

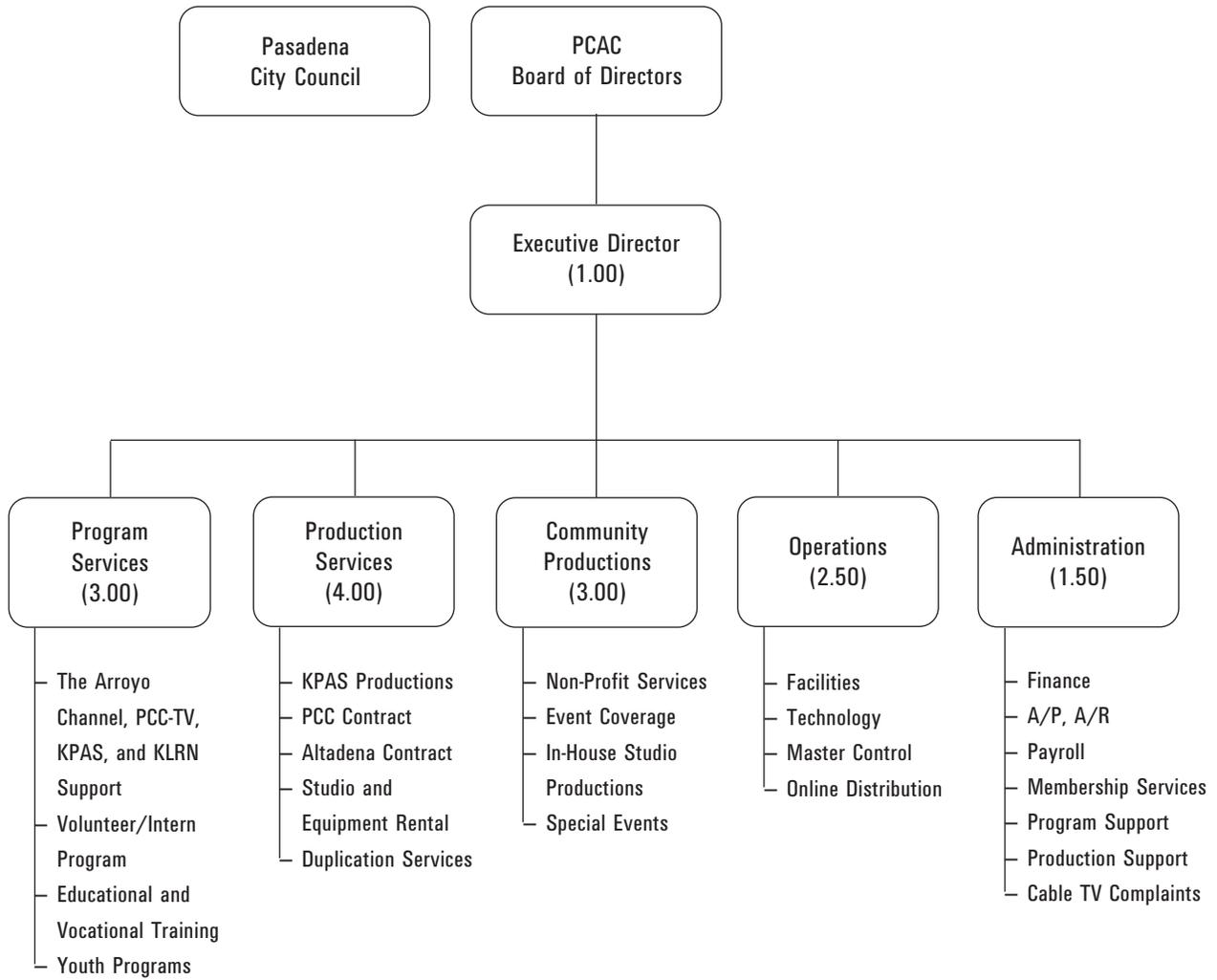


# PASADENA COMMUNITY ACCESS CORPORATION



*Aria La Carte*  
San Rafael Branch Library

CITY OF PASADENA  
PASADENA COMMUNITY ACCESS CORPORATION



### MISSION STATEMENT

Pasadena Community Access Corporation (PCAC) is a component unit, nonprofit public benefit corporation recognized under Nonprofit Benefit Corporation Law for charitable purposes. The specific purposes of this corporation are to promote, coordinate, facilitate, produce and assist public service community programming on behalf of all residents of the City of Pasadena, California ("Pasadena") for all public and community access channels of Pasadena's cable telecommunications system and to inform Pasadena residents of the potential services and benefits of the cable telecommunications systems.

