



0211

# County of Santa Cruz

## BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069  
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SECOND DISTRICT

MARDI WORMHOUDT  
THIRD DISTRICT

TONY CAMPOS  
FOURTH DISTRICT

JEFF ALMQUIST  
FIFTH DISTRICT

AGENDA: 5/23/00

May 17, 2000

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

RE: FUNDING REQUEST FOR PUBLIC ACCESS TV

Dear Members of the Board:

Attached is a letter from the Director of Community Television of Santa Cruz County outlining the expanded services provided by the agency and requesting one time funding from the County to replace their outdated and inadequate phone system, and to purchase a new switching system. As Board members are aware, the agency receives almost all of its very limited funding from AT&T Cable as part of their franchise agreement with the City of Santa Cruz and the County. With these limited funds, the agency provides three public access channels for the public and will soon be adding a fourth.

While I think it is appropriate that the cable companies pay the lion's share of the costs for operating the public access cable channels, I am sympathetic to the needs of this agency. Many demands have been placed on them and they have done an excellent job of responding to these demands despite their limited funding. For that reason, I am supportive of providing them limited one time funding to meet their critical capital needs.

May 17, 2000  
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Therefore, I recommend that the Board of Supervisors refer the funding request for \$37,636 in one time funding from Community Television of Santa Cruz County to the County Administrative Officer and direct that she return with a report and recommendation on this matter as part of the 2000-2001 Supplemental Budget.

Sincerely,

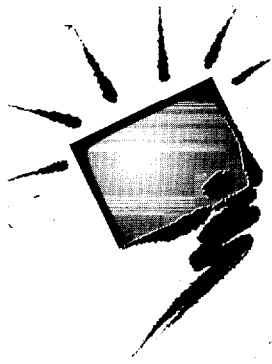


MARDI WORMHOUDT, Chair  
Board of Supervisors

MW:lg  
Attachment

cc: Susan Mauriello, County Administrative Officer  
Geoff Dunn, Community Television of Santa Cruz County

1110H3



COMMUNITY  
TELEVISION  
OF SANTA CRUZ COUNTY

0213

15 May 2000

Ms. Mardi Wormhoudt, Chair  
Santa Cruz County Board of Supervisors  
701 Ocean Street  
Santa Cruz, CA 95060

Dear Chair Wormhoudt:

As you know, Community Television of Santa Cruz County has expanded its coverage of Santa Cruz County Government considerably in the past year, facilitating live coverage of your board meetings as well as other county commission meetings and hearings. The response to this coverage has been overwhelmingly positive; citizens throughout the County have expressed their appreciation for this "electronic expansion" of the democratic process. Our efforts in this regard have just been recognized by the League of California Cities and the California Center for Civic Renewal, both of which are honoring Community Television as a model for government access programming.

Community Television is also in the process of expanding its geographical coverage to include the cities of Watsonville, Capitola and unincorporated areas of South County currently served by Charter Communications, Inc.

In order to facilitate this expanded coverage and county-wide system, CTSCC, quite frankly, has been forced to assume several costs that were unanticipated at the founding of the organization. The necessities of programming a third channel to accommodate Board of Supervisors meetings and the requisite technology it entailed have severely impacted our capital reserves. We also have had to compensate with operational funds (i.e., staff time) for activities that might otherwise be automated.

I'd like to put our financial situation in some perspective for the Board: KQED's annual budget is \$32.5 million; KTEH's in San Jose is \$8.8 million. As you know, I have personally produced several programs for both stations. Those stations program only one channel compared to our three (and soon-to-be four) and do not facilitate classes, live government programming, etc., as we do. KQED currently budgets approximately \$600,000 for a single, one-hour program or the equivalent of our entire annual budget for 26,208 hours of programming, classes and community outreach.

I mention this because most people have no idea what television costs to produce these days. We do most of it with smoke and mirrors-and literally thousands of hours volunteered annually by staff and organization members. I have personally volunteered hundreds of hours towards our mission since 1997.

As a result of these fiscal contingencies, I am hoping you will consider one-time allocations for: 1) a new phone system; and 2) a new switching system for our playback operations. The cost of these proposals are as follows:

Telephone system/voice mail	\$9,716.00
<u>Switching svstem</u>	<u>\$27, 920.00</u>
Total	<b>\$37,636.00</b>

I have included formal bid proposals for both.

Our phone system is a relic that was previously discarded by the County. It does not meet the expanded needs of the community that we have experienced-and expect to experience-as a result of our expanded coverage. Given the more urgent demands of replacing television equipment, we do not have the funds to replace it.

The switching system presently in use will not facilitate the four-channel capacity that we will need to program the entire County. If we do not get the new switcher, we will not be able to unify the County's programming and will have to expend considerable staff resources to facilitate non-automated programming.

Should you have any questions, please feel free to call me at: 425-8848, ext. 23. I thank you and the Board for your consideration.

