

SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION

799 G Street, 4th Floor, Sacramento, CA. 95814 ♦ (916) 874-6661 ♦ Fax: (916) 854-9666 ♦ www.sacmetrocable.tv

A Joint Powers Agency Representing Sacramento County and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento

AGENDA

SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION REGULAR BOARD MEETING

Sacramento County Administrative Center 700 H Street, S. 1450 Sacramento, California

> THURSDAY, MARCH 5, 2015 2:30 p.m.

Board Members: Larry Carr, Steve Detrick, Steve Hansen, Patrick Kennedy, Roberta MacGlashan, Andy Morin, Don Nottoli,

Susan Peters, Jay Schenirer, Phil Serna, Mel Turner

Ex Officio: Donald Terry

Elected Alternates: Gary Davis, Sue Frost

Appointed Alternates: Isaac Gonzalez - Alternate for Kennedy; Lisa Nava - Alternate for Serna, Howard Schmidt - Alternate

for Peters, Ted Wolter - Alternate for MacGlashan (Chair)

The Board may take up any agenda item at any time, regardless of the order listed. Members of the public coming for a specific agenda item are encouraged to arrive earlier than the scheduled time. Public comment will be taken on the item at the time that it is taken up by the Board. We ask that members of the public complete a Request to Speak form, submit it to the Clerk of the Board, and keep their remarks brief. If several persons wish to address the Board on a single item, the Chair may impose a time limit on individual remarks at the beginning of the discussion. Action may be taken on any item on this agenda.

Presentations supplemented with media (video, DVD, PowerPoint, laptop hookup, etc.) must be coordinated in advance with the meeting Clerk. All media must be tested prior to the meeting date by Metro Cable (at 916-874-7685). Untested media will not be allowed on the date of the meeting. It is also highly advisable to bring a paper copy of presentations to the meeting as back up.

Meeting facilities are accessible to persons with disabilities. Requests for alternative agenda document formats, meeting assistive listening devices, or other considerations should be made through the Commission office at (916) 874-6662.

The meeting of the Commission is cablecast live on Metro Cable 14, the local government affairs channel and webcast at www.sacmetrocable.tv. The meeting is closed captioned and will be repeated the following Saturday at Noon on Channel 14.

CALL TO ORDER

- A) Roll Call
- B) Pledge of Allegiance
- C) Introduction of New Board Members

ITEM NO. 1) CONFERENCE WITH LEGAL COUNSEL - ANTICIPATED LITIGATION:

Consider Initiation of Litigation Pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: One Case

Action:

Adjourn to a closed session to consider initiation of litigation (one case).

ITEM NO. 2) PARTIAL OFFSET OF UNPAID FRANCHISE AND PEG FEES AGAINST COMCAST'S SECURITY DEPOSIT

Action:

Determine whether to offset Comcast's prior security deposit against unpaid franchise and PEG fees and late charges for Calendar Years 2011-2012 and authorize staff to move the security deposit to the General Fund (094A) budget.

ITEM NO. 3) AT&T U-VERSE CUSTOM PEG CHANNEL

Action:

Receive and file a report on the implementation of the AT&T U-verse Custom PEG Channel.

ITEM NO. 4) SECC SEVA LAB PEG FUNDING MODIFICATION REQUEST (SPRING 2015)

Action:

Receive and file the Sacramento Educational Cable Consortium SEVA Lab PEG Funding Spring 2015 Modification Request.

ITEM NO. 5) VICE-CHAIR ELECTION FOR THE REMAINDER OF FISCAL YEAR 2014-15

Action:

Elect a Vice-Chair for the remainder of Fiscal Year 2014-15.

ITEM NO. 6) GENERAL ADMINISTRATIVE REPORT

Action:

Receive a verbal report from the Executive Director on Commission matters and miscellaneous items.

Sacramento Metropolitan Cable Television Commission March 5, 2015 Regular Board Meeting Agenda Page 3

ITEM NO. 7) STATE FRANCHISEE REPORTS

Action:

Receive verbal reports from State Franchisee representatives:

- A. AT&T
- B. Comcast
- C. Consolidated Communications

ITEM NO. 8) CHANNEL LICENSEE REPORTS

Action:

Receive verbal reports from Channel Licensee representatives:

- A. ACCESS Sacramento
- B. Capital Public Radio
- C. KVIE
- D. Sac Faith TV
- E. Sacramento Educational Cable Consortium

ITEM NO. 9) PUBLIC COMMENTS

Action:

Receive comments from the public on items that are not on the agenda.

ADJOURNMENT



SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION

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AGENDA ITEM NO. 1

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

CONFERENCE WITH LEGAL COUNSEL - ANTICIPATED LITIGATION

RECOMMENDATION:

It is recommended the Board adjourn to a closed Executive Session to discuss the following item and report out, if necessary:

CONFERENCE WITH LEGAL COUNSEL - ANTICIPATED LITIGATION:
 Consider Initiation of Litigation Pursuant to paragraph (4) of subdivision (d) of Government Code Section 54956.9: One Case.

Respectfully submitted,

ROBERT A. DAVISON, Executive Director

Sacramento Metropolitan Cable Television Commission



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A Joint Powers Agency Representing Sacramento County and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento

AGENDA ITEM NO. 2

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

Harriet Steiner, Commission Legal Counsel

SUBJECT:

PARTIAL OFFSET OF UNPAID FRANCHISE AND PEG FEES AGAINST COMCAST'S

SECURITY DEPOSIT

RECOMMENDATION:

Determine whether to offset Comcast's prior security deposit against unpaid franchise and PEG fees and late charges for Calendar Years 2011-2012 and authorize staff to move the security deposit to the General Fund (094A) budget.

DISCUSSION:

Public Utilities Code Section 5860(i) permits a local agency to "examine the business records of a holder of a state franchise" to ensure that compensation is in compliance with state law. The Commission previously authorized its Auditor to audit Comcast's business records for the 2011-2012 calendar years ("Audit") and issued a subpoena to ensure the Auditor could obtain all necessary documents for the Audit. The Audit concluded that Comcast owes the Commission \$308,398 in unpaid franchise and PEG fees.

Comcast and the Commission have exchanged letters outlining their positions regarding the owed amounts; see attached letters. Commission staff and Legal Counsel do not agree with Comcast's position and believe that Comcast owes the Commission \$334,610, which includes \$308,398 in unpaid franchise and PEG fees and \$26,212 in late charges.

Comcast previously deposited a security deposit with the Commission to ensure compliance with its local franchise. The original deposit amount was \$250,000 but was reduced to \$100,000 pursuant to the Franchise Ordinance. Since then, the deposit has accrued interest and the current amount is approximately \$216,000. This franchise is no longer in effect, and this deposit generally would be returned to Comcast. However, given that the amount owed to the Commission exceeds this deposit, the Commission may exercise its equitable right to offset the amount owed by Comcast against this deposit (including principal and interest accrued since 1983).

This would not prevent the Commission from ultimately recovering the full amount owed less the offset, should the Commission pursue this recovery and prevail in any court action or settle this issue with Comcast.

Agenda Item No. 2 Partial Offset of Unpaid Franchise & PEG Fees Against Comcast's Security Deposit Page 2

Staff is recommending the Board authorize staff to move the Security Deposit to the Commission's General Fund (09A), in order to partially offset unpaid franchise and PEG fees owed by Comcast in Calendar Years 2011 and 2012 in the amount of \$334,610.

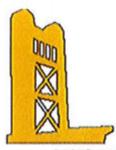
Respectfully submitted,

ROBERT A. DAVISON, Executive Director

Sacramento Metropolitan Cable Television Commission

Attachments:

Doc #2015-008 – Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 (Response to Comcast's November 10, 2014 Letter)



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A Joint Powers Agency Representing Sacramento County and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento

February 6, 2015

Lee-Ann Peling Director of Franchise Operations, CA Region 3055 Comcast Place Livermore, CA 94551-9559

RE: UNDERPAYMENT OF FRANCHISE & PEG FEES FOR THE PERIOD JANUARY 1, 2011 THROUGH DECEMBER 31, 2012 (RESPONSE TO COMCAST'S NOVEMBER 10, 2014 LETTER)

Dear Ms. Peling,

Comcast and the Sacramento Metropolitan Cable Television Commission ("SMCTC") have exchanged numerous letters regarding the franchise and PEG fee audit conducted by Sacramento County's Chief of Audits, Alan Matre for the period January 1, 2011 through December 31, 2012. Based on the audit performed by Mr. Matre, Comcast owes the Sacramento Metropolitan Cable Television Commission ("SMCTC") \$334,610 in unpaid franchise and PEG fees and late charges ("Dispute").

The latest exchange of correspondence regarding the Dispute occurred in September 2014 and November 2014 (enclosed for your reference). In a letter dated October 31, 2014, SMCTC informed Comcast that, without waiving its rights to recover the full balance, it would partially offset the owed amounts against a security deposit Comcast previously deposited with SMCTC unless Comcast agrees to pay all owed amounts. On November 10, 2014, Comcast's Counsel responded. This response declined to pay any owed amounts, demanded the immediate return of the security deposit without any offset, and threatened to withhold future franchise fees if any portion of the security deposit was withheld.

SMCTC wishes to respond to the November 10th letter. The SMCTC Board may include an item on its next Board meeting agenda to withhold the owed amounts from the security deposit. Moreover, while the legal positions of the parties are well established in the prior correspondence, SMCTC wanted to note that any offset of future franchise fees is illegal under City of Glendale v. Marcus Cable Associates, LLC (2014) 231 Cal.App.4th 1359.

Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 Page 2

As you likely know, the court in *Glendale* considered whether a cable provider was permitted to offset the amount of past PEG fee overpayments against its future franchise fee obligations. (*Glendale*, at p. 1376-1377.) As determined in an unrelated portion of the opinion, the city had improperly used PEG fees for operations. The provider argued that it was entitled to offset future franchise fees under Public Utilities Code section 5860(h).

Assuming without deciding that offsets are allowed under section 5860(h), the Court determined that the request for an offset "... nevertheless contravenes the prohibition against damage actions in section 555a(a) of the Federal Cable Act (47 U.S.C. § 555a(a))." (Glendale, at p. 1377.) The Court rejected the argument that past fee overpayments were not "damages" subject to this prohibition. It noted, "the practical effect of [this claim] ... would be the recoupment of money allegedly wrongfully obtained from Charter by Glendale, i.e., the recovery of damages." (Ibid.)

Here, under *Glendale*, Comcast's past unilateral deductions of franchise and PEG fees are illegal. Moreover, in the event that SMCTC is forced to offset the currently owed amount for the Dispute against the security deposit, any future offsets will be plainly illegal. In the event Comcast disputes the amount of PEG and franchise fees owed to SMCTC, it must obtain a judicial declaration to that effect and may only obtain prospective relief.

As noted above, the SMCTC Board will be considering this item at its next meeting, tentatively scheduled for April 2, 2015. We will provide a copy of this agenda when it becomes publicly available as required by the Brown Act.

Please contact me if you have any questions.

Sincerely,

Robert A. Davison Executive Director

cc: Harriet Steiner, Legal Counsel

Alan Matre, County of Sacramento Chief of Audits Philip Arndt, Comcast's Director of Government Affairs

Enclosure

2014-183 - Comcast CYs 2011-2012 Audit - Security Deposit Offset Ltr Packet (10-31-14)

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SACRAMENTO METROPOLITAN

Cable elevision commission

799 G Street, 4th Floor + Sacramento, CA 95814-1212 • www.sacmetrocable.tv

Phone: (916) 874-6661 + Fax: (916) 854-9666 ROBERT A. DAVISON, EXECUTIVE DIRECTOR

October 31, 2014

Lee-Ann Peling
Director of Franchise Operations
Comcast - California
3055 Comcast Place
Livermore, CA 94551-9559

RE: UNDERPAYMENT OF FRANCHISE & PEG FEES FOR THE PERIOD JANUARY 1, 2011 THROUGH DECEMBER 31, 2012

Dear Ms. Peling,

As you know, Comcast and the Sacramento Metropolitan Cable Television Commission ("SMCTC") have exchanged numerous letters regarding the recent franchise and PEG fee audit conducted by Sacramento County's Chief of Audits, Alan Matre for the period January 1, 2011 through December 31, 2012. As outlined by Mr. Matre, Comcast owes the Sacramento Metropolitan Cable Television Commission ("SMCTC") \$334,610 in unpaid franchise fees, PEG fees, and late charges. In an effort to settle a bulk of SMCTC's claims and without waiving SMCTC's claims for the full amount owed and amounts going forward, SMCTC will offset the owed amounts against a security deposit Comcast previously deposited with SMCTC unless Comcast agrees to pay all due amounts by 5:00 p.m., Monday, December 1, 2014.

The enclosed prior correspondence between the parties outlines the present dispute. However, to briefly summarize, Comcast maintains that it can deduct the CPUC User Fee and the PEG fee from gross revenues used to calculate franchise fees and PEG fees and deduct the CPUC User fee from owed franchise fees. SMCTC strongly disagrees with this position and maintains that all unilateral deductions are improper.

