

DATE: May 13, 2021
TIME: 10:00 a.m.
PLACE: This meeting will be held remotely and the public is invited to attend online or via phone. Join via computer on Zoom at:

<https://us02web.zoom.us/j/88676596624?pwd=aGINcE5PMS9OTDhPV0NaODFvWWxWdz09>

If your computer does not have a microphone or speakers, you may need to call in. Dial (669) 900-6833 or (346) 248-7799 and enter ID: 88676596624

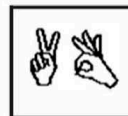
Coronavirus (COVID-19) Advisory Notice

In compliance with local and state shelter-in-place orders, and as allowed by Executive Order N-29-20 (March 17, 2020), the MGSA will not offer an in-person meeting location for the public to attend this meeting. Members of the Board and staff may participate in this meeting via teleconference. Members of the public are encouraged to participate remotely as identified above.

How to Provide Comment

Before the meeting: Email your comments to Executive Officer Michael Frank at mfrank@marinjas.org no later than 4:00 P.M. on Wednesday, May 13, 2020, and they will be forwarded to the MGSA Board and included in the public record. Please be sure to indicate the agenda item you are addressing.

During the meeting: Email your comments during the meeting to Executive Officer Michael Frank at mfrank@marinjas.org indicating the agenda item in your email subject line. Comments must be received before the President announces that the time for public comment on that agenda item is closed. Email comments submitted during the meeting will be read into the record (not to exceed three minutes).



BOARD MEETING AGENDA

A. **Report from Executive Officer** (Frank)

B. **Public Comment**

Anyone wishing to address the Board on matters not on the posted agenda may do so. Each speaker is limited to two minutes. As these items are not on the posted agenda, the Executive Officer and members of the Board may only respond briefly but topics may be agendaized and taken up at a future meeting. Public input will be taken as part of each agendaized item.

REGULAR CALENDAR

C. [Approve Minutes of March 11, 2021 Regular Meeting](#)

D. [Fiscal Year 2021/22 MGSA Operating Budget and Work Plan](#) (Frank)

E. [Receive the Community Media Center of Marin’s \(CMCM\) Budget and Capital Plan for July 2021 through June 2022](#) (Eisenmenger)

F. [Abandoned Vehicle Abatement Program 10-Year Renewal and Authorization to April 2032](#) (Frank)

G. **Adjournment**

NEXT REGULARLY SCHEDULED MEETING: July 8, 2021

NOTE: A complete copy of the agenda packet is available on MGSA’s website at <http://maringeneralservicesauthority.com>

DISTRIBUTION: Clerk to the Board of Supervisors and San Rafael City Clerk for posting; City/Town Managers/County Administrator; Novato City Clerk (w/minutes); Denise Merleno at TAM; General Counsel Dave Byers; Contractors Wayne Bush, Bob Brown, Maureen Chapman, and Christine O’Rourke; Michael Eisenmenger, CMCM; Bruce Anderson; Eric Dreikosen; and Madeline Thomas.



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BOARD MINUTES FOR MEETING OF MARCH 11, 2021

As a result of the COVID-19 pandemic, the Board Meeting came to order on-line in compliance with orders, as allowed by Executive Order N-29-20 (March 17, 2020). The meeting started at 10:01 a.m.

MGSA Board Members Attending: President Greg Chanis, Vice President Andy Poster, and Members Chris Blunk, Adam McGill, Craig Middleton, and Angela Nicholson were present. Cristine Alilovich was absent.

Program Contractors Attending: Executive Officer Michael Frank, MCSTOPPP Director Rob Carson, and CMCM Director Michael Eisenmenger.

A. Report from Executive Officer

The Executive Officer reported on activities since the last meeting. In particular, he mentioned:

- The new Board appointment by the Marin Public Works Association of Chris Blunk, Novato Public Works Director
- Streetlight Telecommunications
 - There are 12 AT&T pole reservations in Novato
- CATV Program
 - Worked with Comcast to resolve two significant customer/client issues
 - Met with the franchise fee auditors to understand their draft report
 - Attended the CMCM Board Meeting. They requested a Digital Marin presentation at their next Board Meeting
- County-wide Digital Marin strategic plan update
- MarinMap and future strategic planning
- Other
 - San Rafael Rotary Presentation on MGSA

B. Public Comment

Kevin Carroll, Sausalito Taxi spoke during public comment regarding suggestions he would like to bring forward for taxi regulation enforcement.

C. Board Meeting Minutes of January 14, 2021 Board Meeting

Motion by McGill, seconded by Poster to approve the minutes. Motion was approved 5 – 0 – 2 with Alilovich absent and Blunk abstaining.

D. Marin County Storm Water Pollution Prevention Program (MCSTOPPP) Fiscal Year 2021-2022 Proposed Budget

Following an introduction of the item by Executive Officer Frank, Rob Carson, MCSTOPPP Program Manager, presented the proposed FY 2021-2022 Budget.

Following some Board questions of Carson, a motion was made by Nicholson, seconded by Middleton, approving Resolution 2021-01 recommending adoption of the MCSTOPPP proposed budget by the Marin County Board of Supervisors. Motion was approved 6 – 0 with Alilovich absent.

E. Audit of the Franchise and PEG Fees Paid by Comcast to the Marin General Services Authority for 2017 – 2019, Issuance of Demand Letter, and Extension of Tolling Agreement

Following an introduction of the item by Executive Officer Frank, the Board had a series of questions for Frank. Following a brief discussion, a motion was made by McGill, seconded by Blunk, approving by motion:

- accept audit report prepared by Ashpaugh & Sculco, CPAs, PLC (A&S) as engaged by MGSA, to review the franchise and PEG fees paid by Comcast for the review period of July 1, 2017 through June 30, 2019; and
- direct Executive Officer to send a Demand Letter to Comcast for unpaid Franchise and PEG Fees; and
- authorize the Executive Officer to work with Comcast to extend the term of the 9/15/2020 Tolling Agreement.

Motion was approved 6 – 0 with Alilovich absent.