Sincerely,



Geoffrey Dunn  
Executive Director

cc.: Pat Busch, County Administrative Office

# Bid to install telephone system with voice mail

12-2-1999

This bid sent via the Amanda@Work.Group voice and fax server

TO:

Community Television  
816 Pacific Ave.  
Santa Cruz, CA

Santa Cruz Telephone  
510 Center St.  
Santa Cruz, CA

ccl 585138

Geoff Dunn  
425-8848

John Warshaw  
423 8213

## Job Description:

Install new Toshiba telephone system equipped for 8 lines, 8 digital telephones, and 8 analog devices. Install new Amanda@Work.Group voice server equipped for 4 ports, 80 hours and 1 network client. Warranty 1 year on site parts and labor.

## MATERIALS

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1.00	Toshiba DK424 KSU, CPU"A" Rls. 4 & Power Supply	1,095.00	1,095.00
11 <del>8</del> 0.00	Toshiba 2020SD LCD 20 button speakerphones	240.00	<del>2,640.00</del> 1,920.00
1.00	Toshiba RCOU and RCOS trunk card set	480.00	480.00
1.00	Toshiba PDKU digital station card	320.00	320.00
1.00	Toshiba RSTU and RRCS4 analog device card set	686.00	686.00
1.00	Amanda@Work.Group voice server	2,995.00	2,995.00
RCOU, RCOS, PDKU, RSTU & RRCS4 are refurb. like new with full 1 year warranty.		<b>Materials total:</b>	<b><del>8,216.00</del> 7,496.00</b>

## SERVICE

BID	DESCRIPTION	CHARGES	TOTAL
1.00	Install telephone system	720.00	720.00
1.00	Install voice server system	780.00	780.00
Terms are 50% down, bal. due on completion		<b>Service total:</b>	<b>1,500.00</b>
		<b>Total bid price:</b>	<b><del>9,716.00</del> 8,996.00</b>

Plus 8% tax on materials

Approved by:

Price valid until: 1-2-2000

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NAME: Craig Jutson / Jack Hanson  
 COMPANY: Community TV of Santa Cruz  
 ADDRESS: 816 Pacific Ave.  
 CITY/ST/ZIP: Santa Cruz, CA 95060  
 PHONE/FAX: 831-425-8848 (33) 13956

PROPOSAL: 990930-2  
 DATE: 9/30/99  
 BY: RAC  
 TERMS: See Below  
 FOB POINT: Origin

## PESA Routing System I Distribution Amplifier Configuration

Level	Active	Level	Framed
Video	32X32	Video	32 x 32
Audio 1, 2	32x3-2	Audio 1, 2	32 x 32

Item	Description	Qty	Unit Price	Total	
CG32V	Cougar 32 x 32 Video Matrix	1	\$10,695.00	\$10,695.00	
CG32A2	Cougar 32 x 32 Stereo Audio Matrix	1	\$8,895.00	\$8,895.00	
3500	CPU which mounts in Cougar Video Frame	1	\$2,295.00	\$2,295.00	
RCP-MB2	8/16 Bus Control Panel with Direct Take	1	\$1,740.00	\$1,740.00	
81905903470	RCP-MB2 Control Panel Manual	1	\$35.00	\$35.00	
<b>Total System Price</b>				<b>\$23,660</b>	<b>23,660</b>
<b>Options:</b>					
3500	CPU which mounts in Cougar Video Frame Note: This would be a "redundant" controller.	1	\$2,295.00	\$2,295.00	2295
PS130	Pow&Supply (for redundancy) Note: The same power supply is used in both video and audio frames	2	\$595.00	\$1,190.00	1190
RCP-STAT1	Under Monitor Single Status Display	1	\$740.00	\$740.00	740
RCP-STAT2	Under Monitor Dual Status Display	1	\$1,040.00	\$1,040.00	
81905903130	Under Monitor Status Display Manual	1	\$35.00	\$35.00	35
					<b>27,920</b>

TERMS: 25% DEPOSIT WITH ORDER, BALANCE DUE 30 DAYS AFTER SHIPMENT.  
 FOB HUNTSVILLE, AL. TAX AND FREIGHT WILL BE ADDED TO THE INVOICE  
 AMOUNT. SHIPMENT WILL BE VIA SURFACE UNLESS REQUESTED  
 DIFFERENTLY. THIS PROPOSAL AND SUBSEQUENT ORDER SUBJECT TO  
 ACCEPTANCE BY PESA SWITCHING SYSTEMS. PROPOSAL VALID 60 DAYS.

PLEASE SUBMIT ORDERS TO:

PESA SWITCHING SYSTEMS, INC.  
 ATTN: ORDER ENTRY  
 35 PINELAWN ROAD, SUITE 99E  
 MELVILLE, NY 11747

PLEASE SUBMIT PAYABLES TO:

PESA SWITCHING SYSTEMS, INC.  
 ATTN: ACCOUNTS RECEIVABLE  
 330A WYNN DRIVE  
 HUNTSVILLE, AL 35805

Thank you,

Ron Chubb  
 PESA Switching Systems, Inc.  
 PMB # 558  
 5050 Laguna Blvd. #112  
 Elk Grove, CA 95758  
 916-428-4460 / 5660 Fax