When evaluating its options, SMCTC staff reviewed the security deposit Comcast previously lodged with SMCTC to secure its performance of the SMCTC-franchise. This deposit with principal and interest is currently approximately \$216,563. Now that Comcast has migrated to a DIVCA-franchise, this deposit should be returned to Comcast.

Comcast - Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 Page 2

However, unless Comcast pays all amounts owed by Monday, December 1, 2014, SMCTC will take all actions necessary to off-set a portion of the owed franchise and PEG fees against this deposit, and any additional interest that accrues to it. SMCTC believes that this would qualify as an equitable set-off, and the provisions of SMCTC's member agencies' cable ordinances regarding deductions from the deposit would not apply (see, e.g., Sacramento City Code § 5.28.1650.). However, please let us know as soon as possible if you disagree.

Lastly, please note that if SMCTC ultimately offsets a portion of the owed franchise and PEG fees against the security deposit, SMCTC does not waive any claim or right to the remaining balance and any other amounts owed by Comcast, including amounts going forward.

Please contact me to discuss this matter.

Sincerely.

Robert A. Davison Executive Director

cc: Harriet Steiner, Legal Counsel

Alan Matre, County of Sacramento Chief of Audits Philip Arndt, Comcast's Director of Government Affairs

Enclosures:

- · September 10, 2014 Letter to Comcast
- · June 4, 2014 Response Letter from Comcast
- May 20, 2014 Letter to Comcast with Invoice No. 2014-001 and the Review of Franchise & PEG Fees Remitted to SMCTC from January 1, 2011 through December 31, 2012

September 10, 2014 – Letter To Comcast

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SACRAMENTO METROPOLITAN

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Phone: (916) 874-6661 • Fax: (916) 854-9666 ROBERT A. DAVISON, EXECUTIVE DIRECTOR

September 10, 2014

Lee-Ann Peling Director of Franchise Operations Comcast - California 3055 Comcast Place Livermore, CA 94551-9559

FO

RE:

UNDERPAYMENT OF FRANCHISE & PEG FEES
FOR THE PERIOD JANUARY 1, 2011 THROUGH DECEMBER 31, 2012

Dear Ms. Peling,

This letter responds to your June 4, 2014 letter to me regarding the recent franchise and PEG fee audit conducted by Sacramento County's Chief of Audits, Alan Matre for the period January 1, 2011 through December 31, 2012. As outlined by Mr. Matre, Comcast owes the Sacramento Metropolitan Cable Television Commission ("SMCTC") \$334,610 in unpaid franchise and PEG fees and late charges. Your June 4th letter objected to this finding and outlined your belief that Comcast can lawfully deduct the PEG fee from gross revenues used to calculate franchise fees and PEG fees and deduct the CPUC User fee for owed franchise fees. This letter outlines why this belief is mistaken and demands that Comcast immediately pay the owed amounts. As such, please remit the full amount owed of \$334,610 immediately or the Commission will utilize all available remedies to compel payment.

Comcast Cannot Deduct the CPUC User Fee

As an initial matter, Comcast is not authorized to deduct the expense associated with the CPUC User Fee from the amount owed to SMCTC. We understand that Comcast believes that the CPUC fee is a franchise fee as defined under federal law. However, the CPUC's order implementing DIVCA specifically determined that the CPUC User Fees were not "franchise fees" under federal law, and explicitly stated that the CPUC User Fees could not be used as an "offset against franchise fees owed to local governments."

See Re Implement the Digital Infrastructure and Video Competition Act of 2006, Rulemaking Proceeding 06-10-005, Decision 07-03-014, discussion at page 110-111 of the CPUC's Decision Adopting A General Order And

Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 Page 2

Given the nature of the CPUC User Fees, we agree with the CPUC's conclusions. Among other reasons, federal law makes it clear that fees "imposed on both utilities and cable operators or their services" are not franchise fees unless the fees are "unduly discriminatory against cable operators or cable subscribers." Further, a fee is not a franchise fee unless imposed upon a cable operator because of its status as such. The CPUC User Fee is part of a provision of California law that imposes fees on entities that are subject to CPUC jurisdiction, and as far as we are aware, Comcast has never claimed that the fee is unduly discriminatory. Finally, even if the fee were imposed on cable operators solely because of their status as such, the fee by law is limited to levels that are related to the CPUC's costs of awarding or enforcing franchises, and thus fall within an express exception to the franchise fee definition. Apparently, Comcast has not claimed that the fees are excessive or are being used for improper purposes.

Moreover, Comcast is not permitted to engage in self-help by choosing to deduct the CPUC User Fee from franchise fees owed to SMCTC. Generally, when a payment is due to a local government, the remedy that must be exercised is to pay and seek recovery, not to withhold. Further, the Federal Communications Commission order on franchise fees does not tolerate unilateral offsets, nor could it. 1 DIVCA is also clear that video franchise holders MUST pay the 5% owed to the communities, on pain of losing the franchise.' Thus, the company's withholding, even though small, is serious indeed. This is especially true as Comcast has now withheld for past years, even after these years have been paid and the funds expended by SMCTC.

Finally, if there is one thing that is obvious from the CPUC Order above, it is that the fee cannot be deducted from the payment owed to localities. If Comcast believes there can be any offset, it must be against payments made to the franchising authority - to the state - that the company contends are franchise fees.

Procedures To Implement The Digital Infrastructure And Video Competition Act Of 2006, (R.06-10-005 COM/CRC/(cg), Decision 07-03-014, March 1, 2007 ("[W]e clarify that the Commission's user fees are not 'franchise fees' as defined by Section 542 of the Federal Communications Act. Any fees levied by the Commission pursuant to DIVCA are either fees of 'general applicability' or fees 'incidental to the awarding or enforcing of the franchise." (citations omitted)). The CPUC decision is available online at: http://docs.cpuc.ca.gov/published/FINAL_DECISION/65225.htm ² 47 U.S.C. § 542(g)(2).

¹²⁶ U.S.C. § 7421, et seq.

⁴ The FCC's Second Report and Order implementing Section 621 stated: "...we believe that the facts and circumstances of each situation must be assessed on a case-by-case basis under applicable law to determine whether our statutory interpretation should alter the incumbent's existing franchise agreement. This Order should in no way be interpreted as giving incumbents a unilateral right to breach their existing contractual obligations." In re-Implementation of Section 621(a)(1) of the Cable Communs. Act, 22 FCC Red 19633, 19642 (FCC 2007). This is particularly so here, where the franchise was entered into in the face of the Commission's Order prohibiting offsets. Conscast expressly agreed to comply with the law, and until recently, showed that it understood it was obligated to pay by making franchise fee payments without any offset. There has been no change in federal or state law that would explain the company's change in behavior.

See Pub. Util. Code, § 5810(d): "It is the intent of the Legislature that the definition of gross revenues in this division shall result in local entities maintaining their existing level of revenue from franchise fees." Pub. Util. Code, § 5860(a): "The holder of a state franchise that offers video service within the jurisdiction of the local entity shall calculate and remit to the local entity a state franchise fee.." Only one offset is explicitly permitted by DIVCA, and that is where the holder overpays the fees owed to the local community.

Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 Page 2

Comcast Cannot Deduct PEG Fees

Similar to the CPUC User Fee, Comcast has improperly deducted PEG fees when calculating gross revenues subject to the 5% franchise fee and owed PEG fees. You point out that under DIVCA, "[a]mounts billed to, and collected from, subscribers to recover any tax, fee, or surcharge imposed by any governmental entity on the holder of a state franchise ... and any other fee not imposed by this section," are excluded from gross revenues. You believe that PEG fees are an excludable "fee."

We disagree, for several reasons. The Legislature made it clear that the definition of gross revenues in DIVCA "shall result in local entities maintaining their existing level of revenue from franchise fees." (Pub. Util. Code, § 5810(d).) It was certainly quite common pre-DIVCA to exclude sales taxes and other fees where the cable provider effectively acts as a collection agent, and is obligated to bill and collect the fee from end users. However, expenses of the cable operator such as PEG fees that could be itemized, but which were not required to be itemized were treated quite differently. We think (in light of the general provisions of DIVCA) the provision is better read to reach only the first case, and not the second. Moreover, the PEG fees are incorporated via Section 5860(c) (incorporating fees imposed by this "division.") (Of course, more generally, both PEG and franchise fees are part of Section 2 of DIVCA as enacted).

Final Demand

Based on the foregoing, Comcast clearly and unequivocally owes SMCTC \$334,610 in unpaid franchise and PEG fees and late charges. Please immediately remit this amount. In the event Comcast falls to do so, SMCTC will evaluate and pursue all available remedies to recover these owed amounts.

Your assistance in resolving this matter in a timely manner would be greatly appreciated.

Sincerely

Robert A. Davison Executive Director

cc: Harriet Steiner, Legal Counsel

Alan Matre, County of Sacramento Chief of Audits Philip Arndt, Comcast's Director of Government Affairs June 4, 2014 - Response Letter from Comcast



Contrast Cable 3056 Concast Place Liverinose, CA 94561

June 4, 2014



SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION

VIA EMAIL AND FIRST CLASS MAIL

Mr. Robert A. Davison
Executive Director
Sacramento Metropolitan Cable
Television Commission
799 G Street, 4th Floor
Sacramento, CA 95814-1212

Re: Franchise Fee Audit 1/1/2011 - 12/31/2012

Dear Mr. Davison:

I am in receipt of your letter of May 20th 2014 regarding the review of franchise and PEG fees paid to the Sacramento Metropolitan Cable Commission ("Commission") for the 2011-212 calendar years, and the accompanying invoice in the amount of \$334,610 for alleged underpayments of franchise fees and late payment charges. For the reasons set forth below, Comcast will not be remitting the requested payment to the Commission.

The audit report prepared by Mr. Alan Matre from Sacramento County contained two findings which resulted in an alleged underpayment of franchise fees: that Comcast properly reports the correct gross revenue amounts, but does not include PEG fees collected from subscribers, and does not include CPUC User Fees (as allocated to the Commission) paid to the State of California in the calculation of gross video revenues.

While Mr. Matre's letter is factually correct, his position is not consistent with the gross revenue provisions of the Digital Infrastructure and Video Competition Act of 2006 (DIVCA), which sets forth the categories of revenue to be included in gross revenues for purposes of calculating franchise fees. More particularly, Section 5860(e) states that "'gross revenue'... does not include any of the following..." and then lists numerous categories of revenue that would not be included in gross revenues, including, at Subsection (6), "[a]mounts billed to, and collected from, subscribers to recover any tax, fee, or surcharge imposed by any governmental entity on the holder of a state franchise...and any other fee not imposed by this section."

Mr. Robert Davison June 4, 2014 Page 2

As the PEG fee is specifically imposed upon Comcast as a state franchise holder, is collected from our subscribers and is paid directly the Commission, these amounts are properly <u>not</u> included in the calculation of gross revenues. Thus there was no underpayment of franchise fees to the Commission related to the exclusion of PEG fees from gross revenues.

The deduction of CPUC User Fees was explained in Comcast's letter to the Commission on October 7, 2011 and the company's position has not changed. I am enclosing a copy of that letter for your reference. Mr. Matre's audit report contains a recommendation that Comcast stop deducting the CPUC User Fee from gross revenues, but provides no authority or analysis to support this recommendation.

As Comcast believes no additional amounts are due and owing to the Commission at this time, we will not address the calculation of late fees in this letter. However, please be advised that we do not believe that late fees, as calculated by Mr. Matre, are in accordance with the provisions of DIVCA.

Please give me a call should the Commission have any further questions or wish to discuss these issues in greater detail.

Very truly yours,

Director of Franchise Operations

Comcast - California

Cc: Harriet Steiner, Legal Counsel, Cable Commission
Alan Matre, Sacramento County Chief of Audits
Philip Arndt, Director of Government Affairs, Comcast



California Region 3055 Comcast Place Livermore, CA 94551-9559

October 7, 2011

Mr. Robert A. Davison Sacramento Metro Cable TV 901 H Street, Room #206 Sacramento, CA. 95814

Re: Adjustment to Franchise Fees Paid to the City of Sacramento Under DIVCA to Account for 2008-2011 CPUC User Fee Payments

Dear Mr. Davison:

I am writing to inform you that Comcast will be deducting \$59,207.94 from the 3rd quarter 2011 franchise fee payment to be made to the City and County of Sacramento shortly. This deduction is designed to account for user fee payments made to the California Public Utilities Commission ("CPUC") during the period that Comcast has held a state video franchise in the City and County of Sacramento.

Due to Comcast's shift to a state franchise, Comcast's franchise fee obligations are governed by the Digital Infrastructure and Video Competition Act of 2006 ("DIVCA"), subject to any limitations imposed by federal law. Under DIVCA, Comcast must collect and remit franchise fees in the amount of 5% of gross revenues (as defined under Public Utilities Code Section 5860(d)) derived from Comcast service in the City and County of Sacramento and Comcast has provided the full amount of such fees to the City and County of Sacramento.

In addition to the payment of franchise fees to the City and County of Sacramento, DIVCA requires state franchisees to pay a "user fee" to the CPUC on an annual basis based on the number of households to whom it could potentially provide service pursuant to its state franchise (usually referred to as "homes passed"). Comcast was awarded a state franchise in January of 2008, and made its first user fee payment to the CPUC later that year; subsequent payments to the CPUC have been made in 2008, 2009, 2010, and 2011.