F. MGSA Transition to a Virtual Office Space and Delegation of Authority for Contract Negotiations with the Transportation Authority of Marin to Provide Various Office-Related Services

Following a report by Executive Officer Frank and a discussion regarding the draft contract with TAM, a motion was made by Middleton, seconded by Poster, to pass Resolution 2021-05 supporting the Executive Director to take actions to minimize or eliminate office space, move MGSA to a virtual environment, and delegate authority to the Executive Officer to negotiate and sign an agreement with TAM for office services

incorporating changes discussed at the meeting including reducing the not to exceed amount to \$18,000 annually and make the review period a set 6 months.

Motion was approved 5 – 0 – 2 with Alilovich absent and Nicholson abstaining.

G. Office Space Lease Termination at 555 Northgate Drive, Suite 102, San Rafael (Frank)

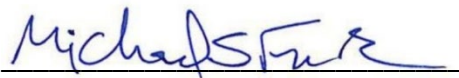
Following a brief report, a motion was made by Poster, seconded by Blunk, to direct the Executive Officer to provide notice to Professional Investors 32, LLC regarding MGSA's termination of its office lease. Motion was approved 6 – 0 – 1 with Alilovich absent.

H. MGSA Fiscal Year 2021-22 Ad Hoc Budget Subcommittee Appointment (Board)

Following a brief introduction, a motion was made by McGill, seconded by Nicholson, to appoint Chanis, Middleton, and Poster to an Ad Hoc Budget Subcommittee. Motion was approved 6 – 0 – 1 with Alilovich absent.

I. Adjournment

The meeting adjourned at 11:22 a.m.



Michael S. Frank, Executive Officer



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MEMORANDUM

DATE: May 13, 2021

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Fiscal Year 2021/22 Marin General Services Authority
Operating Budget and Workplan

Recommendation

By motion, approve Resolution 2021 – 06 adopting the Fiscal Year 2021/22 Budget and Workplan for the Marin General Services Authority as preliminarily recommended by the Ad Hoc Budget Subcommittee. The Document includes budgets for the following programs:

- Taxi Regulation
- Streetlight Maintenance
- Streetlight Telecommunications
- Marin Climate and Energy Partnership
- MarinMap Geographic Information System
- Abandoned Vehicle Abatement
- Cable Television Franchise and Public, Educational, and Government Access

In addition, the Budget includes the amounts collected by MGSA, along with the allocation methodologies, for the following programs:

- Animal Care and Control
- Mediation Program

Background

At the January 2021 Board Meeting, the MGSA Board of Directors reviewed the status of the FY 2020/21 Workplan and provided input on initiatives for the upcoming FY 2021/22 Workplan. The MGSA Budget as presented fully supports the Workplan for the upcoming fiscal year.

On May 4, 2021, the MGSA Board appointed Ad Hoc Budget Subcommittee reviewed key elements of the General Fund Budget including the member contributions, revenues, expenditures and reserves. The Subcommittee, along with the Executive Officer, reached consensus about key financial elements of the General Fund which are reflected in this Proposed Budget.

Attachments

D1 Fiscal Year 2021/22 Proposed Budget and Workplan

D2 Budget Resolution 2021 – 06 titled, “Marin General Services Authority Adoption of the Fiscal year 2021/22 Annual Operating Budget and Workplan” including Exhibit A attached to the resolution

FY 2021/22 ADOPTED BUDGET AND WORKPLAN



Marin
General Services
Authority



DATE: May 13, 2021

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Fiscal Year 2021/22 Marin General Services Authority
Proposed Operating Budget and Workplan

Background

The MGSA Proposed Budget is comprised of a series of Funds including: General Fund, Abandoned Vehicle Abatement Program (AVAP) Fund, MarinMap Program Fund, and two funds associated with the dissolved Marin Telecommunications Agency (MTA). Within the General Fund, the following programs are accounted for: Streetlight Maintenance; Streetlight Telecommunications; Taxicab Regulation; and MGSA Administration. The Marin Climate and Energy Partnership (MCEP) is also located in the General Fund but is held in separate accounts with reserves tracked separately. As such, we have separated its resources into different charts in this document.

In partnership with Marin County, MGSA manages the Animal Care and Control Program contract and a management charge for that service is included in this Budget. From a financial perspective, MGSA budgets, invoices agencies, and transfers funds to the County for this Program. MGSA plays a similar financial role with the Mediation Program run by the District Attorney. The revenue and expenses associated with these programs are not considered revenue or expense for MGSA and therefore do not show up in the JPA's audited financials. Invoicing and coordination, however, with jurisdictions is handled by MGSA and directly transferred to County accounts for the Animal Care and Control Program and the District Attorney's Office upon receipt. Although invoiced by MGSA, and included in a table for agencies' information, these funds are not part of the MGSA Budget.

The significant structural change in this Budget which commenced with last year's budget, relates to the program responsibilities previously managed by the Marin Telecommunications Agency having been assumed by MGSA. The MTA was dissolved as an agency as of June 30, 2020 and the Cable Television Franchise and Public, Educational, and Government Access Program (CATV) was established beginning on July 1, 2020. The fund structure and program responsibilities are outlined later in this document.

This report proposes a budget for all five funds as well as describes and displays a detailed methodology for the allocation of various costs to JPA members for all programs. As part of MGSA’s responsibilities, the Board reviewed the Marin County Stormwater Pollution Prevention Program’s (MCSTOPPP) FY 2021/22 budget at its March Board Meeting. By Resolution 2021-01, the MGSA Board made a recommendation to the Board of Supervisors to approve the budget. MCSTOPPP’s budget is not included in this report since those funds are part of the County’s budget and are not under direct control of MGSA.