### PROGRAM DESCRIPTION

Pasadena Media performs the following:

- Promote, coordinate, facilitate, produce and assist public service community programming on behalf of all residents of the City, for all public and community access channels of Pasadena's cable telecommunications system;
- Inform Pasadena residents of the potential services and benefits of the cable telecommunications system;
- Provide a mechanism through which Pasadena's institutions and organizations can effectively share educational, health care, government, public and cultural information with the community;
- Provide training and technical assistance that makes public, education, and government (PEG) access programming more accessible to residents of Pasadena;
- Serve as a resource center for information, materials equipment and training relating to the use of video equipment and facilities;
- Coordinate and promote educational uses of the cable telecommunications system;
- Serve as the City's designated official receiving, holding and disbursing entity for monies intended to promote

- noncommercial uses of the cable telecommunications system;
- In conjunction with the City, devise, establish and administer rules, regulations and procedures pertaining to use and scheduling of the cable telecommunications system PEG access channels;
- Coordinate and schedule transmission of programming on the cable telecommunications system access channels;
- Maintain records, including electronic media and other documentation, concerning cable telecommunications programming, and make such programming material available to interested persons or groups for scientific, charitable, literary, public information or educational purposes;
- Engage in research to assess community response to programming on cable telecommunications system access channels and ascertain needs for additional or different programming, publish the results of such research, and implement or aid in implementation of such additional or different programming; and
- Provide such other cable telecommunications access services as shall be determined by the PCAC Board of Directors.

### DEPARTMENTAL RELATIONSHIP TO CITY COUNCIL GOALS

#### Maintain Fiscal Responsibility and Stability:

Pasadena Community Access Corporation (PCAC) maintains our commitment to providing the highest quality service in consideration of current economic constraints. PCAC continues to explore alternate funding opportunities including fee for production service models, grants, underwriting and channel sponsorship opportunities. The PCAC board and staff are committed to continue to grow a sustainable funding model that can support the

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current level of service and enhance training and production services.

**Improve, Maintain and Enhance Public Facilities and Infrastructure:**

In FY14, PCAC embarked on an exciting plan to enhance services to the public by improving access to local media with the construction of a new 6000-square-foot television studio conveniently located in the heart of the City at 150 S. Los Robles Avenue. The new media production center marks a new, modern era for PCAC, known as Pasadena Media. The facility held its grand opening and ribbon cutting ceremony on April 2, 2014.

**Increase Conservation and Sustainability:**

Through various programs, Pasadena Community Access Corporation (PCAC) provides informative, entertaining and engaging content that allows the community to stay civically involved. The services including access to production equipment and production training that allows community members to gain valuable skills on personal and professional levels. PCAC also provides extensive support and event coverage for local civic and non-profit organizations that are in great need of promotion and community engagement.

**Support and Promote the Quality of Life and the Local Economy:**

PCAC continues to provide one of the most accessible, value-added video production training and services to the residents of Pasadena. Community members receive hands-on technical training on field equipment and live studio production. The popular Citizen Journalism and Digital Filmmaking courses continue to flourish and provide an influx of content focused on current issues facing Pasadena residents.

**FISCAL YEAR 2014 ACCOMPLISHMENTS**

PCAC accomplished the following during Fiscal Year 2014:

- Increased board participation and involvement by filling two additional board positions;

- Underwent extensive audit review which resulted in improved fiscal accountability;
- Restructured organization to focus on a higher level of quality service and program content;
- Reorganized operations in alignment with the City's other Operating Companies;
- Enhanced training curriculum; and
- Expand services in both public access and government information formats with expanded coverage of local events including:
  - State of the City Event
  - Black History Parade
  - Latino History Parade
  - Pasadena Library One City, One Story Event
  - Armenian Identity Festival
  - Turkey Tussle (in partnership with PUSD/KLRN)
  - Election Night Live Coverage
  - City Council & PUSD Candidate Forums
  - Rekindle the Light of Peace
  - Art Night Coverage
  - International Human Rights Day
  - A Message from the Chief
  - Human Relations Awards
  - AmericaFest July 4th Event
  - Altadena Town Council Meetings
  - Police and Fire Memorial
  - Concert Under the Stars
  - Police Chief Annual Breakfast

