

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: City Council Citizen Development and Enrichment Committee -
Authorize Purchase of Television Playback Equipment and
Appropriate Funds to Operate TUSD Cable Channel.
Expenditure: \$21,000.

RECOMMENDATION

Recommendation of the City Council Citizen Development and Enrichment Committee that City Council: 1) Authorize expenditure of \$21,000.00 for purchase and installation of television playback equipment to operate the Torrance Unified School District (TUSD) cable television channel by the City of Torrance; and 2) Appropriate said funds from the Cable TV PEG Fund Balance.

FUNDING

Funding is available in the Cable TV PEG Fund.

BACKGROUND/ANALYSIS

The City Council Committee on Citizen Development and Enrichment held a meeting on July 9, 2012 to discuss proposed purchase of television playback equipment to operate the Torrance Unified School District cable television channel.

In 1983, when the City awarded a cable television franchise to then, Teleprompter Inc., which immediately sold the franchise to Group W, the agreement required a certain number of local channels for use by the community. The vision was to allow the public greater access to local government, education, and public participation. Today, there are 6 channels known as Public, Educational, and Government Access (PEG). The City assigned and authorized use of the educational access channels to the following: The Torrance Unified School District (TUSD), El Camino College (ECC), and California State University at Dominguez Hills (CSUDH).

In addition to the City's own government and public access channels, the City currently operates the playback for ECC, while TUSD and CSUDH operate their channels. TUSD cablecast their School Board meetings and local content, while ECC and CSUDH primarily provide distant learning. Due to funding and staffing limitations, TUSD has not been able to maintain full operation of their channel.

The City operates four cable channels and created a digital master control that was designed to be expandable. The City could determine that assumption of channel playback for the school district would be in the best interest of the community to maintain transparency to the public through use of their cable television channel. Because the City currently performs this function for itself as well as ECC, adding TUSD would have minimal impact on its operation. The TUSD channel 30 (Time Warner cable)/37 (Verizon FiOS) shows among other things, the School Board meetings. By transferring management of the channel's playback, TUSD would benefit from an automated system, while maintaining their control over the playback schedule and content. The channel would be branded as TUSD, provide a repeatable and dependable playback schedule, increase content, improve content selection, improve video quality of the channel, and reduce associated TUSD staff time. Board meetings will continue to be shown live from their Board Room, and playback of the meetings can be increased for more viewing opportunities if desired. The impact to City staff would be minimal following the installation of equipment.

The estimated cost and fiber transport plan is attached for consideration. With Your Honorable Body's concurrence, staff will pursue competitive proposals to provide equipment. Costs estimates have been kept reasonably low by utilizing staff and a consultant to perform the installation and integration of the channel.

Respectfully submitted,

CITY COUNCIL COMMITTEE ON CITIZEN
DEVELOPMENT AND ENRICHMENT



Councilman Tom Brewer, Chair



Councilman Gene Barnett



Councilman Pat Furey

Attachments

- A. Budget Projection
- B. Fiber Transport Plan

Budget Projection Estimates

2011 | October 10 | 7pm

Add an Automated Playback Channel To Current System

Hardware	Description	Qty./Type	Cost
EVERTZ 7707ADVT 1RU	Fiber Transmitter for TUSD	1	\$ 3,000.00
EVERTZ 7707ADVR 3RU	Fiber Receiver at CitiCABLE	1	\$ 3,000.00
EVERTZ 7701fr+PSX	Fiber Frame for TUSD	1	\$ 1,100.00
CHRYON CHYTV	On-Air Bug and Crawl	1	\$ 3,000.00
Analog VDA	Video Monitoring & Distribution	1	\$ 350.00
Analog ADA	Audio Monitoring & Distribution	1	\$ 300.00
D to A Converter	Convert SDI video for monitoring	1	\$ 800.00
SDI DA	Distribute SDI Signal to System	1	\$ 600.00
Server Channel(s)	Independent/Isolated Playback	1	\$ 2,000.00
Total:			\$ 14,150.00
Software	Description	Qty./Type	Cost
Crispin	Automation Licenses	1 channel	\$ 2,000.00
Total:			\$ 2,000.00
Total Costs	Description	Qty./Type	Cost
	Hardware		\$ 14,150.00
	Software		\$ 2,000.00
	System Integration		\$ 3,950.00
	contingency 5%		\$ 1,005.00
	Projected Estimated Total		\$ 21,105.00