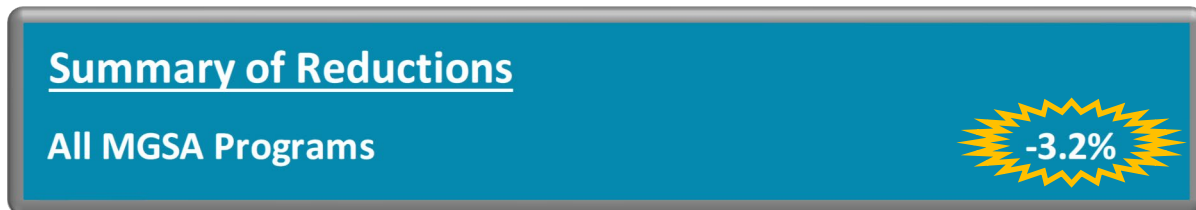
Discussion

This Budget development process is the second one conducted during the COVID-19 pandemic. The pandemic has significantly impacted MGSA financially as well as operationally. Unlike during the last budget process, the County is no longer in a “stay-in-place” order by the State and local health officials. Residents are becoming vaccinated, and life is slowly moving towards more normalcy. There continues, however, to be a great amount of uncertainty regarding the pandemic and its long-term impact on the economy.

The current year’s budget, however, continues to be a struggle. The bottom dropped out of the taxi industry during the pandemic impacting our permit fee revenue and one of our larger revenue sources. Along with cuts, the FY 20/21 Budget reached into reserves for its balancing. Through a combination of reduced contractor support, only absolutely vital expense charges, and the assumption of significant contractor support duties by the Executive Officer, we anticipate ending the year in a similar financial position as budgeted.

With this FY 21/22 Budget, MGSA continues to shrink its expenditure budget and look for opportunities to reduce costs and financial impacts on its member agencies. The most significant change is the Agency going virtual and eliminating its office suite rental, office internet, and copier lease. These expenses are slightly offset by a contract with the Transportation of Marin for a physical address, mail handling, and a 9 x 11 space to store legally mandated hard copy files.

In addition, MGSA continues to decrease its budget related to cost savings resulting from the absorption of MTA.

A blue rectangular graphic with rounded corners and a drop shadow. On the left, the text "Summary of Reductions" is underlined in white, with "All MGSA Programs" below it. On the right, a yellow starburst contains the text "-3.2%".

Summary of Reductions
All MGSA Programs **-3.2%**

As seen from the summary above, the FY 21/22 Proposed Budget is reducing jurisdiction contributions collectively by 3.2%.

One of the more complex issues with budgeting for MGSA is the numerous programs having very varied funding sources along with very varied allocation methodologies for jurisdiction funding. In addition, MGSA is sometimes acting as a passthrough of funds. For instance, the Abandoned Vehicle Abatement Program is approximately \$260,000 in budgeted expenditures but all except \$12,000 is distributed out to jurisdictions. This is also true of franchise fees collected by cable companies and distributed out by MGSA.

Proposed Workplan

The MGSA Board reviewed and provided input into the FY 2021/22 Proposed Workplan and Initiatives at their January 2021 meeting. This Budget supports the Proposed Workplan included as **Exhibit A** at the end of this budget document.

MGSA General Fund (without MCEP)

Table 1 displays the present year's adjusted (or revised) budget [Adj Budget 2020/21], an estimate of what year-end expenditures and revenues are anticipated [Est Actual 2020/21], and the proposed budget for the upcoming fiscal year [Proposed 2021/22]. The final column is the difference between the prior year adjusted budget and the proposed budget [Bud 20/21 vs Prop 21/22].

The Marin Climate and Energy Partnership (MCEP) is accounted for within the General Fund but within separate accounts. The Program's fund balance is also tracked separately in MGSA's financial statements. As such, MCEP's financials and budget are captured separately in **Table 2**.

To date, only one budget change has been made to the Budget adopted for FY 2020/21. This occurred as a result of a grant received by MCEP of \$54,000.

Table 1 – MGSA General Fund Budget (without MCEP)

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Beginning Fund Balance	50,079	53,433	47,361	
Revenues				
Member Contributions	190,000	190,000	260,000	70,000
Taxicab Permit Fees	75,000	3,500	30,000	(45,000)
Management/Overhead Fees	47,440	47,440	48,909	1,469
Telecommunication Fees	30,000	15,000	30,000	-
Interest	5,000	2,500	3,000	(2,000)
Total Revenue	\$347,440	\$258,440	\$371,909	\$(24,469)
Expenditures				
Insurance	15,000	6,137	10,000	(5,000)
Contract Services	277,586	200,328	282,384	4,798
Legal	25,000	23,325	25,000	-
Audit/Accounting	15,500	15,500	15,500	-
Rent	9,000	8,736	2,400	(6,600)
Office Expense	15,000	10,486	13,000	(2,000)
Total Expenditures	\$357,086	\$264,512	\$348,284	\$(8,802)
Net	(9,646)	(6,072)	23,625	
Ending Fund Balance	40,433	47,361	70,986	

Table 1 contains several programs, the financial details of which are below.

The “Member Contributions” line in **Table 1** is the amount needed to support the expenses (which have continued to be reduced) of the programs after other program specific revenues are considered. Member Contributions and their history are discussed in detail in the “Member Contributions” section of this document. The increase this coming fiscal year is directly related to the drop off of taxi permits and fees. Due to COVID-19, the program generated virtually no revenue. We anticipate a slow recovery next fiscal year.

Administration - General

The budgeted expenditures for the administration of MGSA are decreasing due to the continued financial benefits from the absorption of the MTA as well as the Authority going virtual and terminating its office lease and associated expenses. Expenditure reductions should continue in the following year’s budget process.

Animal Care and Control

In mid-2014/15, MGSA took on assisting the County of Marin in the management of the Animal Care and Control contract with Marin Humane (MH). A two-year contract with MH was negotiated and approved by the County Board of Supervisors on December 8, 2020. We are in the first year of the agreement with Marin Humane that has a flat contractual charge with no increase. As mentioned earlier, the contract amount, although invoiced by MGSA, is not located in our budget. It is part of the County's budget.

MGSA is provided approximately \$21,000 annually for managing this contract. In addition to facilitating the contract negotiations with MH, MGSA also invoices jurisdictions and is the interface with MH. Animal Services is 91% of what is proposed to be invoiced to jurisdictions in this budget and deposited with the County. The relatively small increase in Animal Services is due to an annual "true-up" that occurs following the issuance of the most recent CAFR.