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- Human Relations Commission's Peace through Music
- Chalk Fest
- UNA Luncheon PSA
- PPD Active Shooter
- Midsummer Night Concert for the Hastings Ranch Neighborhood Association
- Pasadena Idol
- PHS & SPCA Dog Licensing PSA
- PPD K-9 Video Presentation
- Boys/Girls Club Eagle Scout Dedication Ceremony
- Pasadena Heritage Lecture
- Affordable Care Act Panel Discussion
- Pasadena Innovation Summit
- Central Park Playground Re-opening
- Pasadena Business & Economic Summit
- Community Gardens Celebration
- Metropolitan Fashion Week
- Car Classic 2013
- Steve Madison's Forum on Global Warming
- Veteran's Day Celebration
- Mayor's Christmas Tree Lighting
- Human Rights Summit
- Colorado Street Bridge 100 Year Re-Dedication Ceremony
- BCS Game Coverage
- Rose Bowl Rally
- Pasadena Public Library 130 Years of Reading
- PHS & SPCA Opening Celebration of the Animal Care Center
- Housing Advisory Roundtable Discussion
- PWP Water Forum
- Pasadena Birthday Celebration
- Public Health Dept. – “We Are Public Health”
- Housing Advisory Round Table Discussion
- PWP – “Your Water. The Big Picture”
- Abilities First Talent Show
- Norooz Iranian New Year Celebration
- Steve Madison's Town Hall Meeting
- National Youth HIV and Aids Awareness Day
- Armenian Genocide Commemoration
- Pasadena Conference on Aging
- 12<sup>th</sup> Annual Autism Walk
- Villa Parke Community Gardens Celebration
- SBS Youth Music Festival
- Jonathan Butler Concert
- One City, One Story Book Announcement Press Conference
- Mayor's Prayer Breakfast
- 25<sup>th</sup> Helicopter Fly-In at the Rose Bowl
- Abilities First Talent Show
- Pasadena Earth and Arts Festival
- PPD Golden Badge Awards
- Benedict Heliport Open House
- Holiday Safety Press Conference
- Fire Department Hero Press Conference
- PSA Pasadena Care

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Our goals include:

- Improve customer service and community recognition;
- Increase channel quality in program content;
- Provide additional hands on professional training and mentorship for local producers with a focus on youth and the underserved;
- Increase positive awareness of PCAC as a community resource;
- Provide live, local coverage of events and begin offering video on demand and utilizing Social Media outlets for programming;
- Create Guest Speaker Lecture Series with PCC-TV;
- Expand city department programming;
- Hold several fundraisers throughout the year;
- Provide career opportunities to Pasadena youth;
- Continue ongoing collaborations with organizations and community groups;
- Increase partnerships and sponsorship opportunities with local businesses and non-profit organizations;
- Implement efforts to “Go Green” for sustainability;
- Increase coverage and airing of locally produced programming;
- Update and replace mobile production equipment; and
- Improve readiness to distribute emergency public information during citywide emergencies or disasters.

We anticipate FY 2015 to be the best year to date for PCAC with a new facility and equipment that will provide for higher quality programming to a wider audience and a renewed dedication to customer service and local programming.

#### **FISCAL YEAR 2015 ADOPTED BUDGET**

##### **Operating Budget:**

The FY 2015 Adopted Budget of \$1,115,000 is \$35,000 or 3.2 percent higher than the FY 2014 Budget. This budget includes \$885,000 for PCAC operations and \$230,000 for PEG-funded grant allocations.

##### **Personnel:**

A total of 16 FTEs are included in the FY 2015 Budget.

#### **YEAR-OVER-YEAR BUDGET CHANGES**

Substantial Budget Changes:

- Lease adjustment to allow for consideration for relocation
- Reduction in production revenue
- Increase in franchise fees from Cable Companies

#### **FUTURE OUTLOOK**

PCAC continues to grow and meet the needs of our members and community. We derive success from board members, staff, member producers, supporters and viewers. Our achievements come from the efforts of those who believe in community access media. It is our organizational goal that as each year passes, we gain a better understanding of the needs of our community and that together we strive to find ways to meet those needs through community media.