Although the user fee is based on homes passed, the allocation of this fee is on a per subscriber basis. Based on the number of Comcast subscribers in the City and County of Sacramento, Comcast generated \$59,207.94 in user fees for fiscal years 2008-2011.

Although the CPUC has chosen to refer to its annual state franchise fee as a "user fee," the user fee qualifies as a "franchise fee" under federal law. As a result, it may be lawfully deducted

from the franchise fees paid to municipalities in which Comcast holds a state franchise. 47 U.S.C. Section 542 defines a franchise fee as including "any tax, fee, or assessment of any kind imposed by a franchising authority or other governmental entity on a cable operator or cable subscriber, or both, solely because of their status as such." 47 U.S.C. § 542(g). The CPUC is plainly a "governmental entity" that is imposing a "fee or assessment" on state-franchised cable providers solely because of their status as state-franchised cable providers. Under 47 U.S.C. Section 542(a), "the franchise fees paid by a cable operator with respect to any cable system shall not exceed 5 percent of such cable operator's gross revenues derived... from the operation of the cable system to provide cable services." 47 U.S.C. § 542(a). Therefore, absent a deduction of the franchise fee paid to the CPUC from the franchise fees owed to the municipalities in which a state franchise is held, Comcast would be paying more than 5% in franchise fees, in violation of federal law.

To ensure that Comcast's franchise fee liability relative to the City and County of Sacramento does not exceed the federal statutory 5% cap, Comcast is exercising its right to deduct the portion of CPUC user fees from the franchise fees paid to the City and County of Sacramento. The deduction from the 2011 3rd quarter franchise fee payment accounts for the past CPUC user payments made by Comcast. On a going forward basis, the allocated amount will be deduction from the quarterly franchise fee payments.

If you have any questions about this adjustment, and/or if you would like further information about how the adjustment was calculated, please contact me or Philip Arndt. I can be reached at 925-424-0168, or by email at Legann peling@cable.comcast.com. Philip Arndt can be reached at (209) 338-7923 or by email at Philip Arndt@cable.comcast.com.

Sincerely,

Lee-Ann Peling Franchise Operations Director California Region

cc: Philip Arndt, Director of Government Affairs, Sucramento Metro Area

May 20, 2014 Letter to Comcast,
Invoice No. 2014-001, and
Review of Franchise and PEG Fees Remitted to SMCTC
(Jan. 1, 2011 through Dec. 31, 2012)

REPRESENTING
Sacramento County
and the Cities of:
Citrus Heights
Elk Grove
Folsom
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Cable elevision commission

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Phone: (916) 874-6661 • Fax: (916) 854-9666 ROBERT A. DAVISON, EXECUTIVE DIRECTOR

DESTRUCTION DE LA COMPANION DE

May 20, 2014

Lee-Ann Peling Director of Franchise Operations, CA Region 3055 Comcast Place Livermore, CA 94551-9559

RE: UNDERPAYMENT OF FRANCHISE & PEG FEES

FOR THE PERIOD JANUARY 1, 2011 THROUGH DECEMBER 31, 2012

Dear Ms. Peling,

This letter follows up on the review of franchise & PEG fees remitted to the Sacramento Metropolitan Cable Television Commission by Concast Cable Communications, Inc. for the period January 1, 2011 through December 31, 2012 as performed by Sacramento County's Chief of Audits, Alan Matre.

The review identifies the findings of an underpayment of \$269,822 in franchise fees and \$38,576 in PEG fees for the period reviewed.

Under Comcast's State Franchise, for calendar years 2011 and 2012, Comcast is required to comply with the provisions of the Digital Infrastructure Video Competition Act of 2006 (DIVCA) which provides that the late payments are subject to a late payment charge (CA Public Utilities Code, Section 5860(h):

(h) The state franchise fee shall be remitted to the applicable local entity quarterly, within 45 days after the end of the quarter for that calendar quarter. Each payment shall be accompanied by a summary explaining the basis for the calculation of the state franchise fee. If the holder does not pay the franchise fee when due, the holder shall pay a late payment charge at a rate per year equal to the highest prime lending rate during the period of delinquency, plus 1 percent. If the holder has overpaid the franchise fee, it may deduct the overpayment from its next quarterly payment.

For Calendar Years 2011 and 2012, the prime lending rate was 3.25 %; therefore, 4.25% would be the appropriate annual rate for the late payment fee for the underpaid franchise & PEG fees.

Please find enclosed an invoice of unpaid franchise & PEG fees and late payment charges now due to the Commission for the period January 1, 2011 through December 31, 2012.

Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 Page 2

Your assistance in resolving this matter in a timely manner would be greatly appreciated.

Sincerely,

Robert A. Davison Executive Director

Robert A. Javen

Enclosures:

Invoice 2014-001 (Underpayment of Franchise & PEG Fees – CYS 2011 & 2012)
Review of Franchise & PEG Fees Remitted to the SMCTC (Jan, 1, 2011 through Dec. 31, 2012)

cc: Harriet Steiner, Legal Counsel Alan Matre, Sacramento County Chief of Audits Philip Arndt, Comcast's Director of Government Affairs

2014-053

Underpayment of Franchise & PEG Fees for the Period January 1, 2011 through December 31, 2012 Page 3

INVOICE NO. 2014-001

Comcast Cable Communications, Inc. 3055 Comcast Place Livermore, CA 94551-9559

Attn: Lee-Ann Peling

Underpayment of Franchise & PEG Fees (Calendar Years 2011 & 2012)											
Calendar Year	Franchise Fees Due	Lat	e Payment Year 1 (4.25%)		e Payment Year 2 (4.25%)	PEG Fees Due		e Payment Year 1 (4.25%)	Y	Payment 'ear 2 4.25%)	GRAND TOTALS
2011	\$ 155,068	\$	6,590	\$	6,590	\$ 19,135	\$	813	\$	813	\$189,009
2012	\$ 114,754	\$	4,877	\$	4,877	\$ 19,441	\$	826	\$	826	\$145,601
TOTALS:	\$ 269,822	\$	11,467	\$	11,467	\$ 38,576	\$	1,639	\$	1,639	\$334,610
COAND TO	TAL DUE (Fra	n-hie	o R. DEC Egg I	Linder	nauments 8	Late Paym	ent C	harges			\$334,610

NOTES:

Totals are from the Schedules of Gross Revenue Recomputed of Franchise Fees Due & PEG Fees Due for the Two Years Ended 2011 & 2012 in the Review of Franchise & PEG Fees Remitted to SMCTC (January 1, 2011 through December 31, 2012) performed by Alan Matre, Sacramento County Chief of Audits.

Please remit payment within 30 days to:

Sacramento Metropolitan Cable Television Commission 799 G Street, 4th Floor Sacramento, CA 95814

ATTN: Karen Liu

Internal Services

Department of Finance

Auditor-Controller Division Ben Lamera, Assistant Auditor-Controller



Bradley J. Hudson, County Executive

David Villanueva, Chief Deputy County Executive

> Julie Valverde, Department Director

March 12, 2014

Board of Commissioners c/o Robert A. Davison Sacramento Metropolitan Cable Television Commission 799 G Street, 4th Floor Sacramento, California 95814

Dear Mr. Davison:

Enclosed is our report of the review of the franchise fees remitted to the Sacramento Metropolitan Cable Television Commission by Comcast Cable Communications, Inc. for the period January 1, 2011 through December 31, 2012.

We wish to once again thank you and your staff for the cooperation and assistance they provided during our review.

Sincerely,

JULIE VALVERDE DIRECTOR OF FINANCE

By: Alan A. Matré Chief of Audits

Attachinent

Internal Services

Department of Finance

Auditor-Controller Division Ben Lamera, Assistant Auditor-Controller



Bradley J. Hudson, County Executive

David Villanueva, Chief Deputy County Executive

> Julie Valvorde, Department Director

December 20, 2013

Board of Commissioners Sacramento Metropolitan Cable Television Commission 799 G Street, 4th Floor Sacramento, California 95814

Dear Commission Members:

We have performed the procedures enumerated below for the review of the franchise fees and PEG fees remitted to the Sacramento Metropolitan Cable Television Commission (the Commission) by Comcast Cable Communications, Inc. (Comcast) for the period January 1, 2011 through December 31, 2012. This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. The sufficiency of the procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose. The procedures we performed and our findings were as follows:

1. Reviewed and tested Comcast's internal control and revenue allocation procedures.

Finding: Comeast's internal control procedures appear sufficient to properly account for gross revenue allocated to the Commission.

2. Reviewed and tested the gross revenue as reported by Comcast and recomputed the franchise fees and PEG fees duc.

Finding: Comcast was properly reporting the correct gross revenue amounts and reporting the proper fees due to the Commission except for two items. The first item was that Comcast failed to include the PEG Fees collected as part of gross revenue and the second item was that Comcast was deducting the annual fee paid to the California Public Utilities Commission (CPUC) for implementation of the Digital Infrastructure and Video Competition Act (DIVCA) from the Franchise Fees due to the Commission. See Findings and Recommendations on Attachment I.

Sacramento Metropolitan Cable Television Commission December 20, 2013 Page 2

3. Reviewed and recalculated the Pasadena Pass-Through amount to determine if Comcast customers were being charged the proper rate.

Finding: Comcast was charging the proper Pasadena Pass-Through amounts to their customers.

We were not engaged to, and did not perform an audit, the objective of which would be the expression of an opinion on the financial statements of Comeast. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of the Commission and Comcast and is not intended to be and should not be used by anyone other than those specified parties.

Sincerely,

JULIE VALVERDE DIRECTOR OF FINANCE

By: Alan A. Matré, C.P.A. Chief of Audits

Attachments

Sacramento Metropolitan Cable Television Commission Comcest Cable Communications, Inc. Schedule of Gross Revenue Recomputed and Franchise Fees Due For the Two Years Ended 2011 and 2012

	Gross Revenue Reported by Comcast ²	Gross Revenue Audited	Franchise Rate	Recomputed Franchise Fee Due	Franchise Fees Paid 1	Additional Fees Now Due/ (Overpaid) 3
January 2011	\$ 15,789,965	15,949,444	5.00%	797,472		
February 2011	15,792,290	15,951,792	5.00%	797,590		
March 2011	15,950,254	16,111,352	5.00%	805,568	2,376,625	24,005
April 2011	15,825,386	15,985,222	5.00%	799,261		
May 2011	16,197,422	16,361,016	5.00%	818,051		
Juna 2011	15,504,346	15,660,940	5.00%	783,047	2,376,358	24,001
July 2011	15,815,309	15,975,044	5.00%	798,752		
August 2011	15,464,371	15,610,460	5,00%	780,523		
September 2011	15,813,400	15,973,115	5.00%	798,656	2,294,946	82,985 4
October 2011	15,942,135	16,101,467	5.00%	805,073		
November 2011	15,773,862	15,935,491	5.00%	796,775		
December 2011	15,763,124	15,923,693	5.00%	796,185	2,373,956	24,077
January 2012	15,780,949	15,942,333	5.00%	797,117		
February 2012	15,442,360	15,602,471	5.00%	780,124		
March 2012	15,540,167	15,698,763	5.00%	784,938	2,338,173	24,006
April 2012	16,057,159	16,218,958	5.00%	810,948		
May 2012	16,188,509	16,351,537	5.00%	B17,577		
June 2012	15,938,241	16,100,834	5.00%	805,042	2,409,195	24,372
July 2012	16,070,564	16,235,145	5.00%	811,757		
August 2012	15,873,667	16,037,067	5.00%	801,853		
September 2012	16,390,308	16,554,384	5.00%	827,719	2,399,179	42,150 4
October 2012	17,227,402	17,388,449	5.00%	869,422		
November 2012	16,477,348	16,638,091	5.00%	831,905		
December 2012	16,251,836	16,414,581	5.00%	820,729	2,497,830	24,226
	\$ 382,860,376	- -		19,336,084	19,066,262	269,822

¹ Franchise feos are paid quarterly.

² The City of Galt is shown separately through September 2011 since they were still under the original franchise agreement until that time. Beginning in October 2011, the City of Galt revenue and the corresponding Franchise Fees are included within this schedule. See Page 2 of 3 of this attachment for the City of Galt information for the period of January 2011 through September 2011.

Omcast did not properly include the PEG Fees charged to the customers in Gross Revenue. See Findings and Recommendations on Attachment 1. These differences also include payments made to the California Public Utilities Commission that were deducted from the Franchise Fees remitted for the quarters ended September 2011 and September 2012. See also Foolnote 4 below.

Corncast is improperly deducting the fee that they paid implemented by the California Public Utilities Commission (CPUC) for implementation of the Digital Infrastructure and Video Composition Act (DIVCA) by the CPUC. These amounts were \$59,208 for the quarter ended September 2011 and \$17,548 for the quarter ended September 2012. See Findings and Recommendations on Attachment 1.

