

**Public, Education, Government (PEG)**  
**May 2021**

**RECOMMENDATION**

Approve an agreement with the San Luis Coastal Unified School District for the release of the “education” portion of the Public, Education, Government (PEG) Access funds received by the (City) of San Luis Obispo under its cable television franchise agreement with Charter Communications and authorize the Mayor to execute the Agreement.

**DISCUSSION**

**Background**

In 1995, the City entered into a 15-year franchise agreement with Charter Communications (previously Sonic Cable Television) for the operation of a cable television system in the City. A key component of the agreement was a commitment by the cable company to provide public, education and government (PEG) access to the cable system. This commitment included the establishment of a PEG fund to purchase capital equipment for a PEG access program equal to 1% of Charter Communications’ annual gross revenues. Under this agreement, these funds cannot be used for operations purposes nor can they be used for anything other than PEG access.

Before the City could receive and disburse PEG access funds that had been accumulating since 1995, the Council was required under the franchise agreement to adopt a PEG access operating plan, which was adopted by the Council on July 19, 2005 (Resolution No. 9708), the City allocates PEG access funds equally between public, education and government access.

**SLCUSD Operating Plan**

As set forth in Attachment 2, San Luis Coastal Unified School District (SLCUSD) has finalized its operating plan. At this time, there is \$315,298.65 available in PEG access funds allocated for education. As reflected in the attached operating plan, the first year provides for improvements district-wide, summarized as follows:

Public, Education, Government (PEG) Plan

Performance Goal: Education Technology: Video Production

Planned Improvement in Student Performance in Technology:

All students will demonstrate their skills in Arts, Media, Entertainment, Engineering and Video

Production by producing and editing videos.

<b>2021-2022</b>	Professional Development will be provided for teachers.
	Middle School and High School Video Production enhanced
<b>2021-2022</b>	Media students broadcast some videos.
	All middle school students will have access to the elective course.
<b>2021-2022</b>	All high school students will have access to Video Production courses.
	All secondary students will have access to video technology courses.

<b>Description of specific actions to improve education practice</b>	<b>Persons involved</b>
1. Receive administrative direction to develop a plan to use PEG funds	Central Administration Principals Director - IS:LA
2. Discuss PEG background and requirements	Central Administration PEG Committee
3. Discuss vision for the program	CTE Committee
4. Discuss draft of multi-year plan	CTE Committee
5. Develop an articulated curriculum plan for CTE: Arts, Media and Entertainment strand	CTE Committee

6. Consult with other video production educational programs	CTE Committee
7. Establish video production skills	Middle and High School Video Production Teachers
8. Further develop video production courses	Site CTE Administration
9. Establish equipment needs for middle school and high school courses	Chris Bonin
10. Present the plan to the SLO City Clerk with the proposed budget	
11. Finalize plan for approval to SLO City Council	
12. Implement middle school and high school courses	Middle and High School teachers and administration

**Laguna Middle School**

Item	Number	Cost	Subtotal	With Tax
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$159.99	\$159.99	\$173.99
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	1	\$34.99	\$34.99	\$38.05
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	2	\$6.99	\$13.98	\$15.20
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$14.39	\$14.39	\$15.65
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	6	\$164.98	\$989.88	\$1,076.49
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	2	\$89.95	\$179.90	\$195.64
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$12.95	\$12.95	\$14.08
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	1	\$39.99	\$39.99	\$43.49
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	6	\$11.45	\$68.70	\$74.71
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor0	2	\$18.00	\$36.00	\$39.15
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	6	\$29.99	\$179.94	\$195.68
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	10	\$33.99	\$339.90	\$369.64

B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$299.95	\$299.95	\$326.20
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	6	\$89.95	\$539.70	\$586.92
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	1	\$695.00	\$695.00	\$755.81
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$189.00	\$189.00	\$205.54
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$595.00	\$595.00	\$647.06
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	10	\$699.99	\$6,999.90	\$7,612.39
Total			\$11,389.16	\$12,385.71

### Los Osos Middle School

Item	Number	Cost	Subtotal	With Tax
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$159.99	\$159.99	\$171.59
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	1	\$34.99	\$34.99	\$37.53
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	2	\$6.99	\$13.98	\$14.99

