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March 20, 2014

REF: ASB-058-14

Honorable Members of the City Council
City of Los Angeles
Room 395, City Hall
Los Angeles, CA 90012

Attention: Innovation, Technology & General Services Committee

Subject: **CHANNEL 35 RELOCATION AND EQUIPMENT UPGRADE PROJECT –
ADDITIONAL PROJECT SCOPE – MASONIC HALL - CF NO. 13-0230
AND CF NO. 13-0230-S2**

Dear Councilmembers:

On February 25, 2014, the City Council's ITGS Committee requested that ITA submit a staff operations support plan for the proposed live audience TV studio for the Channel 35 relocation and equipment upgrade project plan as set forth in the MFC report dated January 30, 2014. It should be noted that a corollary benefit to the City would result if both the Merced Theater and Masonic Hall were to be retrofitted to meet the needs of Channel 35 and El Pueblo Historical Monument at this time and in the manner as outlined in the MFC Report dated January 30, 2014, previously submitted to ITGS.

BACKGROUND

Adoption of a cost-plus recoupment model for all operating expenses related to the use of the studio may be the most economically efficient and compliant manner by which the City can operate that facility. Attached are the Proposed User Rate Guide Chart and Rate Cards (Attachments 1, 2a-2c). The Proposed User Rate Guide Charts detail the types of theater space usage (press conferences, PSAs, Town Hall events, etc.) that can be accommodated by the live audience TV studio and corresponding space, staff and contractor costs. Costs for space use may be diminished or exceeded and recouped by agreement depending upon scheduling and resource/staff availability.

The attached Proposed fee User Rated Guide Chart and Rate Cards represent an estimate of levels of production usage and contractor costs, including additional City staff hours necessary for operations for the proposed live audience TV studio. ITA intends to further explore gradually escalating the use of the studio over a 2-3 year

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period as usage demand may potentially increase over that period. The number of live-audience seats in the studio would not exceed 75 seats under the current proposal.

Anticipated functions required for operation of the live audience TV studio that may be contracted are as follows:

- 1) Manager for Theater
- 2) Production Manager
- 3) Scheduling Coordinator
- 4) Accountant for invoicing and tracking of receipts
- 5) Studio Engineer
- 6) Traffic Manager

El Pueblo will provide security, janitorial, pages and parking needs for live audience TV studio use and one part-time dedicated staff member.

Depending on use of the facility, one contractor could perform all six functions; or two could perform the six functions, etc. Cost savings could be achieved if the staff could also perform technical functions. This would be dependent on the skill set of each person.

The plan as currently proposed would allow Channel 35 additional programming opportunities to cablecast live City press conferences, debates, forums and other City government functions and events. It would also be available to City sponsored users, including non-profit entities and schools utilizing the live audience TV studio space for the creation of educational, cultural and government programming that can be cablecast on Channel 35.

Under state and federal law, advertising, underwriting and sponsorship revenues may be generated by Public, Educational and Governmental Access programming. The revenue generated by the live audience TV studio may also be used to directly support the City's PEG Access channels' funding and operations. ITA has been in the drafting stages of a report, with the assistance of the City Attorneys' Office and Office of Finance, that will be providing an initial assessment of other revenue opportunities and recommend the options and means for securing such revenues in the future.

The ITGS Committee also requested that ITA seek partnership opportunities with local universities and colleges to foster internship programs that would allow for use of intern assistance in the operations of the studio. ITA is in the process of contacting those universities and colleges to better determine the feasibility of developing and utilizing such programs when the theater studio is ready for use.

ITA, BOE and El Pueblo Historical Monument departments can routinely and as further requested, report back to ITGS Committee on the progress of the live audience TV studio operational support work plan, including specific recommendations, as the design

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and construction for the Channel 35 relocation and equipment upgrade project moves forward.

The Mayor and Council previously authorized \$1.3 million in PEG funds for design of the studio at the Merced Theater. The Bureau of Engineering indicates that the addition of the Masonic Hall to the scope of the project will increase design costs by \$700,000, to a new total of \$2 million. Funds are available in the Telecommunications Development Fund to cover the additional design costs.

RECOMMENDATIONS

That the Council, subject to the approval by the Mayor:

1. Authorize the Information Technology Agency Channel 35 Relocation project to include the additional scope for design and construction of a live audience television studio as requested by Council District 14 and El Pueblo and implement a cost-neutral operational model for the live audience TV studio;
2. Acknowledge the assignment of the Masonic Hall, located at 426 North Main Street, to be included as part of the Channel 35 Relocation project to accommodate space needs;
3. Receive and File Motion (Huizar – Alarcon), Council File No. 13-0230-S1, inasmuch as the recommendations above meet the goals and objectives of the Motion.
4. Authorize the Controller to transfer the amount of \$700,000 from the Telecommunications Development Fund No. 342/32, Account No. 32009K entitled "Reserve for PEG Access Capital" to the Capital Improvement Expenditure Program Fund No. 100/54, Account No. 00J033 entitled "Channel 35 Studios".