Sacramento Metropolitan Cable Television Commission Comcast Cable Communications, Inc. Schedule of Gross Revenue Recomputed and Franchise Fees Due City of Galt For the Nine Months Ended September 2011

	R	ess Revenue eported by Comcast	Gross Revenue Audited	Franchise Rate ²	Recomputed Franchise Fee Oue	Franchise Fees Paid 1	Additional Fees Now Due/ (Overpaid)
January 2011	\$	173,286	173,286	5.00%	8,664		
February 2011		172,943	172,943	5.00%	8,647		
March 2011		171,699	171,699	5.00%	8,585	25,896	0
April 2011		177,644	177,644	5.00%	8,882		
May 2011		180,730	180,730	5.00%	9,037		
June 2011		174,503	174,503	5.00%	8,724	26,643	0
July 2011		176,800	176,800	5.00%	8,840		
August 2011		169,979	169,979	5.00%	8,499		
September 2011		176,200	176,200	5.00%	8,810	26,149	0
-	\$	1,573,784	1,573,784		78,688	78,688	0_

Franchise fees are paid quarterly.

² The City of Galt revenue is only shown from January 2011 through September 2011 since they were still under the original franchise agreement during that time. Since September 2011, Galt was included in Comcast's State Franchise. For the months beginning October 2011, the revenue generated from Galt is reported on Page 1 of 3 of this attachment and is included as part of the total Franchise revenue.

Sacramento Metropolitan Cable Tolevision Commission Comcast Cable Communications, Inc. Schedule of Gross Revenue Recomputed and PEG Fees Due For the Two Years Ended 2011 and 2012

		oss Revenue Reported by Comcast ²	Gross Revenue	PEG Fee Rate	Recomputed PEG Fee Due	PEG Fees Paid ¹	Additional Fees Now Due! (Overpaid) 3
January 2011	\$	15,789,965	15,949,444	1.00%	159,494		
Fabruary 2011	*	15,792,290	15,951,792	1.00%	159,518		
March 2011		15.950.254	16,111,352	1.00%	161,114	475,326	4,800
April 2011		15,825,386	15.985.222	1.00%	159,852		
May 2011		16,197,422	16,361,016	1.00%	163,610		
June 2011		15.504.346	15,660,940	1.00%	156,609	475,271	4,800
July 2011		15.815.309	15,975,044	1.00%	159,750		
August 2011		15,454,371	15,610,460	1.00%	156,105		
September 2011		15,813,400	15,973,115	1.00%	159,731	470,830	4,756
October 2011		15,942,135	16,101,467	1.00%	161,015		
November 2011		15,773,862	15,935,491	1.00%	159,355		
December 2011		15,763,124	15,923,693	1.00%	159,237	474,828	4,779 4
January 2012		15,780,949	15,942,333	1.00%	159,423		
February 2012		15,442,360	15,602,471	1.00%	156,025		
March 2012		15,540,167	15,698,763	1.00%	156,988	467,635	4,801
April 2012		16,057,159	16,218,958	1.00%	162,190		
May 2012		16,188,509	16,351,537	1.00%	163,515		
June 2012		15,938,241	16,100,834	1.00%	161,008	481,839	4,874
July 2012		16,070,564	16,235,145	1.00%	162,351		
August 2012		15,873,667	16,037,067	1 00%	160,371		
September 2012		16,390,308	16,554,384	1.00%	165,544	483,346	4,920
October 2012		17,227,402	17,388,449	1.00%	173,884		
November 2012		16,477,348	16,638,091	1.00%	166,381		
December 2012		16,251,836	16,414,581	1.00%	164,146	499,565	4,846
	\$	382,860,376	386,721,651		3,867,210	3,828,640	38,576

¹ PEG fees are paid quarterly.

² The City of Galt revenue is not included from January 2011 through September 2011 since they were still under the original franchise agreement and PEG Fees did not apply. Since Oclober 2011, Galt was included in Compast's State Franchise and PEG Fees began to accrue at that time.

Omcast did not properly include the PEG Fees charged to the customers in Gross Revenue. See Findings and Recommendations on Attachment 1.

⁴ This amount also represents (\$37) interest for submitting Galt PEG fees late that was received by the Commission

Sacramento Metropolitan Cable Television Commission

Review of Comeast Cable Communications, Inc.
for the Reporting of Gross Revenue In the Computation of License and PEG Fees Remitted

Findings and Recommendations
For the Period January 1, 2011, through December 31, 2012

CURRENT YEAR FINDINGS

Finding

Comcast failed to include the PEG Fees charged to the customers in the calculation of their Gross Revenue. PEG Fees are the responsibility of Comcast, and if Comcast passes those fees through to their customers, then those PEG Fees collected are considered part of Gross Revenue and then must be included as part of Gross Revenue reported to the Sacramento Metropolitan Cable Television Commission (Commission). The misstatement of Gross Revenue applies to the both the calculation of Franchise Fees due to the Commission and the PEG Fees due to the Commission.

Recommendation

We recommend that Comeast include the PEG Fees collected from their customers as part of Gross Revenue and for Comeast to pay the amounts currently due to the Commission.

<u>Finding</u>

The California Public Utilities Commission (CPUC) adopted an annual fee based upon the number of subscribers within each franchise area to generate revenue equal to the CPUC's authorized budget for implementation of the Digital Infrastructure and Video Competition Act (DIVCA). Even though this fee is a separate from the Franchise Fees paid to the Sacramento Metropolitan Cable Television Commission (Commission), Comeast Cable Communications, Inc. (Comeast) deducts this fee paid to the CPUC from the Franchise Fees paid to the Commission. The amounts deducted from the payments to the Commission have been occurring in the third quarter payments of Franchise Fees made to the Commission. The amount deducted from the third quarter payment in 2011 appears to have been all of the fees that had been paid to the CPUC thus far since the fee was implemented. The amount deducted from the third quarter payment in 2012 is the payment made to the CPUC for that year.

Recommendation

We recommend that Comcast stop the practice of deducting this fee paid to the CPUC from the Franchise Fees due to the Commission and to repay all of the amounts that have previously been deducted to the Commission.



SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION

799 G Street, 4th Floor, Sacramento, CA. 95814 ◆ (916) 874-6661 ◆ Fax: (916) 854-9666 ◆ www.sacmetrocable.tv

A Joint Powers Agency Representing Sacramento County and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento

AGENDA ITEM NO. 3

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

AT&T U-VERSE CUSTOM PEG CHANNEL

RECOMMENDATION:

Receive a verbal report on the implementation of the AT&T U-verse Custom PEG Channel.

BACKGROUN/DISCUSSION:

As a settlement to the recent litigation with AT&T, AT&T agreed to provide a custom channel (Custom Channel) for the Sacramento PEG channels on Channel 14 on the AT&T U-verse system.

In June 2014, Commission staff was informed by AT&T that the U-verse Custom Channel for the Sacramento Metropolitan Cable Television Commission's (SMCTC) seven PEG Channels would go live on June 30, 2014. The custom PEG channel meant that subscribers would be able to view the seven PEG channels on AT&T's U-verse Channel 14, in addition to the Channel 99 platform that had already been in place.

At that time, staff was unable to monitor the SMCTC Custom Channel. After diligently working with AT&T since the channel launch, and decisions by the Board to fund the equipment necessary to monitor the channel, monitoring (VRAD) equipment was installed at the Commission Administration office located at 799 G Street on October 24, 2014. Staff now has the ability to monitor the PEG channels on the AT&T U-verse system. This has already paid dividends. Last week, staff noticed pixilation and outage issues on the channel. Staff followed outage protocol and the problem was fixed in less than 24 hours. Previously, such issues took much longer to resolve and relied on subscribers' complaints.

The Custom Channel significantly improves the availability of the Commission's PEG channels on the AT&T U-verse system. The channels are still available on Channel 99 for anyone that would prefer to view them there, but the Custom Channel is much more accessible for Sacramento constituents. Staff appreciates AT&T's cooperation in developing the Custom Channel and making the installation of the monitoring system a reality. A demonstration of how the Custom Channel works will be presented by staff at this meeting.

Respectfully submitted,

ROBERT A. DAVISON, Executive Director

Sacramento Metropolitan Cable Television Commission



SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION

799 G Street, 4th Floor, Sacramento, CA. 95814 ◆ (916) 874-6661 ◆ Fax: (916) 854-9666 ◆ www.sacmetrocable.tv

A Joint Powers Agency Representing Sacramento County and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento

AGENDA ITEM NO. 4

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

SECC SEVA LAB PEG FUNDING MODIFICATION REQUEST (SPRING 2015)

RECOMMENDATION:

It is recommended the Board receive and file the Sacramento Educational Cable Consortium (SECC) SEVA Lab PEG Funding Spring 2015 Modification Request, to leverage the second half of the \$30,066 of PEG Fee funds SECC received in February 2015 to secure additional funds from school sites and school districts to build more SEVA labs.

BACKGROUN/DISCUSSION:

At the Commission's annual June 5, 2014 budget hearing, the Board approved in the Fiscal Year 2014-15 PEG Fee Fund Budget the funding of two SEVA labs in schools for a total of \$60,132.

Liz Rhodes, SECC's Executive Director, submitted a PEG Fee Funding Modification Request in September 2014, to reallocate the first half of the PEG Fee funds received (\$30,066) at that time and to leverage those funds with funding from the San Juan Unified School District and individual school sites, to allow for the funding of more SEVA labs than the one proposed. The four schools identified at the time included Andrew Carnegie Middle School, Winston Churchill Middle School, Del Paso Manor Elementary, and Sylvan Middle School in the San Juan Unified School District. Those SEVA labs have been completed and are currently up and running.

At that time, Liz indicated she would be making a similar request for the second half of the PEG fee funding (\$30,066) that SECC was to receive in February 2015. The attached Spring 2015 modification request proposes that SECC leverage the second half of the PEG Fee funds (\$30,066) with additional funding from the school sites and the school districts to build and implement SEVA labs at McCaffrey Middle School (Galt), Toby Johnson Middle and Leimbach Elementary Schools (Elk Grove) and North County Elementary School (Antelope).

Staff recommends the Board receive and file the SEVA Lab PEG Funding **Spring 2015** Modification Request. No other action is needed at this time since the request does not ask for additional funding from SMCTC and has no monetary impacts to the FY 2014-15 PEG Fee Fund Budget.

Respectfully submitted,

ROBERT A. DAVISON, Executive Director

Sacramento Metropolitan Cable Television Commission

Agenda Item No. 4 SECC SEVA Lab Funding Modification Request (Spring 2015) Page 2

Attachments:

SECC SEVA Lab PEG Funding Modification Request (September 22, 2014)
SECC Spring 2015 SEVA Lab PEG Funding Modification Request (February 5, 2015)



September 22, 2014

Bob Davison Executive Director Sacramento Metropolitan Cable Television Commission 799 G Street, 4th Floor Sacramento, CA 95814

RE: SECC SEVA Lab PEG Funding Modification Request

Dear Bob:

At the June 5, 2014 Budget Hearing, the SMCTC graciously agreed to fund two SEVA labs for a total of \$60,132 for SECC schools. SECC had requested \$90,199 for three labs: one in San Juan, one in Elk Grove and/or Galt, and one in Twin Rivers. As mentioned in the SECC application, specific sites were not identified until funding was guaranteed; SECC did not want to disappoint teachers and students.

SECC has received \$30,066 (1/2) or funding for one site. During the summer months, SECC worked with San Juan USD and several of their sites that are extremely interested in expanding their student media production capability. Rather than implement one lab in the San Juan USD with the \$30,066, SECC identified four highly desirable partner sites in San Juan USD:

Del Paso Manor Carnegie Sylvan Churchill

All sites have teachers and principals dedicated to the idea of furthering media production. SECC would like to leverage the funds given to us from the SMCTC PEG funding with approximately \$40,000 committed by San Juan USD and approximately \$31,000 in additional funds from the schools sites plus support of existing and new resources committed to the labs by each school site as outlined in the attached. This proposal will increase the number of labs from one to four, increase buy in from the San Juan USD and each school site. It leverages the \$30,066 SMCTC PEG contribution with over \$70,000 plus resources from the schools and district.

I have attached the proposed new expenditures with an outline of each sites' program, needs, and contributions. Note, there is no request for any additional funding from SMCTC. This request is to reallocate the \$30,066 SECC has received.

SECC assures the SMCTC funds will be spent in accordance with the PEG funding guidelines and all records will be kept accordingly. SECC is very excited about the enthusiastic response and commitment from the teachers, the principals and the San Juan USD Superintendent, Board and Executive Cabinet. Once SECC has Commission approval we'd like to move quickly to implement the programs at the sites.

Since this process has been successful in leveraging SMCTC dollars, and the school needs exceed the available approved \$60,132, SECC is in the process of working with schools in Elk Grove USD and Galt Elementary under the same concept for the \$30,066(allocated for the second SEVA lab) anticipated in February. This letter includes a request for similar reallocation of the February \$30,066 (again, it is a reallocation – not a request for additional funding). If approved in concept, SECC will submit the revised SEVA Lab expenditure plan for the February \$30,066 to SMCTC in December.

One final note, since SECC was approved for 2/3 of the original request and therefore could not work with the districts originally proposed, SECC worked with Twin Rivers to fund a SEVA lab through other resources.

Please let me know if you have questions or need further information. As always, your help and support is appreciated.

Elizabeth Rhodes Executive Director

Elizabeth Phodes

Encls.

