needs Report

CITY OF DEL MAR**BACKGROUND OF PUBLIC, EDUCATIONAL, OR GOVERNMENTAL (PEG) FEES**

Pursuant to Section 611 of the Federal Communications Act, local franchising authorities may require cable operators to set aside channels for public, educational, or governmental ("PEG") use. Under the provisions of the California Digital Infrastructure and Video Competition Act of 2006 ("DIVCA") (Public Utilities Code, Division 2.5), local agencies may require cable franchise holders to pay a percentage of gross revenues for PEG support. The implementation of DIVCA provided that local jurisdictions could set its PEG fee in excess of 1%, but no more than 3%, if it had an existing PEG fee in excess of 1% prior to the expiration of an existing Franchise Agreement. The City of Del Mar adopted an ordinance (Ordinance 874) in December 2012, in advance of the expiration of an existing Franchise Agreement with Time Warner Cable. The ordinance set the PEG fee at 2% of gross revenues for all State cable franchise holders that operate within the boundaries of the City of Del Mar.

Currently, the City has two cable franchise holders that operate within the City limits, AT&T and Time Warner Cable. Time Warner Cable disputes the City's implementation of the 2% PEG fee, citing the City's original implementation of DIVCA in July 2007 (Ordinance 797) that set the PEG fee at 1%. Therefore, Time Warner continues to pay the 1% PEG fee. Alternatively, AT&T continues to comply with Ordinance 874, paying the full 2% PEG fee.

The use of PEG funds is based on Section 622(g)(2)(C) of the Federal Communications Act. The relevant provision limits the use of PEG fees to those "capital costs which are required by the franchise to be incurred by the cable operator for public, educational, or governmental access facilities." This statutory language was interpreted by federal court in *Alliance Community Media v. FCC*, 529 F. 3d 763 (2008). The court interpreted "capital costs" to include the construction of PEG access facilities, including equipment for the PEG facility.

On average, the City receives approximately \$28,000 per year in PEG fee revenue from both franchise holders.

Andrew Potter

From: Luana Karr <ladylu5@icloud.com>
Sent: Thursday, May 08, 2014 10:56 AM
To: Andrew Potter
Cc: Meghan Anderson
Subject: Townhall/Studio Estimates
Attachments: utf-8"CITY OF DEL MAR COST ESTIMATES FORNEW STUDIO.doc

Hi Andrew,

After consulting with our expert engineer and considering the same type of usage for the space, I have attached your required information. Keep in mind this will include the capability of not only covering City Government Meetings, but workshops, community events in the hall (if needed or required) and maintaining Community Programming for the City's unique Public Access Channel.

We have been a long standing Community non-profit, that provides an opportunity for community producers to develop shows for Del Mar's unique public access channel and cover local events, artists, and other Community Organizations. We just finished the Emergency Disaster Videos with collaboration from several Community Organizations, Fire Department and Public Works. We hope we can continue to provide these services and opportunities.

Please let me or Meghan know if you have further questions. I hope this will clarify and help in the planning process.

As I stated before, there are grants and fund raising we can do to help offset costs, once we have an idea of timing and direction.

Thank you,
Luana
Del Mar Television Foundation

Luana - Sent from iCloud

**CITY OF DEL MAR COST ESTIMATES FOR NEW
TOWNHALL/STUDIO/CONTROL ROOM TELEVISION EQUIPMENT
Del Mar Television Foundation**

May 7, 2014

Here are the cost estimates (at today's pricing) for new television equipment proposed for the Del Mar studio. It is assumed the studio will be about twice the size as today's studio and will be multi-functional. The Townhall/studio will incorporate a set for Del Mar City Council meetings and other city meetings as well as provide a studio for community programming, televising workshops & other possible community events.

The control room will have a console with all camera/video/audio control systems. There will be a separate smaller room for on air playback to support the city television channel and web streaming and another smaller room for editing.

It is proposed all video will be high definition, capable of being scaled down to standard definition if the cable system feed requires it. High definition video will be a significant enhancement for the webcast. DVD, BluRay, and DVCam recorders will be part of the equipment compliment so that any program may be saved on a physical format for distribution, storage, and back up. The entire work flow will be digital with a large network-attached storage (NAS) system. We are proposing the system would have storage of 48 terabytes that could easily be expanded if necessary.

TOWNHALL/STUDIO:

Three high definition cameras will be robotic and two HD cameras will be operated by a camera operator. The robotic cameras will be supported on a rolling dolly system so that their placement may be easily moved for a variety of studio activities. Several large flat panel monitors (60" plus in size) will be used instead of video projection to enable easy viewing of laptop generated visual images used in city meetings. In order to improve audio for city meetings, an automated microphone mixing system will be used. Each microphone will have an on/off button with color light status at the base of the microphone and enable the speaker to turn on/off his/her own microphone. Audio levels will be processed to even the loudness of speakers' voices.

