



CITY OF MENIFEE

SUBJECT: Approve a License Agreement with Mt. San Jacinto Community College District for Mutual PEG Channel Content Sharing and Broadcast.

MEETING DATE: February 15, 2023

TO: Mayor and City Council

PREPARED BY: Antonio Chavez, Management Analyst

REVIEWED BY: Ron Puccinelli, Chief Information Officer

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve a License Agreement with Mt. San Jacinto Community College District for mutual PEG channel content sharing and broadcast; and
2. Authorize the City Manager to execute implementing agreements with Mt. San Jacinto Community College District as necessary to implement Council direction.

DISCUSSION

The City of Menifee currently manages two government access channels on Frontier Channel 25 and Spectrum Channel 1301. Mt. San Jacinto College (MSJC) also produces content for their education access channel.

The proposed License Agreement authorizes both the City and MSJC to share up to 15 hours of their respective live broadcasts as well as other pre-recorded original content for broadcast on each entity's cable television access channel(s).

The mutual sharing of live and pre-recorded original content assists both the City and MSJC with providing an initial target of eight (8) hours of fresh original content each day. Each entity remains responsible for content created by them and both entities retain the right to determine what programming is broadcast on their respective channels.

Additionally, the proposed License Agreement will provide MSJC Digital Media Departments' students with real-world, hands-on experience programming and scheduling content on industry-standard equipment. The collaboration between the City and MSJC also facilitates additional opportunities for MSJC students such as internships and partnering for original content creation.

This License Agreement requires each entity to provide the necessary equipment to facilitate transmission of their content to the other. For the City, this will require an encoder stationed at the City and a decoder stationed at MSJC's broadcasting head-end facility. The IncodeX One appliance will enable the live transmission of City programming to the MSJC head-end. Utilizing a separate appliance will ensure that there are enough resources and bandwidth on the City's current broadcast server for City's needs. The equipment will be purchased at a future date and is estimated to cost around \$5,000.

There may be a need for an agreement between MSJC and the City for placing equipment at MSJC's facilities, however this is not known for certain at this time. The recommended action seeks Council authorization for the City Manager to execute an equipment placement agreement in conjunction with this License Agreement should such be needed.

STRATEGIC PLAN OBJECTIVE

Accessible and Interconnected Community

FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

ATTACHMENTS

1. License Agreement