Video Program Usage & Plans

For the past three years I have taught a self contained GATE identified classroom at Del Paso Manor Elementary. My class environment fosters student-centered learning, where students can explore, question and think creatively. Video production is key component of our everyday classroom routine. It is used to help enhance classroom curriculum and encourage students to be proactive members of society . Technology is integrated into each subject area.

Here are some of the programs we used:

*iMovie – Digital storytelling through the use of digital video and editing.

- * Stykx Animation Design. *Garageband Drama and Art

Students work in partners and groups throughout the year, to create instructional videos, public service announcements, documentaries, and news reports related to school events and classroom activities. Videos are produced based on teacher assigned projects or student interest. Our classroom

usually averages about ten to twelve videos per month.

If my classroom had the opportunity to expand it's Video Production program, I would like to have students create more videos. Also, I would like to see my students support other classrooms at our school in using video production.

Students Served by Video Program			
Students in Video Class(es) Each Day	34		
Potential Viewers on Campus	600		
Existing Useable Video Equipment at Site			
Item	Quantity	Unit Price	Total
Canon HD Video Cameras with External Mic Input	2	\$200.00	\$400.00
Basic Video Tripod	5	\$40.00	\$80.00
Older iMacs with iMovie	5	\$0.00	\$0.00
		Existing Total	\$480.00
Distribution of Video Content			
Schoolwide RF Cable System	No		
School Website Youtube	Yes	http://www.sanjuan	.eawae:paso
Vimeo	Yes	http://vimeo.com/ur	cor0026170
Dropbox to SECC for Weekend Playback	Yes	nap.//vimeo.com/u	8619030179
Shared Drive for Campus Playback	No		
Pite Contribution			
Site Contribution Available Matching Dollars from Site for Program	\$2,300.00	Potential GATE Su	pport - Voting
		Sept 4	
Dedicated classroom for Video Program	No	Equipment in main	classroom.
Approximate Hours Equipment Used Each Day	2		
Additional Equipment Requested from School		rostr un-	
Item	Quantity	Unit Price	Total
New principal starting this year and the site currently do			
Programing in my classroom. In the past, the parent gro financial support for certain projects. This could be one.	oup and GAI	E program on camp	us provides
Prompter People - Flex 11 with Tripod	1	\$1,298.00	\$1,298.00
2 Port VGA Splitter	1	\$22.00	\$22.00
VGA 25' Cable	1	\$17.00	\$17.00
Sony Wireless Lavalier Mic System	1	\$599.99	\$599.99
Canon R50 Camcorder	1	\$349.00	\$349.00
Sony MDR-ZX-100 Headphones	1	\$14.99	\$14.99
		School Total	\$2,300.98
Additional Equipment Requested from SECC			
Item	Quantity	Unit Price	Total
Flolight - 3 Light Kit	2	\$1,049.00	\$2,098.00
Sony Wireless Handheld Units	2	\$599.99	\$1,199.98
Sony Wired Handheld Mics	4	\$23.06	\$92.24
Rode Stereo Mini Cable	4	\$10.99	\$43.96
Canon R50 Camcorders	4	\$349.00	\$1,396.00
Transcend - 32GB SDHC Memory Card	4	\$16.95	\$67.80
Canon BP-727 Batteries	4	\$89.95	\$359.80
Sony MDR-ZX-100 Headphones	4	\$14.99	\$59.96
Vello CB-510 Dual Shoe Bracket	4	\$14.95	\$59.80
Pelican 1500 Case	4	\$99.99	\$399.96
Magnus VT300 Basic Video Tripod	4	\$79.95	\$319.80
Background System with Green, White, Black Impact Sandbag 15lb.	1 2	\$219.24 \$21.95	\$219.24 \$43.90
Equipment PEG Funding Total		433/09/50	\$6,360.44
Production Manager Planning/Prog Time	8 hrs		\$1,200.00
Production Manager: Planning/Prep Time Production Manager: Install/Training	24 hrs		\$3,600.00
SECC Staffing Total			\$4,800.00
		SECC Total	\$11,160.44
Additional Equipment Requested from District			
Item	Quantity	Unit Price	Total
Apple iMac 21.5* - 2.7GHz - 8GB Memory - 1TB Drive Final Cut Pro	5	\$1,249.00 \$300.00	\$6,245.00 \$1,500.00
THE COLFIG			4.451.0000
		District Total	\$7,745.00

Video Program Usage & Plans
The Sylvan morning show is transmitted live over RF cable distribution on campus to all classrooms and we have only two field cameras for student use. A recent injection of used equipment has increased our capabilities and workflow, but new backgrounds, lights, prompters, field kits and wireless audio are the next step.

Students Served by Video Program	26		
Students in Video Class(es) Each Day Potential Viewers on Campus	650		
Potential viewers on Campus	030		
Existing Useable Video Equipment at Site Item	Quantity	Unit Price	Total
6 Flolight 110 Lights	6	\$325.00	\$1,950.00
Tricaster Studio	1	\$4,000.00	\$4,000.00
2 Sony SD Cameras (14 years old)	2	\$1,000.00	\$2,000.00
2 Sturdy Video Tripods	2	\$150.00	\$300.00
2 Lavalier Microphones	2	\$150.00	\$300.00
1 Handheld Microphone	ĩ	\$125.00	\$125.00
Mackie Audio Board	1	\$400.00	\$400.00
Sony Confidence Monitor	1	\$400.00	\$400.00
		Existing Total	\$9,475.00
Distribution of Video Content	ear 52-car		
Schoolwide RF Cable System	Yes		
School Website	Yes		
Youtube	No		
Vimeo	No		
Dropbox to SECC for Weekend Playback	Yes		
Shared Drive for Campus Playback	Yes		
Site Contribution			
Available Matching Dollars from Site for Program	\$3,500.00	(2-100 SOVER-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1	
Dedicated classroom for Video Program	Yes		
Approximate Hours Equipment Used Each Day	2		
Additional Equipment Requested from School			
Item	Quantity	Unit Price	Total
Canon Vixia G20 Cameras	2	\$899.00	\$1,798.00
Varizoom VZ Zoom Controller	2	\$118.95	\$237.90
Pearstone 50' Component Cable	2	\$34.95	\$69.90
Prompter People - Flex 11 Kit	1	\$1,298.00	\$1,298.00
Startech - 4 Port VGA Splitter	1	\$49.95	\$49.95
Comprehensive 25' VGA Cable	2	\$16.31	\$32.62
		School Total	\$3,486.37
Additional Equipment Requested from SECC			
ltem	Quantity	Unit Price	Total
Prompter People - Flex 11 Kit	1	\$1,298.00	\$1,298.00
Flolight - 3 Light Kit	1	\$1,299.00	\$1,299.00
Sony Wireless Handheld Units	4	\$599.99	\$2,399.96
Canon R50 Camcorders	4	\$349.00	\$1,396.00
Transcend - 32GB SDHC Memory Card	4	\$16.95	\$67.80
Canon BP-727 Batteries		\$89.95	\$359.80
	4	400.00	4000.00
Sony MDR-ZX-100 Headphones	4	\$14.99	\$59.96
Sony MDR-ZX-100 Headphones Vello CB-510 Dual Shoe Bracket	4		
	4 4	\$14.99	\$59.96 \$59.80
Vello CB-510 Dual Shoe Bracket	4 4	\$14.99 \$14.95	\$59.96 \$59.80 \$399.96
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case	4 4	\$14.99 \$14.95 \$99.99	\$59.96 \$59.80 \$399.96 \$319.80
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod	4 4	\$14.99 \$14.95 \$99.99 \$79.95	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9'	4 4 4 2 2	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95	\$59.96
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount	4 4	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper	4 4 4 2 2 2	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total	4 4 4 2 2 2	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables	4 4 4 2 2 2 2 1	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50 \$9,137.48
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time	4 4 4 4 2 2 2 1	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training	4 4 4 4 2 2 2 1	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total	4 4 4 4 2 2 2 1	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00
Vello CB-510 Dual Shoe Bracket Pellican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training	4 4 4 4 2 2 2 1	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District	4 4 4 2 2 2 1 1 8 hrs 24 hrs	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00 \$4,800.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District Item	4 4 4 2 2 2 1 1 8 hrs 24 hrs	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00 \$4,800.00 \$13,937.48
Vello CB-510 Dual Shoe Bracket Pellican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District Item Apple iMac 21.5" - 2.7GHz - 8GB Memory - 1TB Drive	4 4 4 4 2 2 2 1 1 8 hrs 24 hrs	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50 SECC Total	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$90.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00 \$4,800.00
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District Item Apple iMac 21.5" - 2.7GHz - 8GB Memory - 1TB Drive Final Cut Pro License	4 4 4 4 2 2 2 1 1 8 hrs 24 hrs	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50 SECC Total	\$59.96 \$59.80 \$399.96 \$319.80 \$79.90 \$35.00 \$1,272.50 \$9,137.48 \$1,200.00 \$3,600.00 \$4,800.00 \$13,937.48
Vello CB-510 Dual Shoe Bracket Pelican 1500 Case Magnus VT300 Basic Video Tripod Impact Background Cross Pole - 9' Impact Background Holder Wall Mount Green Background Paper Eartec Wired Intercom - 6 Headsets & Cables Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District Item Apple iMac 21.5" - 2.7GHz - 8GB Memory - 1TB Drive Final Cut Pro License	4 4 4 4 2 2 2 1 1 8 hrs 24 hrs	\$14.99 \$14.95 \$99.99 \$79.95 \$39.95 \$17.50 \$45.00 \$1,272.50 SECC Total	\$59.96 \$59.86 \$399.96 \$319.86 \$79.90 \$35.00 \$1,272.50 \$9,137.46 \$1,200.00 \$3,600.00 \$4,800.00 \$13,937.46

Video Program Usage & Plans
Bulldog Television is a morning news broadcast that is created by students, for the students of Winston Churchill Middle School. BTV was created 15 years ago and I have been teaching the class for 8 years. Students create skits, public service announcements, documentaries, and commercials that are aired throughout the entire campus every morning. Students learn how to research and develop project ideas that will be translated into a video. Students 21st century skills come into play when they record and edit their videos. If our school had new gear we would be able to produce quality SEVAs, create an authentic environment for news broadcasting and continue to improve our media program and make it grow.