CONTROL ROOM:

The video switching will be done by a Newtek TriCaster high definition video switcher with video streaming, multiple file clip players, a sophisticated character generator, and sophisticated video effects and processing system. Large flat panel monitors will provide complete video monitoring for the production system. A Yamaha digital mixer will provide audio mixing for studio productions.

PRODUCTION EDITING ROOM:

This room will use an Adobe Premier computer editing system. It will be interfaced to the NAS storage system for file clip and program digital storage.

CABLECAST CONTROL ROOM:

The Cablecast Control Room will use two Adtec digital high definition media players for cable channel programming playback. As with the current system, a sophisticated character generator will provide video images for off programming times. The room will also house a Dell PowerVault NX32000 48 terabyte (NAS) network-attached storage system. This system will be the central storage system for all media clip files and programs.

TOWNHALL/STUDIO LED LIGHTING FOR MEETINGS/PROGRAMMING:

LED lighting will keep us environmentally sound and reduce power consumption.

12 iW Blast TR, 24V, 2700-6500K LED, 10° / 22°, Black
 1 PDS-750 TR, XLRs,
 6 Blast 12 TR Barndoor
 6 Blast 12 TR Egg Crate Lever
 6 Blast 12 TR 20 Degree Lens
 6 Blast 12 TR 40 Degree Lens

1 Installation Package
 Control Cable Routing, 12 Overlap Grid Clamps
 Consoles & Control
 1 Smart Fade 24-96
 7219A1002 96 Channel Console
 2 Scene, normal and DMX backup modes,
 LCD menu, MIDI/DMX In and Out

Control Cable
 12 50 FT. 4 PIN XLR Cable
 1 25' 5 PIN DMX Cable
 Fixture Accessories
 12 Showsolution Coupler 30mm Thickness

CS-1200-30
 2 Technician Install

PROJECTED COSTS:

It should be noted that these are products and costs as of today. A year or more down the road some of these products may be discontinued, replaced by better technology, and the cost may be more or less than today's pricing.

Townhall/Studio: \$160,000.00

Control Room: \$55,000.00

Production Editing Room: \$25,000.00

Cablecast Control Room: \$28,000.00

Townhall/Studio Lighting: \$25,000.00 including installation

Square Footage Requirements: 480 sq ft. Configuration TBD.

Keeping in mind that Cablecast & Editing suites, due to equipment noise and temperature requirements must be housed separately.

Requirements and estimates were developed, keeping in mind cost effectiveness and environmental concerns. Hancock Video Engineering and San Diego Stage & Lighting were consulted and their expertise was used for the estimates.

Question: Have you included in your overall square footage allotments considered storage space for chairs, council set, equipment etc.?



Remote Camera Operation System Robotic Camera Control Panel - RCCP-1-STS



Hardware Features:

- » Proportional Control from 3 axis PTZ Joystick and X & Y
- » Dedicated Knobs for Focus, Iris, and Master Black
- » Six Dynamic camera control knobs
- » 6 LCD and 16 Dual Colored Keys
- » Integrated 5.6" touchscreen (adjustable fit)
- » External 22" wide screen touchscreen
- » Ethernet Connectivity

Software Features:

- » Unlimited shots, shows, and cameras*
- » Shot mode: single camera/storyboard mode includes: image thumbs, robotic position & camera settings
- » Camera shading
- » Robotics video switching
- » Live video preview
- » Automation Interface
- » EDCS Compatible :Enterprise database synchronization of shows, shots and camera settings