FISCAL IMPACT

Per the Bureau of Engineering, the estimated budget for this project remains in the range of \$19 million to \$23 million. The addition of the Masonic Hall to the project will result in additional design costs in the amount of \$700,000. Sufficient special funds are available to cover the cost of the project with no impact to the General Fund for the construction and equipment of the Channel 35 relocation project.

Respectfully submitted,



Steve Reneker
General Manager

Attachments

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cc: Rick Cole, Office of the Mayor
Miguel Sangalang, Office of the Mayor
Dan Caroselli, Office of the Mayor
Zara Bukirin, Office of the Mayor
Rick Coca, Council District 14
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Karen Dacres, Bureau of Engineering
Mark Wolf, Information Technology Agency
Laura Ito, Information Technology Agency
William Imperial, Information Technology Agency
Ted Lin, Information Technology Agency

MERCED THEATER PROPOSED USER RATE GUIDE CHART
(Attachment 1)

	Studio Only (No Video Production)	Single Camera Production PSAs Statements Video Greetings Announcements Solo Performances	Multi-Camera Production Debates Town Halls Talk Shows Open Events Cultural Performances (Dance, Drama)	Live Press Conference Media Package
City Electeds & Depts	No charge for studio to Electeds or Depts Requires one staff to monitor & assist Cost up to \$200 on Non-Staff scheduled days	Up to \$2,810 - Full Day on Non-Staff scheduled days \$1,045 - 1/2 Day	Up to \$5,380 - Full Day on Non-Staff scheduled days \$2,690 - 1/2 Day	\$6,050 Live feed to hub Video feed to attending TV outlets
Approved 3rd Parties	\$4,540 - Full Day \$4,000 (studio rental) + \$540 (staff) \$2,270 - 1/2 Day	\$6,180 - Full Day \$3,090 - 1/2 Day	\$8,190 - Full Day \$4,095 - 1/2 Day	N/A

**MERCED THEATER PROPOSED RATE CARD
(Attachment 2a)**

ABOVE THE LINE							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Producer/Director	0	days	@	\$ 350.00	day	\$ -	Flat rate can be negotiated per project
Host	0	dys	@	\$ 300.00	day	\$ -	Rate varies with Q rating
Above the Line Sub Total						\$ -	
BELOW THE LINE							
PRODUCTION							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Director/TD	0	dys	@	\$ 350.00	day	\$ -	
Technical Director	0	hrs	@	\$ 45.00	hr	\$ -	
Lighting Director	0	dys	@	\$ 300.00	day	\$ -	
Associate Director	0	hrs	@	\$ 25.00	hr	\$ -	
Stage Manger 1	0	hrs	@	\$ 25.00	hr	\$ -	
Stage Manger 2	0	hrs	@	\$ 25.00	hr	\$ -	
Camera 1	0	hrs	@	\$ 25.00	hr	\$ -	
Camera 2	0	hrs	@	\$ 25.00	hr	\$ -	
Camera 3	0	hrs	@	\$ 25.00	hr	\$ -	
Camera 4	0	hrs	@	\$ 25.00	hr	\$ -	
Camera 5	0	hrs	@	\$ 25.00	hr	\$ -	
A1	0	hrs	@	\$ 25.00	hr	\$ -	
A2	0	hrs	@	\$ 25.00	hr	\$ -	
Prompter	0	hrs	@	\$ 25.00	hr	\$ -	
Graphics Operator	0	hrs	@	\$ 25.00	hr	\$ -	
Videotape Op	0	hrs	@	\$ 25.00	hr	\$ -	
Video Shader	0	hrs	@	\$ 45.00	hr	\$ -	
Grip 1	0	hrs	@	\$ 25.00	hr	\$ -	
Grip 2	0	hrs	@	\$ 25.00	hr	\$ -	
Grip 3	0	hrs	@	\$ 25.00	hr	\$ -	
Makeup 1	0	day	@	\$ 250.00	day	\$ -	plus kit fee, varying rate
Makeup 2	0	day	@	\$ 250.00	day	\$ -	plus kit fee, varying rate
Production Assistant 1	0	hrs	@	\$ 10.00	hr	\$ -	
Production Assistant 2	0	hrs	@	\$ 10.00	hr	\$ -	
EIC	0	hrs	@	\$ 50.00	hr	\$ -	
Engineer	0	hrs	@	\$ 45.00	hr	\$ -	
Master Control	0	hrs	@	\$ 45.00	hr	\$ -	
Production - Contractors - Sub Total						\$ -	
POST - PRODUCTION							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Editor	0	hrs	@	\$ 30.00	hr	\$ -	
Graphic Design	0	hrs	@	\$ 30.00	hr	\$ -	
Voice Over	0	dys	@	\$ 300.00	day	\$ -	
Post Production - Sub Total						\$ -	
FACILITIES							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Overhead (2 hrs/person/day)	0	4	@	\$ 35.00	hr	\$ -	
Studio Audience Theater	1	studio	@	\$ 4,000.00	day	\$ -	
House Manager	0	hrs	@	\$ 25.00	hr	\$ -	4 hr minimum
Event Manager	0	hrs	@	\$ 25.00	hr	\$ -	4 hr minimum
Page #1	0	hrs	@	\$ 10.00	hr	\$ -	4 hr minimum
Page #2	0	hrs	@	\$ 10.00	hr	\$ -	4 hr minimum
Electricity	0	hrs	@	\$ -	hr	\$ -	4 hr minimum
Security	0	hrs	@	\$ -	hr	\$ -	4 hr minimum
Janitorial	0	hrs	@	\$ -	hr	\$ -	4 hr minimum
Craft Services	0	hrs	@	\$ -	hr	\$ -	
Expendables	0	hrs	@	\$ -	hr	\$ -	
Staff- Sub Total						\$ -	
TOTALS							
Above the Line						\$ -	
Below the Line (Production + Post)						\$ -	
Facilities						\$ -	
10% Contingency						\$ -	
TOTAL						\$ -	