Mediation

The Mediation Program is managed out of the District Attorney's Office, however, invoicing and coordination with jurisdictions is handled by MGSA. These funds are not considered revenue or expense for MGSA and are invoiced and directly transferred to the District Attorney's Office upon receipt. As requested by the District Attorney's Office, the Program's contributions for FY 2021/22 are 3.0% higher than FY 2020/21. The Board receives a separate report from the District Attorney's Office on the Mediation Program and its costs.

Streetlight Maintenance Program

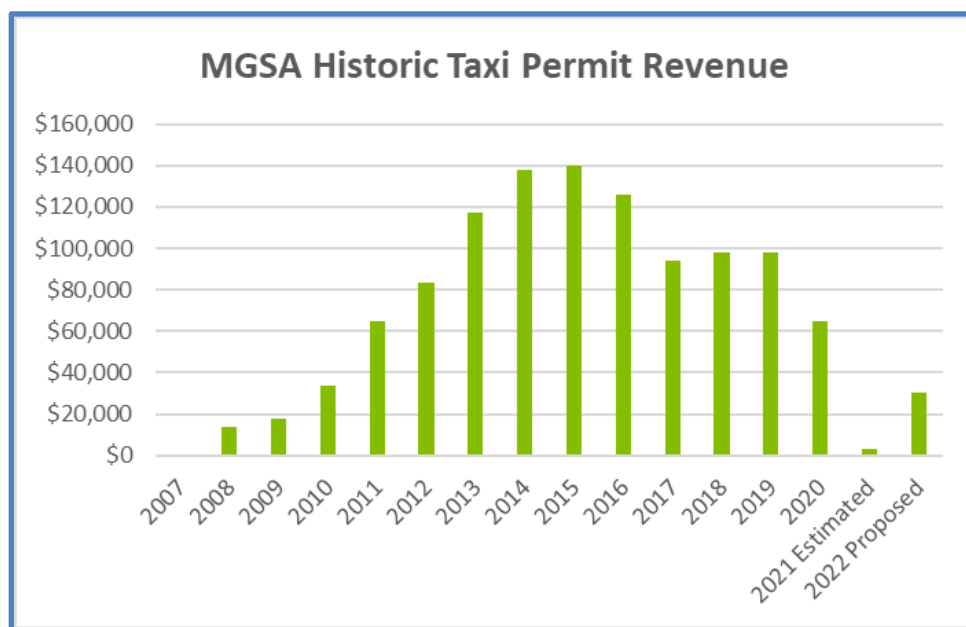
Aside from one GIS server, streetlights are MGSA's only asset. The Streetlight Maintenance Program was created in the mid-1980's and prompted the creation of MGSA's predecessor JPA. Because each jurisdiction makes decisions about streetlights in their locale and pays for all maintenance and replacement expenses under MGSA's master contract, the Program is mostly absent from MGSA's Budget. The exception is overhead charged to jurisdictions. For 2021/22, the Streetlight Program overhead is \$22,000 and is included in the "Member Contributions" line. Costs for the maintenance and replacement of individual streetlights are borne by the local jurisdiction. The overhead charged goes towards: 1) the management of the program including negotiating and managing the maintenance contract for approximately 16,000 streetlights owned by MGSA; 2) tracking all streetlight assets and transferring ownership to MGSA where there are new lights or changes in existing lights; and 3) addressing issues and opportunities that surface with residents or jurisdictions.

Streetlight Telecommunications Program

MGSA has signed master license agreements with five telecommunications companies. The agreements allow equipment on MGSA owned poles assuming permits are issued from local member jurisdictions. The agreements set up a per pole processing fee and then ongoing lease revenue for use of the poles. MGSA has not seen any applications to date. For this program in FY 2021/22, \$30,000 of revenue and \$30,000 in contract services expense is budgeted. This is the same as FY 2020/21.

Taxicab Regulation Program

Taxi permit fees were structured to cover the cost of the Taxi Regulation Program. As seen in the graph below, the permit rates were phased in over time. The costs are primarily the contract administrator of the program, the production of the permits, and administrative overhead. With the advent of Uber and Lyft which are regulated by the State CPUC and not by MGSA, Program revenue has fallen dramatically compared with its peak. Prior to the past year, the revenue slide had paused or reached its bottom. With COVID-19 and the stay-in-place order, the taxi industry came to a virtual halt and associated revenues with it. The MGSA Board waived taxi regulation fees for FY 20/21 to encourage those companies and drivers that were still surviving to get permits. Staff is projecting \$30,000 in revenue for FY 2021/22 as the industry recovers.



General Fund Reserve Policy

The Proposed Budget anticipates \$70,986 in General Fund reserves at the end of the fiscal year. This Budget restores reserves to comply with the Board's reserve policy. The policy calls for a minimum of 15% of expenditures or \$52,243.

Marin Climate and Energy Partnership

The Marin Climate and Energy Partnership (MCEP) is comprised of the incorporated towns and cities in the county, the County of Marin, TAM, MMWD, and MCE Clean Energy. MCEP's mission is to work collaboratively, share resources, and secure funding to: 1) discuss, study, and implement overarching policies and programs, ranging from emission reduction strategies to adaptation, contained in each agency's Climate Action Plan; and 2) collect data and report on progress in meeting each partner member's individual greenhouse gas emission targets. MCEP meets monthly and is supported by a part-time Sustainability Coordinator.

The program is directed by a Steering Committee with representation from each of the members. The MGSA's role has been to assist in contract administration with grantors and contractors and to provide assistance in invoicing, collection of grant and member contributions, contracting and paying for MCEP services, and advising the Steering Committee. While MGSA serves primarily as a fiscal agent, the MGSA Board has final say on contracts and policy positions. To date, the Partnership has been funded by annual contributions, as well as several grants and contracts totaling over \$825,000 since 2007 from sources such as the Bay Area Air Quality Management District, the Marin Community Foundation, the California Energy Commission, Transportation Authority of Marin (TAM), and several contracts with the County through the PG&E-Marine Energy Watch Partnership.