B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$14.39	\$14.39	\$15.43
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	6	\$164.98	\$989.88	\$1,061.65
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	2	\$89.95	\$179.90	\$192.94
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$12.95	\$12.95	\$13.89
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	1	\$39.99	\$39.99	\$42.89
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	6	\$11.45	\$68.70	\$73.68
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor0	2	\$18.00	\$36.00	\$38.61
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	6	\$29.99	\$179.94	\$192.99
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	10	\$33.99	\$339.90	\$364.54
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$299.95	\$299.95	\$321.70
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	6	\$89.95	\$539.70	\$578.83
B&H #PEHDCSS / MFR #HD-CSS - Pearston HDMI Female to Mini HDMI Male Adapter	1	\$695.00	\$695.00	\$745.39
B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$189.00	\$189.00	\$202.70

B&H #VIVA2719SMH / MFR#VA2719-SMH - Viewsonic VA2719-SMH 27" 16:9 Slim Bezel IPS Monitor	1	\$595.00	\$595.00	\$638.14
B&H #NTHSHDMI2635 / MFR #NHDMI4- 035/26C - NTW 35' High Speed HDMI Cable with Ethernet	10	\$699.99	\$6,999.90	\$7,507.39
Total			\$11,389.16	\$12,214.87

### San Luis Obispo High School

Item	Number	Cost	Subtotal	With Tax
Blackmagic Studio Camera 4K 2	3	\$1,695.00	\$5,085.00	\$5,529.94
Manfrotto Professional Tripod - 27.76" to 61.42" Height - 15.43 lb Load Capacity - Black	3	\$553.30	\$1,659.90	\$1,805.14
Olympus M.Zuiko - 40 mm to 150 mm - f/2.8 - Zoom Lens for Micro Four Thirds - 72 mm Attachment - 0.21x Magnification - 3.8x Optical Zoom - VCM - 3.1"Diameter	3	\$1,349.00	\$4,047.00	\$4,401.11
Pan Bar remote for LANC	3	\$325.00	\$975.00	\$1,060.31
Blackmagic ATEM Camera Control Panel	1	\$3,079.00	\$3,079.00	\$3,348.41
Blackmagic ATEM Talkback Converter 4K	1	\$2,495.00	\$2,495.00	\$2,713.31
Audio-Technica Broadcast Stereo Headset - Stereo - Phono Wired - 65 Ohm - 20 Hz - 20 kHz - Over-the-head - Binaural Circumaural	4	\$151.44	\$605.76	\$658.76
Blackmagic ATEM Television Studio Pro 4K	1	\$2,995.00	\$2,995.00	\$3,257.06
Blackmagic Web Presenter	1	\$495.00	\$495.00	\$538.31
Whisper Room 4' x 4' Enhanced (E), Double Wall Isolation	2	\$8,177.00	\$16,354.00	\$17,784.98
Rode Microphones NT1-A Condenser Mic Bundle	1	\$229.00	\$229.00	\$249.04
Focusrite Scarlett 2i2 (3rd Gen)	1	\$169.99	\$169.99	\$184.86
Auray PFSS-55 Pop Filter with Gooseneck with Springloaded Clamp (5.5" Pop Filter and 13.5" Gooseneck)	1	\$18.99	\$18.99	\$20.65