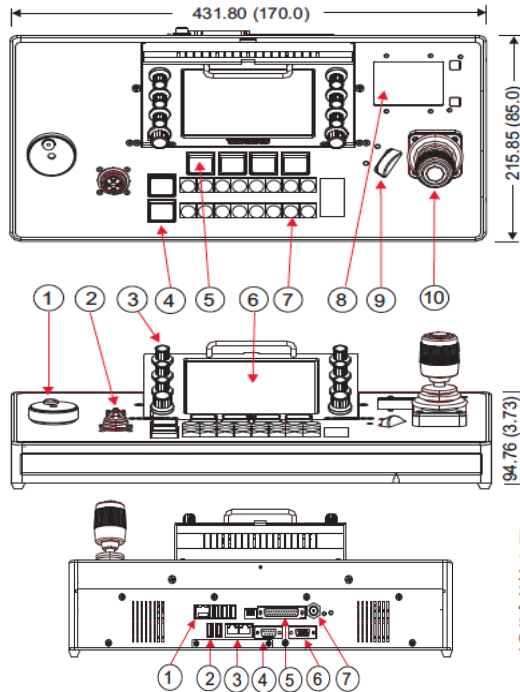
*Limited by storage space

The Telemetrics RCCP-1 with studio software provides a flexible architecture for studio automation. The new ergonomic design of the software allows the user to operate efficiently and with ease. Joysticks control the pan/tilt/zoom and knobs control the focus/iris/master black. Both are located inches away from one another on the hardware for accessible and convenient control. Telemetrics' studio software is highly respected within the broadcast industry for providing unlimited shots/shows/cameras plus the versatility of multi controller capability. Providing instant access to cameras to pick up where the last controller left off (*). Studio software for the RCCP-1 integrates with the CSP camera shader panel locally or in different locations to edit settings whenever you need to (*). Storyboard and single camera mode are available depending on your workflow. Shots from different shows are located in the shot bank where they become accessible for multiple shows and controllers (*) at various times. Syncing shows, shots, and camera settings are available through the EDCS Enterprise Database control system. Responsive and intelligent, the RCCP-1 Studio software provides nothing but high grade broadcast performance.

(*) EDCS Required



Remote Camera Operation System Robotic Camera Control Panel - RCCP-1-STS



Front :

- 1 Focus Knob
- 2 X + Y Mini-joystick
- 3 (8) CCU Knob Control: Iris + Master Pedestal + (6) Dynamically Assignable
- 4 (2) Dynamic Keys for Hard Key Assignments: Camera Select, Presets, Program, Preview
- 5 (4) Dynamic user Keys
- 6 5.7" LCD Touchscreen on Pivot
- 7 (16) Hard Keys (Dual LED)
- 8 Track-pad
- 9 Joystick Speed Selection
- 10 3-Axis Joystick (Pan, Tilt, Zoom)

Rear :

- 1 Ethernet 10/100 Mbps
- 2 (5) USB ports
- 3 (2) Ethernet 10/100 Mbps / 1 Gbps
- 4 RS-232 port
- 5 Tally In / Control Out
- 6 VGA Video
- 7 Power In (12VDC)

Dim. in mm (inches)

Specifications

Cameras/Presets	(16) Dual Illumination key buttons
User LCD Key Buttons	(6) 64x32 Dynamic Display keys
Proportional Interface Control	(1) LCD Display with integrated resistive touch; 5.7in VGA 640x480, 400nits (8) Optical encoders with push button (1) Main Joystick: control of pan, tilt, zoom with integrated button. Button function is user selectable. (1) Select Thumb wheel with integrated button action (1) Focus Wheel (1) Mini Joystick: control of trolley, H Track, or Televator trackpad
Interfaces	(2) Ethernet 10/100 Mbps / 1Gbps dual RJ45 Connector (1) 10/100Mbps (Backup) Ethernet RJ45 Connector (5) USB 2.0 Ports (1) RS232 Port 9 pin D (1) VGA Video - HD15 8 GPI Output (no inputs)
Tally	GPI Input (16) Switcher Protocol (Consult Factory)
Power	Power Adapter (included) 115 VAC-230VAC / 12VDC, 60W
Overall Dimensions	17"W x 8 3/4"D x 3 15/16" H (Cabinet with touchscreen recessed)
Net Weight	9.9 lbs.
Operating Temperature	32° to 104°F (0° to 40°C)

Specifications and features subject to change without notice

Controlled Devices

PTZ Integrated Cameras	Canon: BU-45 / BU-47 / XU81 Panasonic: AW-HE50 / AW-HE60 / AW-HE100 / AW-HE120 Sony: BRC-Z330 / BRC-H700, BRC-Z700 / BRC-H900
Pan/Tilt Heads	Panasonic: AW-PH360 / AW-PH400 / AW-405 / AW-PH650 Telemetrics: All Models Radamec
Cameras	Hitachi: All RC-Z3 controlled cameras JVC: All GY types Ikegami: HDL-45 / HDL-51 (U4 Series) Grassvalley: LDX Compact Panasonic: AWE Series / AK-HC Series / HPX Series Sony: All 700 controlled cameras Telemetrics: HDSC-1
Video Switcher	Black Magic Videohub family Harris Panacea (RS232) Jupiter CM-4000 Ross GVG4000
Automation	Broadcast Pix (Shots) GVG Mosart Newtek Ross

Ordering Information

RCCP-1 Studio Bundle	Control Panel, Studio Software, Video Converter, Video Capture USB Device, 22" Touchscreen, Video Router
RCCP-1 Studio No VSW Bundle	Control Panel, Studio Software, Video Converter, Video Capture USB Device, 22" Touchscreen