Although a separate cost center is maintained for MCEP, the funds are placed in the MGSA's General Fund. The resources and expenditures are shown in **Table 2**. During FY 2021/22, MCEP will be providing technical services related to climate inventory tracking and reporting and development of Climate Action Plan updates. Specifically, MCEP will develop community greenhouse gas inventories for all Marin jurisdictions for the inventory year 2020. MCEP will prepare and present a report for jurisdictions identified in the scope of work and update the MCEP website and Sustainability Tracker with the new information. This work is being paid for with \$25,000 in grant funding from the County through the Marin County Energy Watch Partnership.

Also, during FY 2021/22, MCEP will be developing a Countywide Electric Vehicle Readiness Plan that furthers members' climate action plan goals for EV adoption, conducts public outreach, and identifies the roles and responsibilities of local jurisdictions in supporting EV adoption in Marin County. This work is being paid for with a \$54,000 grant from TAM that was awarded in January 2020.

The budget also includes a \$10,612 expenditure to fund the nonprofit Resilient Neighborhoods (RN). MCEP has been partnering with RN since 2015 to implement the public outreach objectives of members' climate action plans. During FY 2020/21, MCEP contracted with RN for \$30,000 to organize and educate community-based climate action teams on strategies and resources available to improve home energy efficiency, shift to renewable energy, reduce transportation emissions, conserve water, reduce waste, and be more resilient to a changing climate. In response to the COVID-19 pandemic, RN successfully created an online version of their program. The \$10,612 expenditure represents \$4,597 in unused funds from the FY 2020/21 budget and an additional \$6,015 to continue to fund RN while the MCEP Steering Committee explores opportunities to develop a long-term funding plan to support RN.

Annual membership dues were reduced from \$2,500 to \$1,500 per agency in FY 2020/21 to financially assist agencies through the COVID-19 pandemic. The FY 2021/22 budget proposes to return dues to the previous level of \$2,500 per agency.

Table 2 – Marin Climate and Energy Partnership

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Beginning Fund Balance	94,376	56,934	33,361	
Revenue				
Member Contributions	22,500	22,500	37,500	15,000
Grant/TAM	54,000	8,700	45,300	(8,700)
Grant/County-PG&E	25,000	25,000	25,000	-
Total Revenue	\$101,500	\$56,200	\$107,800	6,300
Expenditures				
Overhead	7,000	7,000	7,000	-
Contract Services	129,550	72,773	96,661	(32,889)
Total Expenditures	\$136,550	\$79,773	\$103,661	(32,889)
Net	\$(35,050)	\$(23,573)	\$4,139	
Ending Fund Balance	\$59,326	33,361	\$37,500	

MCEP Reserve Policy

The Proposed MCEP Budget anticipates \$37,500 in reserves at the end of the fiscal year. This meets the reserve policy which is one year's MCEP dues or \$37,500.

Marin Abandoned Vehicle Fund and Program

The Marin General Services Authority serves as the Marin Abandoned Vehicle Abatement (AVA) Program administrator. The program reimburses members for some of the costs of abating abandoned vehicles. All program funds are received from a \$1.00 surcharge on vehicle registration, collected by the California DMV and passed on to Marin County. The two areas of expenditure include the administrative cost incurred for the program and the payments made to the towns, cities and County to fund the abatement of abandoned vehicles. The Program contributes \$12,000 annually towards administration by MGSA. AVA will need to be reauthorized by MGSA, the County, and a majority of the jurisdictions in Marin making up a majority of the residents to continue the program for an additional 10 years. Staff will be bringing this option to the Board and if authorized, to all Marin jurisdictions.

Table 3 – Abandoned Vehicle Abatement Fund

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Beginning Fund Balance	\$15,860	\$5,533	\$5,333	
Revenue				
Interest	1,000	124	150	\$(850)
DMV Reimbursement	260,000	242,255	260,000	-
Total Revenue	\$261,000	\$242,379	\$260,150	\$(850)
Expenditures				
Program Administration	12,000	12,000	12,000	-
Jurisdiction Payments	249,000	230,379	248,150	(850)
Total Expenditures	\$261,000	\$242,379	\$260,150	\$(850)
Net	\$0	\$0	\$0	
Ending Fund Balance	\$15,860	\$5,333	\$5,333	

Abandoned Vehicle Abatement Fund Reserve Policy

The AVA Program does not have a reserve policy since all fund received are distributed out to jurisdictions.

MarinMap Fund and Program

Table 4 is the Proposed FY 2021/22 Budget as recommended by the MarinMap Executive and Steering Committees. In general, the proposed budget is similar to previous years with the exception of a rate holiday for members in FY 21/22. Member dues went unchanged for 18 years. This fiscal year, dues were reduced by \$3,000 per member. Over the years, the Program accumulated significant reserves. The reduction in member dues will reduce the reserve levels. Over the next fiscal year, MarinMap will be looking at its Program, its future given technology changes, and appropriate funding levels including reserves. It is anticipated that dues will return to previous levels in next year's budget.

The MarinMap expenditure budget can be summarized as follows: the annual fixed costs to manage MarinMap (Matrix Team, Program Manager, maintenance and hardware) and GIS Projects which are developed with agency members and prioritized by the Executive Committee. In addition, \$7,000 is included in the Proposed Budget for MGSA overhead. There are a couple of proposed changes to base costs from last year which are as follows:

- Budgeted costs for the MATRIX technical team at the County have been reduced to better reflect actual costs.

Regarding project expenditures, the Executive Subcommittee identified Projects for the coming year in the amount of \$87,000, \$15,000 less than the prior year. This represents the annual member allocation for projects, training, plus incomplete projects carried over from FY 2020/21. In addition, the following changes were made:

- A new project for \$20,000 has been added to this year's project list. It relates to conducting strategic planning for the MarinMap program following the Digital Marin strategic planning effort.
- As in last fiscal year's budget, funds are being designated (\$7,500/year) for future orthophoto photographic needs. The Proposed Budget will have a total orthophoto designated reserve of \$22,500.
- As in past years' budgets, funds are being designated (\$4,000/year) for any future server needs. The Proposed Budget has the server allocation designated in reserves of \$20,000.
- Tech/data services are reduced by \$5000, leaving \$5000 which is more in line with past expenditures.
- Budgeted but unallocated project fund is reduced from \$50,000 to \$25,000. This line item is for projects unforeseen at the time of budget development.