Students Served by Video Program	70		
Students in Video Class(es) Each Day	72		
Potential Viewers on Campus	1100		
Distribution of Video Content			
Schoolwide RF Cable System	Yes	Daily Morning Sho	w
School Website	Yes	http://www.sanjuar	.edu/churchill
Youtube	No		
Vimeo	Yes	https://vimeo.com/	user3339801
Dropbox to SECC for Weekend Playback	Yes		
Shared Drive for Campus Playback	No		
Existing Useable Video Equipment at Site			
Item	Quantity	Unit Price	Total
Canon HD Video Cameras with External Mic Input	8	\$250.00	\$2,000.00
Basic Video Tripod	5	\$80.00	\$400.00
Headphones	5	\$15.00	\$75.00
Wired Handheld Microphones	5	\$25.00	\$125.00
			0.4.000000000
Older iMacs	10	\$0.00	\$0.00
iMacs	26	\$1,000.00	\$26,000.00
Final Cut Pro	5	\$300.00	\$1,500.00
		Existing Total	\$28,600.00
		Existing rotal	420,000.00
Site Contribution			
Available Matching Dollars from Site for Program	\$4,000.00		
Dedicated classroom for Video Program	Yes	New building comi 2015.	ng in summer
Approximate House Equipment Head Each Day	2	2015.	
Approximate Hours Equipment Used Each Day	2		
Additional Equipment Requested from School			
	Quantity	Unit Price	Total
Item	Quantity	Unit Price	THE RESERVE TO SERVE THE PARTY OF THE PARTY
Item We have a very supportive PTO who's main goal is to in:	fuse technologies	ogy into our campus	and
Item	fuse technology into stu	ogy into our campus idents hands as pos	and sible. Since
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day	fuse technology into stu y, I believe o	ogy into our campus idents hands as pos ur PTO will be behir	and sible. Since id us.
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technique have a media program that puts out a show each day Prompter People - Flex 11 with Tripod	fuse technolo ology into stu y, I believe o 2	ogy into our campus idents hands as pos ur PTO will be behir \$1,298.00	sible. Since od us. \$2,596.00
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day	fuse technology into stu y, I believe o	ogy into our campus idents hands as pos ur PTO will be behir	and sible. Since id us.
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Item We have a very supportive PTO who's main goal is to inclassrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units	fuse technology into stu y, I believe o 2 1	ogy into our campus idents hands as pos ur PTO will be behir \$1,298.00 \$599.99 \$599.99	and sible. Since id us. \$2,596.00 \$599.99 \$599.99
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Item We have a very supportive PTO who's main goal is to inclassrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units	fuse technology into stu y, I believe o 2 1	ogy into our campus idents hands as pos ur PTO will be behir \$1,298.00 \$599.99 \$599.99	and sible. Since of us. \$2,596.00
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter	fuse technology into stu y, I believe o 2 1 1 1	ogy into our campus idents hands as pos ur PTO will be behir \$1,298.00 \$599.99 \$599.99 \$49.95	sand sible. Since id us. \$2,596.00 \$599.99 \$599.99 \$49.95
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable	fuse technology into stu y, I believe o 2 1 1 1	ogy into our campus idents hands as pos ur PTO will be behin \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31	and sible. Since of us. \$2,596.00 \$599.99 \$599.99 \$49.95 \$32.62
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technowe have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC	fuse technolology into stu y, I believe o 2 1 1 1 2	ogy into our campus idents hands as pos ur PTO will be behir \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31	and sible. Since id us. \$2,596.00 \$599.99 \$599.99 \$49.95 \$32.62 \$3,878.55
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technique have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC Item	fuse technolology into str. y, I believe of 2 1 1 2 Cuantity	ogy into our campus idents hands as pos ur PTO will be behir \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31 School Total	and sible. Since id us. \$2,596.00 \$599.99 \$599.99 \$49.95 \$32.62 \$3,878.55
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technic we have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC Item Flolight - 3 Light Kit	fuse technolology into stu y, I believe o	ogy into our campus idents hands as pos ur PTO will be behin \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31 School Total Unit Price \$1,299.00	and sible. Since id us. \$2,596.00 \$599.99 \$49.95 \$32.62 \$3,878.55
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Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technic we have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC Item Flolight - 3 Light Kit Canon Vixia G20 Cameras Equipment PEG Funding Total Production Manager: Planning/Prep Time	fuse technolology into stuy, I believe of 2 1 1 1 2 2 Quantity 2 2 8 hrs	ogy into our campus idents hands as pos ur PTO will be behin \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31 School Total Unit Price \$1,299.00	\$2,596.00 \$599.99 \$599.99 \$49.95 \$32.62 \$3,878.55 Total \$2,598.00 \$1,798.00 \$4,396.00
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Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technic we have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC Item Flolight - 3 Light Kit Canon Vixia G20 Cameras Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total	fuse technolology into stuy, I believe of 2 1 1 1 2 2 Quantity 2 2 8 hrs	ogy into our campus idents hands as pos ur PTO will be behin \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31 School Total Unit Price \$1,299.00	\$2,596.00 \$599.99 \$599.99 \$49.95 \$32.62 \$3,878.55 Total \$2,598.00 \$1,798.00 \$4,396.00 \$1,200.00 \$3,600.00
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Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technic we have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC Item Flolight - 3 Light Kit Canon Vixia G20 Cameras Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District Item	fuse technolology into stuy, I believe of 2 1 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	ogy into our campus idents hands as pos ur PTO will be behin \$1,298.00 \$599.99 \$599.99 \$49.95 \$16.31 School Total Unit Price \$1,299.00 \$899.00	\$2,596.00 \$599.99 \$599.99 \$599.99 \$49.95 \$32.62 \$3,878.55 Total \$2,598.00 \$1,798.00 \$4,396.00 \$4,800.00 \$4,800.00
Item We have a very supportive PTO who's main goal is to in classrooms. Our PTO's mission is to put as much technic we have a media program that puts out a show each day Prompter People - Flex 11 with Tripod Sony Wireless Lavalier Mic System Sony Wireless Handheld Units Startech - 4 Port VGA Splitter Comprehensive 25' VGA Cable Additional Equipment Requested from SEC Item Flolight - 3 Light Kit Canon Vixia G20 Cameras Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District Item Apple iMac 21.5" - 2.7GHz - 8GB Memory - 1TB Drive	fuse technolology into stuy, I believe of 2 1 1 1 2 2 2 2 2 2 4 1 1 2 2 2 2 2 4 2 4	ogy into our campus idents hands as pos ur PTO will be behin \$1,298.00 \$599.99 \$599.99 \$449.95 \$16.31 School Total Unit Price \$1,299.00 \$899.00 SECC Total Unit Price \$1,249.00	**sand sible. Since id us. \$2,596.00 \$599.99 \$49.95 \$32.62 \$3,878.55 ***Total \$2,598.00 \$1,798.00 \$4,396.00 \$4,800.00 \$4,800.00 \$9,196.00 ***Total \$11,241.00 ***Total \$11,241.00 ***Total \$11,241.00 ***Total \$11,241.00 ****Total \$11,241.00 ****Total \$11,241.00 ****Total \$11,241.00 ******Total \$11,241.00 ***********************************

Video Program Usage & Plans

Carnegie Middle School has a long running media program that has participated in the SEVAs for over nine years. Like many sites, they have a variety of aging tools to produce a daily student newscast to the campus. In addition to their studio, Carnegie also has a collection of field kits and an aging iMac computer lab that is operational but in need of a refresh. The suggested equipment consolidates and updates the studio gear to support their campus wide newscasts and follows the SEVA Lab mission.

Students Served by Video Program			
Students in Video Class(es) Each Day	154		
Potential Viewers on Campus	1050		
Distribution of Video Content			
Schoolwide RF Cable System	Yes		
School Website	Yes		
Youtube	In Progress		
Dropbox to SECC for Weekend Playback	Yes		
Shared Drive for Campus Playback	No		
Existing Useable Video Equipment at Site			
Item	Quantity	Unit Price	Total
Lowel Light Kits (Hot Lights)	2	\$900.00	\$1,800.00
Teleprompter with Tripod	2	\$1,100.00	\$2,200.00
8' Jib with Tripod	1	\$1,000.00	\$1,000.00
Green Screen with Background Support	1	\$200.00	\$200.00
Mackie Audio Board	1	\$300.00	\$300.00
Field Camera Kits	15	\$500.00	\$7,500.00
45" Plasma TV for Segment Graphics	1	\$500.00	\$500.00
Misc. Computers for Graphics/Prompter (Old)	4	\$1,000.00	\$4,000.00
Canon GL-2 Standard Def Camera	1	\$1,500.00	\$1,500.00
Sony Standard Def Camera	1	\$950.00	\$950.00
Bogen / Manfrotto Tripods	7	\$300.00	\$2,100.00
		Existing Total	\$22,050.00
Site Contribution	40-00-00-00-00-00-00-00-00-00-00-00-00-0	SAME TO SERVICE STATE OF THE S	
Available Matching Dollars from Site for Program	\$21,678.00		
Dedicated classroom for Video Program Approximate Hours Equipment Used Each Day	Yes 6		
representation route Equipment out a Lauri Day			
Additional Equipment Requested from School Item	Quantity	Unit Price	Total
Apple iMac 21.5" - 2.7GHz - 8GB Memory - 1TB Drive	10	\$1,249.00	\$12,490.00
Flat screen HD TV's 50inch	10	\$500.00	\$5,000.00
Apple TV's	12	\$99.00	\$1,188.00
Carnegie Media fundraising: Video Equipment	1	\$3,000.00	\$3,000.00
replacement TBD		\$5,000.00	\$5,000.00
		School Total	\$21,678.00
Additional Equipment Requested from SECC	0 1/2	Helt Delea	77-1-1
Item	Quantity	Unit Price	Total
Canon G20 HD Camera	2	\$899.00	\$1,798.00
Varizoom VZ Zoom Controller	2	\$118.95	\$237.90
Pearstone 50' Component Cable	2	\$34.95	\$69.90
Sony UWP-D16 Dual Combo Wireless Mics	1	\$1,544.95	\$1,544.95
Sony URX03 Receiver	1	\$350.00	\$350.00
Flolight 3000K 110AW 3 Flourescent Light Kit	1	\$1,049.00	\$1,049.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter	1 3	\$1,049.00 \$31.88	\$1,049.00 \$95.64
Flolight 3000K 110AW 3 Flourescent Light Kit	1	\$1,049.00	\$1,049.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter	1 3	\$1,049.00 \$31.88	\$1,049.00 \$95.64
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2 Equipment PEG Funding Total	1 3 1	\$1,049.00 \$31.88	\$1,049.00 \$95.64 \$4,995.00 \$10,140.39
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2	1 3	\$1,049.00 \$31.88	\$1,049.00 \$95.64 \$4,995.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2 Equipment PEG Funding Total Production Manager: Planning/Prep Time	1 3 1	\$1,049.00 \$31.88	\$1,049.00 \$95.64 \$4,995.00 \$10,140.39 \$1,200.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2 Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training	1 3 1	\$1,049.00 \$31.88	\$1,049.00 \$95.64 \$4,995.00 \$10,140.39 \$1,200.00 \$3,600.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2 Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training	1 3 1	\$1,049.00 \$31.88 \$4,995.00	\$1,049.00 \$95.64 \$4,995.00 \$10,140.39 \$1,200.00 \$3,600.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2 Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total	1 3 1	\$1,049.00 \$31.88 \$4,995.00	\$1,049.00 \$95.64 \$4,995.00 \$10,140.39 \$1,200.00 \$3,600.00
Flolight 3000K 110AW 3 Flourescent Light Kit Matthews - Baby Pipe Adapter Newtek Tricaster 40 V2 Equipment PEG Funding Total Production Manager: Planning/Prep Time Production Manager: Install/Training SECC Staffing Total Additional Equipment Requested from District	1 3 1 8 hrs 24 hrs	\$1,049.00 \$31.88 \$4,995.00	\$1,049.00 \$95.64 \$4,995.00 \$10,140.39 \$1,200.00 \$3,600.00 \$4,800.00 \$14,940.39



February 5, 2015

Bob Davison Executive Director Sacramento Metropolitan Cable Television Commission 799 G Street, 4th Floor Sacramento, CA 95814

RE: SECC SEVA Lab PEG Funding Spring 2015 Modification Request

Dear Bob:

In September last year the Cable Commission approved a modification in the expenditure of its PEG funding for SECC SEVA labs. In the fall SECC successfully expanded the proposed single SEVA lab to 4 SEVA Labs with the fiscal and in-kind support of Del Paso Manor, Carnegie, Sylvan and Churchill schools as well as a major contribution by the San Juan District.

SECC indicated in it's fall request it would be attempting to utilize the same parameters in expending the PEG funding that would be released in the spring and SECC would notify the Commission Staff. SECC has reached an agreement with McCaffrey Middle (Galt), Toby Johnson Middle and Leimbach Elementary (Elk Grove) and North Country Elementary (Center) to build and implement SEVA Studio Labs. The \$30,066 of SMCTC funds will be leveraged by \$39,242.19 from the school sites and an additional \$41,376.62 from the school district districts. Total additional contributions \$80,618.81.

As with the four San Juan sites, the proposed sites have teachers and principals dedicated to the idea of furthering media production and each has the support of their districts. I have attached the proposed new expenditures with an outline of each site's program, needs, and contributions. Note there is no request for any additional funding from SMCTC.

SECC assures the SMCTC funds will be spent in accordance with the PEG funding guidelines and all records will be kept accordingly. SECC is very excited about the enthusiastic response and commitment from the teachers, the principals and school districts. Please let me know if you have questions or need further information.

Elizabeth Rhodes Executive Director

Elizabeth Phodes

Feb 2015 SEVA Studio Labs

Location	Site	SMCTC/SECC	District
Toby Johnson MS	\$8,887.86	\$10,393.26	\$10,392.00
Herman Leimbach ES	\$3,202.95	\$4,960.88	\$4,996.00
McCaffrey MS	\$22,272.61	\$8,418.63	\$23,146.90
North Country ES	\$4,878.77	\$5,109.84	\$2,841.72
Contingency/Misc Supplie	s for all sites	\$1,755.32	
Totals	\$39,242.19	\$30,637.93	\$41,376.62

2014-2015 Commission	\$60,132.00
Sept 2014 Labs	- \$29,494.07
Feb 2015 Labs	-\$30,637.93
Funds Remaining	\$0.00

Video Program Usage & Plans

This is the 8th year since the video productions program and TJ-TV was created. I teach 3 sections of video productions and one class of TJ-TV that produces a live daily news show. Our show has had an amazing impact on student involvement, club participation, and is used frequently to recognize student achievement. Our current equipment is 8 years old and some of our studio components are failing. If we had new gear, we could improve the professional quality of our daily news show. We could increase the effectiveness of our communication with the student body by bringing the quality of our broadcast, and our graphics to a more professional level. We could also give the TJ-TV students experience on equipment that more closely resembles what is being used at Franklin High School, so that their experience here better prepares them for the programs at Franklin. Zero period (TJ-TV) has 20, 1st period has 42 students, 2nd period has 38 students, 3rd period has 40 students.

