

City of Duarte
Public Services Commission
December 8, 2021

1. CALL TO ORDER
The meeting was called to order at 7:01 PM.
2. PLEDGE OF ALLEGIANCE
Commissioner Teleke led the Pledge of Allegiance
3. ROLL CALL
Present: Rodriguez, Riley, Teleke, Tovar
Absent: Dalessandro
Staff: Rocha, Ayala
4. ITEMS FROM THE PUBLIC CONCERNING MATTERS ON THE AGENDA - None
5. APPROVAL OF MINUTES
Commissioner Riley made a motion to approve the minutes. Commissioner Teleke seconded the motion, and it was approved by unanimous vote.
6. ITEMS OF BUSINESS
 - A. Study session on Public, Educational, and Governmental Access Channels
Presentation from Duarte staff - Victoria Rocha, Assistant to the City Manager and Joyce Ayala, Management Aide

At the Duarte City Council meeting on June 22, 2021, the City Council directed staff to review long-standing city contracts and consider whether an RFP is needed.

Assistant to the City Manager Rocha and Management Aide Ayala presented the history and the federal and state oversight of Public, Educational, and Governmental (PEG) Access Channels, the City's current programming provided by DCTV and Community Media of the Foothills (CMF), and examples of other PEG channels in neighboring cities.

Commissioners had no questions regarding the federal and state regulations that govern the relationship between telecommunications firms, PEG Access Channels, and municipalities.

Staff shared with the Commissioners that Charter/Spectrum is only video franchisee in Duarte, thereby offering a PEG channel at the City's request on Spectrum Channel 3. Staff also presented DCTV's history with the City, their last annual report which included only seven students trained in three years due to lack of interest, no fundraising activities had taken place in

years, samples of their work, and their delinquent status with California Attorney General's Registry of Charitable Trusts for over ten years and was facing possible suspension which they were working to correct after City staff brought it to their attention.

Staff shared Community Media of the Foothills' most recent annual report including a detailed budget with several revenue sources, board meeting meetings, and samples of their work.

Management Aide Ayala presented a table that illustrated the programming structure in other San Gabriel Valley cities including that most cities only use their channels for governmental purposes; and the different content creating firms in the San Gabriel Valley including samples of their work.

Assistant to the City Manager Rocha responded to questions posed by Commissioner Teleke explaining that the camera operator for the Council meetings has a separate contract with the City of Duarte but also happened to be DCTV's sole paid employee that uploads the content to Spectrum Channel 3; and explained that the channel content on DCTV is based on the content they film and are provided by CMF. During COVID-19, all content has been City Council meetings and items from CMF. Given that neither organization has an active contract since July 1, 2021, no content has been on the channel.

Staff requested information and feedback as to whether they or other residents are watching the PEG channel, whether there is value in having a PEG channel, does the City need all three components (public, education, and government), should a contractor be prioritizing putting content online in addition to on the channel, should a contractor have a social media presence, in addition to other thoughts.

Commissioner Riley expressed concern that DCTV has not historically prioritized having updated content on their YouTube, in addition to the PEG channel, given that most people also view content online.

Assistant to the City Manager responded to questions posed by Vice Chair Rodriguez, explaining that Charter Spectrum pays the City a equal to five percent of the gross revenue and an additional PEG fee to the city equal to one percent of the gross revenue that can only be used for capital improvement projects that enhance the public's ability to view City Council meetings; DCTV and CMF contract reporting documents were created by a staff member that has since left the City and showed the Commissioners a new report template created by current staff that is under consideration; and the structure has always been that the person filming City Council meetings is a separate from DCTV. Both Vice Chair Rodriguez and

Commissioner Riley expressed that the same person being paid twice feels like “double dipping.”

Vice Chair Rodriguez stated that the Chamber should use the Public portion of the PEG channel to put content online.

Commissioner Riley requested further information as to why Duarte Unified School District doesn't use the Education portion of the channel, especially since DCTV's station manager is located out of Duarte High School.

Commissioner Teleke recommended that, if the City goes out to a RFP for PEG content providers, that different pricing levels be requested for government, government and education, and all three together as it would assist the conversation as to whether there was value to in having all three, especially considering that the school district does not use the education part of the channel and only a church consistently created content for the public.

Commissioner Riley noted that it's unclear if the public part of the channel has value given that anyone can make a video and put it on YouTube, and that making content for a TV channel may feel more laborious to a resident when they can go straight to YouTube.

Vice Chair Rodriguez reiterated that the school district should be asked as to why they have never used the channel.

Commissioner Riley and Vice Chair Rodriguez expressed an interest in hearing from CMF about their work. No one was overly interested in hearing from DCTV given that their work seemed lower quality in comparison.

7. ITEMS FROM THE COMMISSION MEMBERS

Vice Chair Rodriguez wished the Commission had a safe and prosperous holiday season.

8. ADJOURNMENT

Vice Chair Rodriguez adjourned the meeting at 8:19 PM.