



## Recommendation for Action

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**File #:** 21-2922, **Agenda Item #:** 100.

9/30/2021

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### **Posting Language**

Authorize negotiation and execution of an interlocal agreement with the Austin Independent School District to contribute up to \$355,000.00 from fees collected by the City from cable providers for the purchase of capital equipment for the operation of the educational access channel.

### **Lead Department**

Telecommunications and Regulatory Affairs.

### **Fiscal Note**

Funding is available in the Fiscal Year 2020-2021 Operating Budget of the Austin Cable Access Fund.

### **For More Information:**

Rondella M. Hawkins, Telecommunications and Regulatory Affairs Officer, 512-974-2422.

### **Additional Backup Information:**

In accordance with each cable company's state-issued franchise, the City of Austin receives fees from each cable provider serving the Austin area to pay for capital expenses for equipment and the operation of Austin's public, educational, and governmental (PEG) access channels. These fees are restricted to capital expenditures. The annual PEG fee contribution from the cable providers is currently \$ 1.6 million.

AISD operates and manages one of Austin's two-educational access channels, AISD.TV, that supports an active and engaged community by providing AISD news, information on events and district services, and documentary coverage of students' successes.

AISD has requested \$355,000.00 towards the AISD PEG equipment purchase to improve their abilities to do remote production and remote engineering/operations in a new way during and beyond the COVID-19 era. AISD's goal is to enhance their ability to produce immersive content remotely by focusing on technology best suited for field production. This includes, but is not limited to, cameras and streaming equipment that would enable workflow under limited or restricted accessibility.

AISD also faces increasing needs in remote production necessitated by social distancing and occupancy limitations. The funds will allow them to purchase user-friendly, high-quality equipment to provide staff the tools to create compelling production in situations where staff cannot be on-site.

Improving their internal asset management and operational event tracking is also one of AISD's main points. They would like to implement workflow tracking within a content management system.

Finally, AISD wants to expand their multi-lingual accessibility by implementing closed captioning in Spanish. This will entail upgrading caption encoder equipment and workflow.

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Together, these capital improvements will help to fill gaps in AISD.TV's ability to stay agile during the COVID-19 pandemic and the long-term impacts to content gathering and team collaboration.

Staff is seeking approval to negotiate and execute an interlocal agreement with AISD for the allocation of up to \$355,000.00 in PEG funds.

**Strategic Outcome(s):**

Government that Works for All.