Students in Video Class(es) Each Day	140
Potential Viewers on Campus	1350

Distribution of Video Content

Schoolwide RF Cable System	Yes, Video Furnace IP Delivery
School Website	http://tjms.schoolloop.com
Youtube	In Progress
Dropbox to SECC for Weekend Playback	In Progress
Shared Drive for Campus Playback	Yes

Existing Useable Video Equipment at Site

Item	Quantity	Unit Price	Total
Teleprompter	2	\$1,499.00	\$2,998.00
Studio Tripods	2	\$579.00	\$1,158.00
2 Sony TV Monitors	2	\$150.00	\$300.00
Mackie Audio Board	1	\$400.00	\$400.00
Countryman Lavalier Mics	2	\$266.50	\$533.00
iMac computer for prompters	1	\$1,000.00	\$1,000.00
Boom Mic & Pole	1	\$120.00	\$120.00
Audio & Video Cables	1	\$150.00	\$150.00
Field Camera Kits	13	\$435.00	\$5,655.00
Video Furnace/Haivision Distribution Equipment	1	\$3,500.00	\$3,500.00

Existing Total \$15,814.00

Site Contribution

Available Matching Dollars from Site for Program	\$8,887.86
Dedicated classroom for Video Program	Yes
Approximate Hours Equipment Used Each Day	5.5

Additional Equipment Requested from School

Item	Quantity	Unit Price	Total
ikan LED Lights	4	\$389.50	\$1,558.00
ikan Yokes	6	\$17.85	\$1 07.10
Chimera Soft Boxes	4	\$172.95	\$691.80
Video Furnace Distribution / Licensing	1	\$453.00	\$453.00
Canon G20 HD Cameras	2	\$899.00	\$1,798.00
Canon CTC-100 Component Cable	2	\$37.40	\$74.80
Varizoom VX Xoom Controller	2	\$118.95	\$237.90
25' Component Cable	2	\$12.49	\$24.98
100' Component Cable	1	\$42.95	\$42.95
Countryman Lavalier Mics	2	\$177.95	\$355.90

Mic Clips	2	\$15.99	\$31.98
Handheld Mic	1	\$109.00	\$109.00
Audio Snake	1	\$117.29	\$117.29
Headphones	2	\$13.99	\$27.98
Beachtek XLR Adapter	2	\$179.00	\$358.00
Sony Wireless Receiver	1	\$350.00	\$350.00
Datavideo ITC100 Intercom	1	\$1,863.00	\$1,863.00
Power Cables	3	\$13.99	\$41.97
Power Strips	3	\$8.17	\$24.51
24" Computer Monitor	1	\$215.99	\$215.99
22" LCD HD TV	1	\$227.99	\$227.99
10' Component Cable	2	\$6.07	\$12.14
35' Component Cable	2	\$14.79	\$29.58
RCA Component Video DA	1	\$134.00	\$134.00

School Total \$8,887.86

Additional Equipment Requested from SECC

Item	Quantity	Unit Price	Total
ikan ID500-V2 LED Lights	6	\$389.50	\$2,337.00
Chimera 1457 Diffusion Kit	6	\$178.00	\$1,068.00
Safety Cable	4	\$16.38	\$65.52
ikan Pipe Clamp	10	\$12.95	\$129.50
Sony UWP-D16 Dual Combo Wireless Mics	1	\$1,544.95	\$1,544.95
Numark Speakers	1	\$93.31	\$93.31
Sanus Wall Mount	2	\$79.99	\$159.98
Newtek Tricaster 40 V2	1	\$4,995.00	\$4,995.00
		SECC Total	\$10,393,26

Additional Equipment Requested from District

The video productions lab needs one computer per student. We currently have one mac with editing software for every 3 students. There is also one PC for every 3 students, but they are not equipped with editing software. We feed to Franklin High School's (FHS) STEM program that has Macs in their video lab. FHS feeds to Cosumnes River College who also uses Macs in their video program. We are currently working on creating a formal "pathway" with Franklin HS and feel that our students would be best prepared if they too were using Macs for video production. The video classroom currently has 17 data drops. 13 are used for student access with the addition of 5 switches in the classroom. Additional computers will require additional data drops and/or additional switches.

Item	Quantity	Unit Price	Total
Computers	8	\$1,249.00	\$9,992.00
Additional data drops and cabling in classroom	1	\$400.00	\$400.00
		District Total	\$10,392.00

North Country ES

Kim Tricomo

Center USD ktricomo@centerusd.org (916) 338-6480

Video Program Usage & Plans

I am the GATE coordinator at our school, When I had the chance to participate in the SECC training and to receive a field kit back in 2009, I decided Film Production would be a great topic/field to introduce my 4th, 5th and 6th graders. With the training and equipment, we have been able to create many educational DVD's. Our first year of competing in the SEVAs, a group of my students placed an Honorable Mention Award!

The SEVAs, as well as the training courses provided through SECC and News10, have given me the opportunity to expose elementary students (for 6 years!) to invaluable technological skills, In addition, this program is a chance for the children to synergize, as they bring their strengths together in team-building projects.

If we had a Studio Lab here on our campus, we would be able to expand beyond DVD Production. Our goal is to create our own morning show. Also, if we had a Studio Lab, we would be able to create better quality educational clips. Not just to enter in SEVA, but to share with other classrooms and on our school website.

I have 3 field kits. One camera uses tapes, one won't charge, and the one working doesn't have the best sound quality. We only have Windows XP at our school site. This means that we cannot use an online UPDATED version of Premiere Elements. Center High School and their studio have Apple and Adobe programs, but it isn't an easy task to get there with the kids and use their equipment.

Students Served by Video Program

Students Served by Video Frogram		
Students in Video Class(es) Each Day	20	
Potential Viewers on Campus	600	

Distribution of Video Content

Schoolwide RF Cable System	No
School Website	https://sites.google.com/a/centerusd.org/noco/
Youtube	No
Dropbox to SECC for Weekend Playback	In Progess
Shared Drive for Camous Playback	No

Existing Useable Video Equipment at Site

Item	Quantity	Unit Price	Total
Aging Camcorder	1	\$100.00	\$100.00
Tripod	1	\$50.00	\$50.00
Wired Mic	2	\$15.00	\$3.00
Wireless Mic	1	\$75.00	\$75.00
		Existing Total	\$228.00

Site Contribution

Available Matching Dollars from Site for Program	\$4,878.77	
Dedicated classroom for Video Program	Yes	
Approximate Hours Equipment Used Each Day	2	

Our site is able provide some financial help towards the project.

Additional Equipment Requested from School

Item	Product ID	Quantity	Unit Price	Total Vendor
Apple iMac 21.5" - 2.7GHz, 8GB, 1TB		3	\$1,249.00	\$3,747.00 Apple Education
Western Digital 4TB USB 3.0 Backup Drive	WEWDBWLG004	1	\$99.00	\$99.00 B&H
Impact Varidrive Paper Cores	IMVPDDSBK	2	\$38.95	\$77.90 B&H
Impact Varidrive Wall Mounts	IMME123	2	\$17.50	\$35.00 B&H
Savage Tech Green Paper - 107*x12yds.	SABGP10746	2	\$45.00	\$90.00 B&H
Savage Medium Green Paper - 107"x12yds.	SABGP10760	1	\$45.95	\$45.95 B&H
Safety Cable - 3 Pack	LOSC	4	\$16.38	\$65.52 B&H
kan C-Clamp Light Mount	IKKCP703	12	\$12.95	\$155.40 B&H
Rosco Tough Frost Gels	RO103S	12	\$6.50	\$78.00 B&H
Phase 1 Installation for Lighting	100.000.000.000	1	\$485.00	\$485.00 Sonlight Communication

School Total \$4,878.77

Additional Equipment Requested from SECC

Item	Product ID	Quantity	Unit Price	Total	Vendor
Canon R50	CAHFR50	4	\$300.00	\$1,200.00 B&H	
Spare Battery	WABP727	4	\$59.99	\$239.96 B&H	
Pelican Case	PE1400FB	1	\$67.11	\$67.11 B&H	
Handheld Microphone	SOFV420	4	\$23.06	\$92.24 B&H	

Lavalier Microphone	POOLM10	4	\$22.95	\$91.80 B&H
Mic Cable Extension	ROVC1	4	\$10.99	\$43.96 B&H
Headphones	SOMDRZX100BK	4	\$13.99	\$55.96 B&H
USB Card Reader	TRCCR3.0	4	\$6.29	\$25.16 B&H
SD Card	TRSD300X32GB	4	\$15.95	\$63.80 B&H
Vanguard Abeo 243AV Tripod with PH-113V Head	VAA243AV	3	\$144.95	434.85 B&H
Flolight 3000K 110W 3 Flourescent Light Kit	FL3FL110HMTK	4	\$549.00	\$2,196.00 B&H
Sony Wireless Handheld System	SOUWPD1214	1	\$599.00	\$599.00 B&H
			SECC Total	\$5,109.84

Additional Equipment Requested from District

Item	the state of the s	Quantity	Unit Price	Total Vendor
Phase 1 Room Remodel, Light Grid Prep & Electrical		1	\$2,232.00	\$2,232.00 District Staff
MDF Gig Media Converter	533524	2	\$64.15	\$128.30 CDWG
IDF 24 Port Switch	652859	2	\$209.47	\$418.94 CDWG
Fiber Patch Cables	1042655	4	\$15.62	\$62.48 CDWG

District Total \$2,841.72

SEVA Studio Lab

McCaffrey MS Karen Albert Galt Joint Union Elementary District kalbert@galt.k12.ca.us (209) 745-5462

Video Program Usage & Plans

This is my 7th year producing videos with my students for the SEVA contest. I currently have around 140 students who are working on a video production unit. I also have a yearbook class that makes videos throughout the entire year.

We have a LIVE morning news program that is distributed over our school wide network. It consists of one camera, an old mixing board and computer. We would like to create a better news studio with cameras, teleprompters and better lighting.

We will have one full class dedicated to the morning news show to work on the ongoing, day to day production of a well-planned news program. We are also trying to build the studio so that it will be a place for teachers and others in the district to film Professional Development videos to be shared with their colleagues.

Students Served by Video Program

Students in Video Class(es) Each Day Potential Viewers on Campus

140 1000

Distribution of Video Content

Schoolwide RF Cable System

Yes

School Website Youtube https://mc-gjuesd-ca.schoolloop.com/

No

Dropbox to SECC for Weekend Playback Shared Drive for Campus Playback In Progess No

Existing Useable Video Equipment at Site

Item
Site Wide TVOne RF Distribution

Quantity Unit Price 1 \$2,500.00 Total \$2,500.00

Existing Total

\$2,500.00

School Contribution

Available Matching Dollars from Site for Program Dedicated classroom for Video Program Approximate Hours Equipment Used Each Day \$22,272.61 Yes

2

Equipment School to Purchase

Equipment ochool to Futchase				
Item	Product ID	Quantity	Unit Price	Total Vendor
Countryman Lavalier Mics	COB3P4FF05B	2	\$177.95	\$355.90 B&H
Mic Clips - Set of 3	WITC5	2	\$15.99	\$31.98 B&H
Handheld Mics with Cables	SHSM58LCK1	1	\$109.00	\$109.00 B&H
Audio Mixer	MA1402VLZ4	1	\$399.99	\$399.99 B&H
50' XLR Cables	HOHXX050	3	\$15.39	\$46.17 B&H
Sony Wireless Receiver	SOURXP0314	1	\$350.00	\$350.00 B&H
Sony Wireless Lav Combo	SOUWPD1614K	1	\$1,544.95	\$1,544.95 B&H
Headphones	SOMDRZX100BK	1	\$13.99	\$13.99 B&H
Datavideo Intercom - 5 Headset	DAITC100	1	\$1,100.00	\$1,100.00 B&H
Flolight 3000K 110W Dimming 3 Flourescent Light Kit	FL3FL110AWTK	2	\$1,049.00	\$2,098.00 B&H
Flolight 3000K 110W 3 Flourescent Light Kit	FL3FL110HMTK	2	\$549.00	\$1,098.00 B&H
Safety Cable - 3 Pack	LOSC	3	\$16.38	\$49.14 B&H
ikan C-Clamp Light Mount	IKKCP703	12	\$12.95	\$155.40 B&H
Rosco Tough Frost Gels	RO103S	6	\$6.50	\$39.00 B&H
Impact Varidrive Paper Cores	IMVPDDSBK	2	\$38.95	\$77.90 B&H
Impact Varidrive Wall Mounts	IMME123	2	\$17.50	\$35.00 B&H
Savage Tech Green Paper - 107"x12yds.	SABGP10746	2	\$45.00	\$90.00 B&H
Savage Medium Green Paper - 107"x12yds.	SABGP10760	1	\$45.95	\$45.95 B&H
RCA Component 1x4 Video DA	SHSB3730300	1	\$134.00	\$134.00 B&H
BNC Composite 4x1 with RCA Audio Switch	KRVS41AV	1	\$192.00	\$192.00 B&H
50' VGA Male to Male Cables	PEVGAA150	3	\$22.99	\$68.97 B&H
50' BNC Component Camera Cables	COC3B3B50	3	\$63.07	\$189,21 B&H
Newtek Tricaster 40 V2	NETC40V2E	1	\$4,995.00	\$4,995.00 B&H
VGA 1x4 - 400 mhz DA - Female	COCDAVGA104H	1	\$48.24	\$48.24 B&H
24" Computer Monitor	SAS24C200BL	1	\$153.99	\$153.99 B&H
22" TV Monitor	SAUN22F5000	2	\$227.99	\$455.98 B&H
40" TV Monitor	SAUN40H5003	1	\$427.99	\$427.99 B&H
Wall Mount for 40" Monitor	GAF\$M2742	1	\$59.95	\$59.95 B&H
Canon R50	CAHFR50	5	\$300.00	\$1,500.00 B&H

