



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: General Services  
Department No.: 063  
For Agenda Of: 11/1/2011  
Placement: Administrative  
Estimated Tme: N/A  
Continued Item: No  
If Yes, date from: N/A  
Vote Required: Majority

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**TO:** Board of Supervisors

**FROM:** General Services Bob Nisbet, Director (560-1011)

Contact Info:

**SUBJECT:** A Memorandum of Understanding between the County of Santa Barbara, the Cities of Carpinteria, Goleta, Santa Barbara, and CoxCom, LLC to allow early conversion of Public, Education, and Government (PEG) channels to digital format.

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**County Counsel Concurrence**

As to form: yes

**Other Concurrence:** N/A

**Auditor-Controller Concurrence**

As to form: Yes

**Recommended Actions:**

That Board of Supervisors:

- a) Authorize the Chair to execute the attached Memorandum of Understanding (MOU) between the County of Santa Barbara, the Cities of Carpinteria, Goleta, Santa Barbara (“collectively the Local Governments”) and CoxCom, LLC. (“Cox”); and
- b) Find that the proposed action is for the operation, franchising or licensing of existing structures, facilities, or mechanical equipment, involving negligible or no expansion of use beyond that which presently exists, further find that the proposed action is therefore exempt from CEQA pursuant to 14 CCR 15301, and approve the filing of a Notice of Exemption on that basis.

**Summary Text:**

Cox approached the County and the three South Coast cities a little over a year ago with a proposal to convert the PEG channels to a digital format in order to free up bandwidth for additional digital channels. Initially, their proposal included the possibility of the County's government access channel (Channel 20) moving to a different number. This action was vehemently opposed by staff and Cox modified their proposal so that Channel 20 would not change. From these initial conversations, the idea of an MOU between the four government entities and Cox to summarize the terms and conditions of their proposal for early digital conversion was borne.

The highlights of the MOU are as follows:

- During the interim period prior to full digital conversion, the majority of the South Coast PEG channels stay together at their existing channels. The two educational channels managed by SB Channels and UCSB must move to Channels 71 and 72.
- Following the completion of full digital conversion that is scheduled to occur on or before December 31, 2012, all PEG channels will be in a consecutive block between Channel 15 and Channel 23.
- Cox has agreed to perform an extensive marketing effort to inform their customers of channels that are being relocated.
- Cox is providing an equipment grant in the amount of \$42,000 to SB Channels (the non-profit entity that manages the educational and public access channels on the South Coast).
- There is minimal impact to the County from this MOU.

**Fiscal and Facilities Impacts:**

None.

**Staffing Impacts:**

None

**Special Instructions:**

Please return a fully executed duplicate original MOU and the Stamped Minute Order to Bob Nisbet, Director of General Services.

**Attachments:**

MOU