Table 4 – MarinMap Fund

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Beginning Fund Balance	213,363	230,883	242,163	
Revenue				
Member Contributions	108,000	108,000	-	(108,000)
Interest	4,000	4,000	3,000	(1,000)
Total Revenue	\$112,000	\$112,000	\$3,000	\$(109,000)
Expenditures				
Executive Officer/Overhead	7,000	7,000	7,000	-
Program Administration	32,640	32,640	32,640	-
Other Contract Services	78,000	52,080	73,000	(5,000)
Projects	102,000	9,000	87,000	(15,000)
Total Expenditures	\$219,640	\$100,720	\$199,640	\$(20,000)
Net	\$(107,640)	\$11,280	\$(196,640)	
Ending Fund Balance	\$105,723	\$242,163	\$45,523	

MarinMap Reserves and Reserve Policy

The Fund Balance anticipated for year-end in the Proposed MarinMap FY 2021/22 Budget is \$45,523. As seen in Table 5 below, almost all of the fund balance is designated. The amount in reserve, however, meets the proposed reserve policy which is a minimum of 20% of revenues plus any designated reserves. Staff believes this level of reserves is adequate for this upcoming fiscal year as the Program goals and funding is evaluated.

Table 5 – MarinMap Designated Reserves

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Designated Reserves				
Set aside for ortho photo	15,000	15,000	22,500	7,500
Set aside for server purchase	16,000	16,000	20,000	4,000
Total	\$31,000	\$31,000	\$42,500	\$11,500

Cable Television Franchise and Public, Educational, and Government Access Program (CATV)

CATV Operating Fund

The Cable Television Franchise and Public, Educational, and Government Access Program (CATV) is a new program for MGSA this current fiscal year. It started on July 1, 2020 and took over program responsibilities from the Marin Telecommunications Agency (MTA). The MTA was dissolved as an agency one day prior to MGSA assuming their responsibilities.

The MTA was formed in 1997 to oversee local cable television franchise agreements. In the early years, MTA was considered a potential telecommunications policy and operations oversight agency. In 2006, the State of California passed the Digital Infrastructure and Video Competition Act (“DIVCA”), which eliminated local cable television franchises and created the existing state franchise system. Additional changes to state and federal law have continued to erode local government regulatory control and oversight of telecommunications facilities.

Following extensive discussions, both the MTA and MGSA Boards decided the transition made sense from an efficiency and financial perspective given MTA’s eroded policy making role over time. Ultimately, the collective financial benefit to member jurisdictions is significant.

Unlike many of MGSA’s programs which are funded by member jurisdiction dues, CATV is funded by cable franchise fees. Fees are collected by MGSA, and then what is not Board approved for Program operations is distributed to member agencies (seen in the Table below as

“Jurisdiction Payments”). Any reduction in Program operational expenditures is an increase in member revenue.

Budgeted CATV Program operational expenses decreased this fiscal year by 7% and are proposed to decrease by an additional 19%. Future years should generate additional reductions in costs as elements of MTA’s work program become fully incorporated into the program structure of MGSA. It should also be acknowledged that MTA has been reducing its operational costs over the last decade.

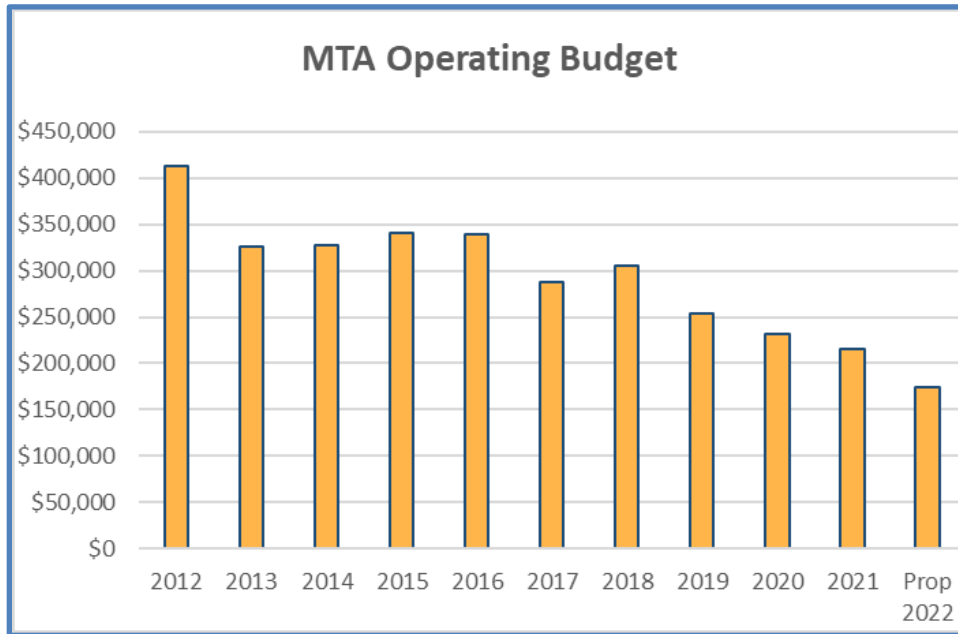


Table 6 – CATV Operating Fund

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Beginning Fund Balance	\$35,000	\$93,924	\$93,924	
Revenue				
Interest	5,000	2,000	2,000	(3,000)
Franchise Fees	3,500,000	3,125,000	3,300,000	(200,000)
Other Revenue	8,200	8,234	8,200	-
Total Revenues	3,513,200	3,135,234	3,310,200	\$(203,000)

Expenditures	Adj Budget 2020/21	Est Actual* 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
MGSA/Program Administration	45,929	45,929	45,929	-
Broadband for Jurisdictions	20,000	19,476	20,000	-
Professional Services	101,071	61,600	95,600	(5,471)
Other Expenses	48,500	45,000	13,000	(35,500)
Jurisdiction Payments	3,297,700	2,963,229	3,135,671	(162,029)
Total Expenditures	\$3,513,200	\$3,135,234	\$3,310,200	\$(203,000)
Net	-	-	-	
Ending Fund Balance	\$35,000	\$93,924	\$93,924	

CATV Operating Fund Reserve Policy

Maintain a minimum of \$35,000 in order to maintain a positive cash flow with expenses given the timing of franchise fee payments.