Coore Batters	WABP727	E	\$59.99	\$299.95 B&H
Spare Battery	1.00	D D	*******	
Pelican Case	PE1400FB	5	\$67.11	\$335.55 B&H
Handheld Microphone	SOFV420	5	\$23.06	\$115.30 B&H
Lavalier Microphone	POOLM10	5	\$22.95	\$114.75 B&H
Mic Cable Extension	ROVC1	5	\$10.99	\$54.95 B&H
Headphones	SOMDRZX100BK	5	\$13.99	\$69.95 B&H
USB Card Reader	TRCCR3.0	5	\$6.29	\$31.45 B&H
SD Card	TRSD300X32GB	5	\$15.95	\$79.75 B&H
Vanguard Abeo 243AV Tripod with PH-113V Head	VAA243AV	5	\$144.95	724.75 B&H
Belkin 10-Socket Metal SurgeMaster	BEF9D100015	1	\$29.51	\$29.51 B&H
Belkin BE106000-04 6-Outlet Surge Protector	BE106004BK	5	\$8.65	\$43.25 B&H
Watson 15 ft AC Power Extension Cord 16 AWG	WAACE1615B	5	\$9.95	\$49.75 B&H
Equipment Installation without Light Grid	Sonlight Communications			\$2,658.00 Sonlight Co

Approx Tax & Shipping

\$1,800.00

School Total

\$22,272.61

Equip	ment S	SECC	to	Purchase
Item	MARKET OF		1857	

Item	Product ID	Quantity	Unit Price	Total Vendor
Canon G20 HD Camera	CAHFG20	3	\$899.00	\$2,697.00 B&H
Canon CTC-100 Component Tether	CACTC100	3	\$37.40	\$112.20 B&H
Varizoom VZ Zoom Controller	VAVZSTEALTH	3	\$118.95	\$356.85 B&H
Flex 11 Teleprompter	PRF11	3	\$1,099.00	\$3,297.00 B&H
Tripod	DAPVT75	3	\$149.99	\$449.97 B&H
Tripod Wheels	DAD3	3	\$41.20	\$123.60 B&H
24" Computer Monitor	SAS24C650PL	2	\$209.99	\$419.98 B&H
Belkin BE106000-04 6-Outlet Surge Protector	BE106004BK	4	\$8.65	\$34.60 B&H
Watson 15 ft AC Power Extension Cord 16 AWG	WAACE1615B	4	\$9.95	\$39.80 B&H
Watson 25 ft AC Power Extension Cord 16 AWG	WAACE1425B	4	\$19.50	\$78.00 B&H
HDMI Cable 15'	PEHDA15	4	\$12.95	\$51.80 B&H
HDMI Cable 3'	PEHDA103	4	\$7.95	\$31.80 B&H
Impact Varidrive Paper Cores	IMVPDDSBK	1	\$38.95	\$38.95 B&H
Impact Varidrive Wall Mounts	IMME123	1	\$17.50	\$17.50 B&H
Tally Light Control Unit	tally-lights.com	1	\$640.00	\$640.00 Tally-lights.
35' RCA Component with RCA Audio Cable	Monoprice - 5358	2	\$14.79	\$29.58 Monoprice.

SECC Total \$8,418.63

Equipment District to Purchase

Item	Quantity	Unit Price	Total Vendor
Computer Lab Refresh - Fall 2014	35	\$661.34	\$23,146.90 District Staff

District Total \$23,146.90 Erica Swift

Elk Grove USD ESwift@egusd.net

Video Program Usage & Plans

Currently, we have a video production class that meets once a week during the school day. Students from 5th and 6th grade classes participate in the program. We have submitted to the SEVA competition every year since 2008. For the video production class, this year, we plan to build our SEVA participation and increase the quality and competitiveness of our videos.

In addition, we would like to help classroom teachers get more involved in the SEVA competition. A few teachers who attended the SEVA Awards Night last year, plan to have their classes produce films for the competition (separate from the submissions from the official "video production" students).

I use video production as an instructional tool with all of my 1st-6th grade students in the computer lab, and I hope to expand the use of video production as an instructional tool into all classrooms on our campus. Having a dedicated "studio lab" would allow for us to dedicate a space for all teachers and students to use for video production.

In addition to expanding the use of video production across our site, we would like to start a daily/weekly/monthly program run by students. A few ideas have emerged. We could do a daily "Leimbach News" program. We have also looked at coordinating with the middle and high schools in our region to do an "Our Digital Life" production that would most likely "air" every month. I also would like to start our own sort of Reading Rainbow with students who audition to read their favorite books to the viewers, review the books, etc.

New gear would help us with all of our long term video production goals.

Dedicated classroom for Video Program

Approximate Hours Equipment Used Each Day

Students Served by Video Program			
Students in Video Class(es) Each Day	40		
Potential Viewers on Campus	600		
Distribution of Video Content			
Schoolwide RF Cable System	No		
School Website	blogs.egusd.ne	et/leimbach	
Youtube	No		
Dropbox to SECC for Weekend Playback	In Progess		
Shared Drive for Campus Playback	No		
Existing Useable Video Equipment at Site		_	
Item	Quantity	Unit Price	Total
Sanyo Camera (6 years old)	1	\$150.00	\$150.00
Canon HD Camera with wired mic	1	\$300.00	\$300.00
Tripods	2	\$80.00	\$160.00
Portable Green Screen	1	\$40.00	\$40.00
		Existing Total	\$650.00
Site Contribution			
Available Matching Dollars from Site for Program	\$1,500.00		

Yes 1 I am submitting a project on Donor's Choose for an iMac. A colleague is submitting on my behalf for a green screen studio set up with a green screen, backdrop support, and lights. She is also asking for a mic set with a Videomic, boom stand and windmuff. Starting September 1, Donor's Choose is doing the Chevron Fuel Your Schools project, so funding is more likely than normal. Update - 12/14/14: Donor's Choose proposal was funded. Erica is asking the administration if there's any help available for the remaining portion of the site contribution - \$1700.

Additional Equipment Requested from School

Item	Quantity	Unit Price	Total
iMac	1	\$1,249.00	\$1,249.00
Green Screen System	1	\$150.00	\$150.00
Boom Mic & Stand	1	\$100.00	\$100.00
Prompter People - Flex 11	1	\$1,099.00	\$1,099.00
Tripod	1	\$200.00	\$200.00
2 Port VGA Splitter	1	\$22.00	\$22.00
VGA 25' Cable	1	\$17.00	\$17.00
Canon R50 Camcorders	1	\$349.00	\$349.00
Transcend - 32GB SDHC Memory Card	1	\$16.95	\$16.95

School Total \$3,202.95

Additional Equipment Requested from SECC

Item	Quantity	Unit Price	Total
Flolight - 3 Light Kit	2	\$600.00	\$1,200.00
Sony Wireless Handheld Unit	1	\$599.99	\$599.99
Sony Wired Handheld Mics	4	\$23.06	\$92.24
Rode Stereo Mini Cable	4	\$10.99	\$43.96
Canon R50 Camcorders	4	\$349.00	\$1,396.00
Transcend - 32GB SDHC Memory Card	4	\$16.95	\$67.80
Canon BP-727 Batteries	4	\$89.95	\$359.80
Sony MDR-ZX-100 Headphones	5	\$14.99	\$74.95
Vello CB-510 Dual Shoe Bracket	2	\$14.95	\$29.90
Pelican 1500 Case	4	\$99.99	\$399.96
Vanguard Tripod	4	\$144.95	\$579.80
Power Strips	3	\$8.17	\$24.51
Power Cables	3	\$13.99	\$41.97
Lighting Gels & Clips	2	\$25.00	\$50.00
		SECC Total	\$4,960.88

Additional Equipment Requested from District

Our computer lab has 34 PCs that were installed in 2009. They are unable to efficiently run editing software and process HD footage, but are used daily for web research. If we could get a couple more iMacs for video editing, that would be helpful.

Item	Quantity	Unit Price	Total
Apple iMac Computers	4	\$1,249.00	\$4,996.00
		District Total	\$4,996.00



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A Joint Powers Agency Representing Sacramento County and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, and Sacramento

AGENDA ITEM NO. 5

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

VICE-CHAIR ELECTION FOR THE REMAINDER OF FISCAL YEAR 2014-2015

RECOMMENDATION:

It is recommended the Board elect a Vice-Chair for the remainder of Fiscal Year 2014-15.

BACKGROUND

The Commission's By-Laws state the Board of Directors shall annually elect its Chairperson. Traditionally, assumption of duties and responsibilities of the new Chair occurs with the new fiscal year. In the absence of the Chair, the Vice-Chair shall preside at said meetings in which the Chair is absent and shall perform any other duties of the Chair if the Chair is not available.

On June 5, 2014, Councilmember Allen Warren with the City of Sacramento was elected Vice-Chair for Fiscal Year 2014-15. Since he was not re-appointed to the Commission Board in Calendar Year 2015, it is now necessary to elect a Vice-Chair for the remainder of Fiscal Year 2014-15.

The attached chart of Chairs and Vice-Chairs (April 1982 - June 2015) is provided to assist in the deliberations for the election to fill that seat for the remainder of the fiscal year.

Respectfully submitted,

ROBERT A. DAVISON, Executive Director

Sacramento Metropolitan Cable Television Commission

Attachment:

Chair / Vice-Chair History (April 1982 - June 2015)

SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION CHAIR / VICE-CHAIR HISTORY (1982 – JUNE 2015)

·-	CHAIR		VICE	VICE-CHAIR		
Month/Year Elected	Jurisdiction	Name	Jurisdiction	Name		
June 2014	Sac County	Wolter	Sacramento	Warren		
June 2013	Elk Grove	Detrick	Sac County	Wolter		
June 2012	Citrus Heights	Turner	Elk Grove	Detrick		
June 2011	Folsom	Morin	Citrus Heights	Turner		
March 2011	Folsom	Morin	Citrus Heights	Turner		
June 2010	Folsom	Morin	Citrus Heights	Miller		
June 2009	City	Waters	Folsom	Morin		
February 2009	Sac County	Nottoli	Sacramento	Waters		
June 2008	Elk Grove	Leary	Citrus Heights	Miller		
June 2007	Elk Grove	Leary	Sac County	MacGlashan		
April 2006	Sacramento	Sheedy	Elk Grove	Leary		
April 2005	Sac County	Nottoli	Sacramento	Sheedy		
April 2004	Sacramento	Waters	Sac County	Nottoli		
March 2003	Sacramento	Waters	Sac County	Nottoli		
February 2002	Sacramento	Waters	Sac County	Nottoli		
March 2001	Sacramento	Waters	Sac County	Nottoli		
March 2000	Citrus Heights	Shelby	Sacramento	Waters		
March 1999	Sac County	Collin	Citrus Heights	Shelby		
March 1998	Sac County	Collin	Sacramento	Waters		
March 1997	Sacramento	Pannell	Sac County	Collin		
March 1996	Folsom / Galt	Pratt	Sacramento	Pannell		
Jan. 1995	Sac County	Dickinson	Folsom / Galt	Pratt .		
April 1994	Sacramento	Pane	Sac County	Dickinson		
April 1993	Sac County	T. Johnson	Sacramento	Yee		
April 1992	Folsom / Galt	Fletcher	Sac County	Collin		
April 1991	Folsom / Galt	Fletcher	Sacramento	Kastanis		
May 1990	Sacramento	Ferris	Sac County	G. Johnson		
Dec. 1989	Sac County	Streng	Sacramento	Ferris		
April 1989	Sacramento	Pope	Sac County	Streng		
April 1988	Sac County	T. Johnson	Folsom / Galt	Fletcher		
April 1987	Sacramento	Kastanis	Sac County	T. Johnson		
April 1986	Sac County	Collin	Sacramento	Kastanis		
April 1985	Folsom / Galt	Fletcher	Sacramento	Robie		
April 1984	Sacramento	Kastanis	Sac County	Collin		
April 1982	Sac County	Bryan	Sacramento	Kastanis		



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AGENDA ITEM NO. 6

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

GENERAL ADMINISTRATIVE REPORT

RECOMMENDATION:

Receive a verbal report from the Executive Director on Commission matters and miscellaneous items:

- 1) Introduction of Metro Cable's new Programming Coordinator
- CSUS / BESTNet Update
- Fiscal Year 2014-15 PEG Fee Funded Project Updates
- 4) Fiscal Year 2015-16 Call For Funding of PEG Funding Opportunities
- 5) Next Board Meeting (June 4, 2015 Budget Hearing)

Respectfully submitted,

ROBERT A. DAVISON, Executive Director



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AGENDA ITEM NO. 7

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

STATE FRANCHISEE REPORTS

RECOMMENDATION:

Receive verbal reports from State Franchisee representatives:

- A) AT&T
- B) Comcast
- Consolidated Communications

Respectfully submitted,

ROBERT A. DAVISON, Executive Director



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AGENDA ITEM NO. 8

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

CHANNEL LICENSEE REPORTS

RECOMMENDATION:

Receive verbal reports from Channel Licensee representatives:

- A) Access Sacramento
- B) Capital Public Radio
- C) KVIE
- D) Sac Faith TV
- E) Sacramento Educational Cable Consortium

Respectfully submitted,

ROBERT A. DAVISON, Executive Director



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AGENDA ITEM NO. 9

DATE:

March 5, 2015

TO:

Chair and Board of Directors

FROM:

Robert A. Davison, Executive Director

SUBJECT:

PUBLIC COMMENTS

RECOMMENDATION:

Receive comments from the public on matters that are not on the agenda.

Respectfully submitted,

ROBERT A. DAVISON, Executive Director