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	FY2012 Actual	FY2013 Actual	FY2014 Adopted	FY2014 Revised	FY2015 Adopted
<b>SUMMARY OF APPROPRIATIONS (\$000)</b>					
Pasadena Community Access Corporation	\$779	\$820	\$830	\$830	\$885
PCAC Grant Allocation	0	0	250	250	230
<b>Pasadena Community Access Corp Total</b>	<b>\$779</b>	<b>\$820</b>	<b>\$1,080</b>	<b>1080</b>	<b>\$1,115</b>
<b>SUMMARY OF SOURCES (\$000)</b>					
City of Pasadena (Franchise Fees)	464	458	790	807	835
Service Contracts	340	324	16	16	19
Production & Other	9	38	24	24	31
1% PEG Fee Grant Allocation	0	493	250	250	230
<b>Pasadena Community Access Corp Total</b>	<b>\$813</b>	<b>\$1,313</b>	<b>\$1,080</b>	<b>\$1,097</b>	<b>\$1,115</b>
<b>SUMMARY OF FTES</b>					
<b>Pasadena Community Access Corp Total</b>	<b>17.50</b>	<b>16.00</b>	<b>16.00</b>	<b>16.00</b>	<b>16.00</b>

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PERFORMANCE MEASURES	FY 2013 Actual	FY 2014 Target	FY 2014 Mid-Yr Actual	FY 2015 Target
<b>PCAC - OVERSIGHT FOR PUBLIC, EDUCATION, AND GOVERNMENT CHANNELS</b>				
<b>Council Goal: Maintain Fiscal Responsibility and Stability</b>				
Objective A: Provide accurate, regular reports to stakeholders including annual audit and 990 tax filing.				
1. Percentage of monthly reports that are completed and made available to board members and the public.	100%	100%	100%	100%
2. 990 Tax filing on time.	Yes	Yes	Yes	Yes
3. Received satisfactory audit	Yes	Yes	Yes	Yes
Objective B: Explore alternate funding opportunities including fee for production service models, grants, underwriting and channel sponsorship opportunities.				
1. Percentage increase of alternate revenue sources.	0%	30%	0%	30%
2. Number of program sponsorships.	12	10	10	20
3. Percentage increase of event coverage.	40%	70%	70%	50%
Objective C: Grow a sustainable funding model that can support the current level of service and enhance training and production services.				
1. Percentage of increase in production service requests	40%	50%	40%	60%
2. Number of civic/community productions covered.	85	60	46	90
3. Number of new producers certifications per year.	25	60	32	100
4. Number of producer renewals per year.	25	35	10	50
<b>Council Goal: Improve, maintain and enhance public facilities and infrastructure</b>				
Objective A: Keeping with Best Practices Standards for community access television to provide modern, up-to-date service and improved accessibility for the Pasadena community.				
1. Percentage of satisfied community producers.	60%	90	No Data	95%
2. Number of customer cable complaints received.	20	20	7%	20
3. Programming quality recognition (awards etc.)	Yes	Yes	Yes	Yes
<b>Council Goal: Increase conservation and sustainability</b>				
Objective A: Provide informative, entertaining and engaging content that allows the community to stay civically involved.				
1. Number of hours of civic coverage	192	200	116	200
2. Number of special civic-focused programs	58	60	30	60
3. Average number of Web pages viewed per unique visitor	41,295	65,000	22,450	65,000
4. Total number of hours of community television - Arroyo Channel	8,760	9,000	6,729	9,000
Objective B: Allow community members to gain valuable skills on personal and professional levels.				
1. Percentage of producers that continue training	20%	60%	80%	60%

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PERFORMANCE MEASURES	FY 2013 Actual	FY 2014 Target	FY 2014 Mid-Yr Actual	FY 2015 Target
<b>Council Goal: Support and promote the quality of life and local economy</b>				
Objective A: Provide accessible, value-added video production training and services to the residents of Pasadena				
1. Number of class enrollments	454	400	275	500
2. Percentage of increase in classes available	40	40%	10%	60%
Objective B: Provide quality programming to the residents of Pasadena				
1. Percentage of viewer response to online program survey	5	20%	2%	20%
2. Number of followers on social networks	731	1,000	790	1,000