Jurisdictional Franchise Fee Payments for FY 2021/22

Five percent franchise fees are paid by cable and video providers on a quarter basis. The providers in Marin are Comcast, AT&T, and Horizon. Comcast makes up the vast majority of the fees at approximately 94% of the total.

Franchise fee revenue of \$3,300,000 is a decrease of \$200,000 compared to the FY 2020/21 budget estimate. This decrease is attributed to expected lower franchise fee revenues from all providers. This reduction also reflects a more realistic projection of Franchise Fee revenues based on receipts over time. Comcast and AT&T franchise fees will continue to decline due to competitive pressure on rates and a noticeable shift to internet streaming media which has elements that are not subject to franchise fees.

Table 7 – Estimated Franchise Fee Payments

Member	Last 4 Availble Quarters of Fees	%	Estimated Jurisdictional Franchise Payments
Belvedere	58,907	1.89%	59,111
Corte Madera	185,981	5.95%	186,624
Fairfax	123,097	3.94%	123,522
Larkspur (Not a member)	N/A	N/A	N/A
Mill Valley	218,387	6.99%	219,141
Novato (Not a member)	N/A	N/A	N/A
Ross	44,392	1.42%	44,545
San Anselmo	181,338	5.80%	181,964
San Rafael	928,449	29.71%	931,657
Sausalito	157,863	5.05%	158,408
Tiburon	152,279	4.87%	152,805
Marin, Unincorp	1,074,182	34.38%	1,077,893
Total	\$3,124,875	1.00	\$3,135,671

CATV Public, Educational, and Government Fund (PEG)

As described above, the California Legislature adopted the Digital Infrastructure and Video Competition Act (“DIVCA”), which changed the manner in which video services are regulated by replacing local franchising with a state franchising system administered by the California Public Utilities Commission. DIVCA requires state franchise holders to offer at least three channels to each community in which they operate for public, educational, and governmental (“PEG”) programming.

DIVCA also authorizes local entities to adopt an ordinance imposing a fee on video service providers that hold a state franchise to support PEG programming facilities. The maximum amount allowed under state law is 1% of a franchise holder’s gross revenues. MGSA has passed such an ordinance along with all member agencies passing resolutions delegating to MGSA the authority to collect their PEG fees.

The MTA designated the Community Media Center of Marin (CMCM) as a Designated Access Provider (“DAP”) to establish, operate, and manage a Media Center and the PEG access channels pursuant to the law. CMCM established a Media Center in downtown San Rafael. PEG fees are fully distributed to CMCM. They can only be used to support public access as outlined in the code.

Table 8 – CATV Public, Educational, and Government Fund (PEG)

	Adj Budget 2020/21	Est Actual 2020/21	Proposed 2021/22	Bud 20/21 vs 21/22 Prop
Beginning Fund Balance	\$0	\$972	\$972	
Revenue				
Interest	500	320	500	-
PEG Fees	750,000	675,519	750,000	-
Total Revenues	\$750,500	\$675,839	\$750,500	\$0
Expenditures				
Community Media Center Contract	750,000	675,519	750,500	-
Total Expenditures	\$750,000	\$675,519	\$750,500	\$0
Net	\$500	\$320	\$0	
Ending Fund Balance	\$500	\$1,292	\$972	

PEG Fund Reserve Policy

Maintain a minimum of \$500.

Member Contributions for MGSA (Animal Services Included for Information Only)

The contributions shown in **Table 9** below reflect the County, cities', and towns' share of MGSA costs as well as program costs which are billed through MGSA which include the Mediation Program managed in the District Attorney's Office and the Animal Care and Control Program. The MGSA's Joint Powers Agreement provides for funding the agency as described in the next section. The next section also outlines allocation methodologies related to each program.

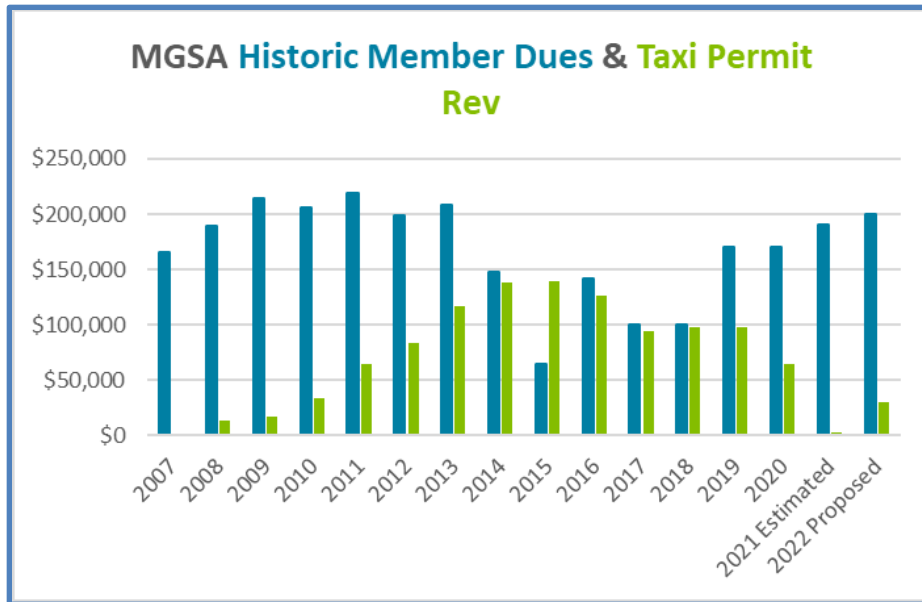
Table 9 – Member Contributions for FY 2021/22 (Animal Services Included for Information Only)