MERCED THEATER PROPOSED LIVE PRESS CONFERENCE

MEDIA PACKAGE

ELECTEDS and DEPARTMENTS ONLY - \$6,050

(Attachment 2b)

ABOVE THE LINE							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Producer/Director/TD	2	days	@	\$ 350.00	day	\$ 700.00	Flat rate can be negotiated per project
Above the Line Sub Total						\$ 700.00	
BELOW THE LINE							
PRODUCTION							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Lighting Director	1	dys	@	\$ 300.00	day	\$ 300.00	
Stage Manger 1	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Camera 1	8	hrs	@	\$ 25.00	hr	\$ 200.00	
A1	8	hrs	@	\$ 25.00	hr	\$ 200.00	
A2	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Graphics Operator	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Videotape Op	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Video Shader	8	hrs	@	\$ 45.00	hr	\$ 360.00	
Grip 1	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Production Assistant 1	8	hrs	@	\$ 10.00	hr	\$ 80.00	
EIC	8	hrs	@	\$ 50.00	hr	\$ 400.00	
Master Control	8	hrs	@	\$ 45.00	hr	\$ 360.00	
Production - Contractors - Sub Total						\$ 2,900.00	
POST - PRODUCTION							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Graphic Design	4	hrs	@	\$ 30.00	hr	\$ 120.00	
Post Production - Sub Total						\$ 120.00	
FACILITIES							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Overhead (2 hrs/person/day)	19	2	@	\$ 35.00	hr	\$ 1,330.00	
House Manager	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Event Manager	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Security	8	hrs	@	\$ 50.00	hr	\$ 400.00	
Janitorial	4	hrs	@	\$ 50.00	hr	\$ 200.00	
Staff- Sub Total						\$ 2,330.00	
TOTALS							
Above the Line						\$ 700.00	
Below the Line (Production + Post)						\$ 3,020.00	
Facilities						\$ 2,330.00	
TOTAL						\$ 6,050.00	

MERCED THEATER PROPOSED USER RATE CARD - 3rd PARTY

**MULTI-CAMERA
FULL DAY RATE - \$8,190
1/2 DAY RATE - \$4,095
(Attachment 2c)**

ABOVE THE LINE							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Producer/Director	2	days	@	\$ 350.00	day	\$ 700.00	Flat rate can be negotiated per project
Above the Line Sub Total						\$ 700.00	
BELOW THE LINE							
PRODUCTION							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Technical Director	8	hrs	@	\$ 45.00	hr	\$ 360.00	
Camera 1	8	hrs	@	\$ 25.00	hr	\$ 200.00	also Stage Manager
Camera 2	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Camera 3	8	hrs	@	\$ 25.00	hr	\$ 200.00	
A1	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Prompter	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Graphics Operator	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Videotape Op	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Video Shader	8	hrs	@	\$ 45.00	hr	\$ 360.00	
Grip 1	8	hrs	@	\$ 25.00	hr	\$ 200.00	
Makeup 1	1	day	@	\$ 250.00	day	\$ 250.00	plus kit fee, varying rate
Production Assistant 1	8	hrs	@	\$ 10.00	hr	\$ 80.00	
Enginneer	8	hrs	@	\$ 45.00	hr	\$ 360.00	
Production - Contractors - Sub Total						\$ 3,010.00	
POST - PRODUCTION							
POSITION	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Editor	8	hrs	@	\$ 30.00	hr	\$ 240.00	
Graphic Design	8	hrs	@	\$ 30.00	hr	\$ 240.00	
Post Production - Sub Total						\$ 480.00	
FACILITIES							
STAGE	QUANTITY	UNIT		RATE	PER/UNIT	COST	NOTES
Studio Audience Theater	1	studio	@	\$ 4,000.00	day	\$ 4,000.00	
Staff- Sub Total						\$ 4,000.00	
TOTALS							
Above the Line						\$ 700.00	
Below the Line (Production + Post)						\$ 3,490.00	
Facilities						\$ 4,000.00	
TOTAL - Full Day Rate						\$ 8,190.00	8 hour day
TOTAL - 1/2 Day Rate						\$ 4,095.00	4 hour day