Auray COHH-2 Clamp-On Headphones Holder for Mic Stand	1	\$9.99	\$9.99	\$10.86
Sony Professional Studio Headphones	3	\$99.99	\$299.97	\$326.22
Blackmagic Design Fairlight Desktop Console	1	\$3,595.00	\$3,595.00	\$3,909.56
16 Midas Pre 8 Out 17 mfaders	1	\$1,499.00	\$1,499.00	\$1,630.16
Behringer I/O Box 16-Inputs 8-Outputs	1	\$599.00	\$599.00	\$651.41
SHURE BLX188 DUAL LAV SYSTEM W/CVL	2	\$549.00	\$1,098.00	\$1,194.08
Sennheiser MKE 600 Shotgun Microphone	2	\$329.95	\$659.90	\$717.64
K-Tek KE-89CC AVALON Aluminum Boom Pole with Internal Coiled Cord	2	\$185.25	\$370.50	\$402.92
ikan AudioBOOM Cradle Mount	2	\$29.95	\$59.90	\$65.14
Matthews Hollywood Century C Stand Grip Head Kit, Black - 10.5' (3.2m)	2	\$230.00	\$460.00	\$500.25
DMX Lighting Board	1	\$1,099.00	\$1,099.00	\$1,195.16
COLORdash Par H12IP	10	\$599.99	\$5,999.90	\$6,524.89
Flolight Bladelight Chroma LED Light 36"	2	\$799.00	\$1,598.00	\$1,737.83
Studio Essentials Wall Mounting Kit for Paper Rolls	2	\$64.99	\$129.98	\$141.35
Savage Widetone Seamless Background PeperStudio Gray	2	\$59.99	\$119.98	\$130.48
Savage Widetone Seamless Background PeperStudio Ultramarine	2	\$59.99	\$119.98	\$130.48
Savage Widetone Seamless Background PeperStudio Super White	2	\$59.99	\$119.98	\$130.48
Onyx half X I BI-Color 3 Point LED Light kit with 3x OYB5	3	\$1,349.00	\$4,047.00	\$4,401.11
Canvas RGBWA Benddable 3 Point LED Light Kit W/3xCC*	3	\$1,599.00	\$4,797.00	\$5,216.74
Panasonic HC-X2000 4K Professional Camcorder with Handle Unit	2	\$2,197.99	\$4,395.98	\$4,780.63
Arco Video Dr. Bag 30	2	\$149.00	\$298.00	\$324.08
Lightweight fluid video system / twin legs / middle spreader	2	\$389.99	\$779.98	\$848.23
Manfrotto MVMXPRO500US XPRO Aluminum Video Monopod Load Capacity: 11 lbMax Height: 79.9"Closed Length:	2	\$299.00	\$598.00	\$650.33
Core Nano-VBR98 Core SWX Lithium Ion Camcorder Battery for Panasonic EVA1	6	\$219.00	\$1,314.00	\$1,428.98
Watson Duo LCD Charger for VW-VBG6 Batteries	2	\$79.95	\$159.90	\$173.89
SanDisk 128GB Extreme PRO UHS-I SDXC Memory Card	6	\$39.95	\$239.70	\$260.67
Teradek 2-Pin LEMO to P-Tap Cable (18")	2	\$99.00	\$198.00	\$215.33



Teradek Ace 800 3G-SDI/HDMI Wireless Video Transmitter and Receiver Set	2	\$1,490.00	\$2,980.00	\$3,240.75
BMD ATEM Mini Pro ISO	1	\$895.00	\$895.00	\$973.31
Zoom H6 All Black 6-Input / 6-Track Portable Handy Recorder with Single Mic Capsule (Black)	2	\$329.99	\$659.98	\$717.73
Pelican 1500 Case with Foam (Black)	2	\$149.95	\$299.90	\$326.14
Sennheiser MKE 600 Shotgun Microphone	2	\$373.80	\$747.60	\$813.02
K-Tec Avalon Boom Pole - Aluminum	2	\$195.00	\$390.00	\$424.13
Auray DUSM-1 Universal Shockmount for Camera Shoes and Boompoles	2	\$28.95	\$57.90	\$62.97
Auray Professional Windshield for Shotgun Microphones (14cm)	2	\$84.95	\$169.90	\$184.77
Portable lavalier set. Includes (1) SK 100 G4 bodypack, (1)	2	\$599.00	\$1,198.00	\$1,302.83
Project designer	3	\$1,800.00	\$5,400.00	\$5,872.50
Installer	10	\$680.00	\$6,800.00	\$7,395.00
Integration Materials	1	\$1,500.00	\$1,500.00	\$1,631.25
Studio	1	\$3,595.00	\$3,595.00	\$3,909.56
5820 Tower Computer	80	\$2,928.99	\$234,319.20	\$254,822.13
UltraSharp 27 4k USB-C Monitor U2720Q	80	\$454.13	\$36,330.40	\$39,509.31
Total			\$368,217.16	\$400,436.16