Member ¹	MGSA General		Streetlights		MCEP		MarinMap		Mediation		Animal Services ²		Total 2021/22
	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	20/21	21/22	
Belvedere	3,212	4,533	500	500	1,500	2,500	3,000	-	703	721	28,789	23,885	32,139
Corte Madera	6,801	9,735	1,019	1,019	1,500	2,500	6,000	-	3,286	3,434	107,947	113,007	129,694
County	45,477	64,372	2,833	2,827	1,500	2,500	7,000	-	22,681	23,312	1,010,679	1,011,951	1,104,961
Fairfax	4,119	5,723	811	810	1,500	2,500	3,000	-	2,525	2,512	94,762	92,458	104,005
Larkspur	8,560	12,039	1,048	1,075	1,500	2,500	6,000	-	4,114	4,160	133,041	151,860	171,634
Mill Valley	11,031	15,779	1,099	1,100	1,500	2,500	6,000	-	4,800	4,982	188,866	191,148	215,509
Novato	29,154	41,240	5,271	5,260	1,500	2,500	7,000	-	17,700	18,233	733,323	701,917	769,150
Ross	3,049	4,316	-	-	1,500	2,500	3,000	-	826	866	30,894	28,932	36,613
San Anselmo	7,783	11,044	908	906	1,500	2,500	6,000	-	4,220	4,331	149,495	137,266	156,048
San Rafael	33,533	47,568	6,114	6,108	1,500	2,500	7,000	-	19,640	20,306	685,254	726,637	803,119
Sausalito	6,232	8,765	897	894	1,500	2,500	6,000	-	2,426	2,462	99,738	117,578	132,199
Tiburon	9,047	12,887	500	500	1,500	2,500	6,000	-	3,062	3,239	109,399	97,856	116,982
BMK CSD	-	-	500	500	-	-	-	-	-	-	-	-	500
FCA	-	-	-	-	-	-	7,000	-	-	-	-	-	-
LAFCO	-	-	-	-	-	-	7,000	-	-	-	-	-	-
M. CSD	-	-	500	500	-	-	-	-	-	-	-	-	500
TAM	-	-	-	-	1,500	2,500	7,000	-	-	-	-	-	2,500
MCE	-	-	-	-	1,500	2,500	-	-	-	-	-	-	2,500
MMWD	-	-	-	-	1,500	2,500	7,000	-	-	-	-	-	2,500
SASM	-	-	-	-	-	-	7,000	-	-	-	-	-	-
RVSD	-	-	-	-	-	-	7,000	-	-	-	-	-	-
TOTAL	\$168,000	\$238,000	\$22,000	\$22,000	\$22,500	\$37,500	\$108,000	\$0	\$85,982	\$88,560	\$3,372,188	\$3,394,494	\$3,780,554

¹ BMK, Bel Marin Keys Community Services District; FCA, Fire Chiefs Association; M. CSD, Marinwood Community Services District; TAM, Transportation Authority of Marin; MCE, Marin Clean Energy; MMWD, Marin Municipal Water District; RVSD, Ross Valley Sanitary District.

² Animal Control - The County pays 30% of Program directly to Marin Humane. They are not invoiced by MGSA. These #'s are included as information only since MGSA invoices for them.

The FY 2021/22 proposed General Fund operating budget, including the Streetlight Program overhead, is based on member contributions of \$260,000. The graph below shows historic member contributions as well as tax revenue. Agency payments declined starting in 2014 due to the receipt of ongoing tax revenue. Significant tax revenue started to be received in 2012 but member contributions were not reduced at that time. The result was a larger accumulated General Fund balance. Over the following years, member contributions were kept lower using those reserves. The falloff of tax revenues due to COVID-19 and stay-in-place orders is anticipated for this fiscal year as well as lingering impacts next fiscal year.



Member Contribution Methodology and Calculation

The allocation methodologies of the different programs of MGSA are outlined in the JPA ordinance approved by all participating agencies. This section summarizes the methodologies and provides the calculation for members' contributions to MGSA.

General

Those programs or administration considered "general" budget items are based on a combination of two factors designed to develop an equitable and proportional sharing of costs. The formula uses the factors equally: assessed valuation (AV) of real property and population. Each year, the most current values for these two factors are updated when calculating the member contributions. For the County, the variables are based on the unincorporated assessed value of real property and the population in the unincorporated area.

Table 10 – Member Contribution Share Calculation

Member	Assessed Value*	% AV	AV Share	Population	% Pop.	Popul. Share	Total Share
Belvedere	2,533,180,679	0.03	2,665	2,124	0.01	725	3,390
Corte Madera	3,639,731,678	0.04	3,829	10,114	0.04	3,451	7,281
Fairfax	1,668,940,195	0.02	1,756	7,399	0.03	2,525	4,281
Larkspur	4,584,135,907	0.05	4,823	12,253	0.05	4,181	9,004
Mill Valley	6,457,815,720	0.08	6,794	14,674	0.06	5,007	11,801
Novato	11,899,067,909	0.14	12,519	53,702	0.21	18,324	30,843
Ross	2,240,736,153	0.03	2,358	2,550	0.01	870	3,228
San Anselmo	3,713,398,385	0.04	3,907	12,757	0.05	4,353	8,260
San Rafael	14,417,466,218	0.17	15,169	59,807	0.23	20,407	35,576
Sausalito	3,878,487,438	0.05	4,081	7,252	0.03	2,475	6,555
Tiburon	6,066,751,289	0.07	6,383	9,540	0.04	3,255	9,638
Marin, Unincorp	23,491,468,782	0.28	24,716	68,659	0.26	23,428	48,143
Total	\$84,591,180,353	1.00	\$89,000	260,831	1.00	\$89,000	\$178,000

Streetlight - Maintenance

Members pay the overhead and administrative costs of this function in proportion to the number of streetlights owned by the Authority in each members' jurisdiction (see **Table 11**). The exception is that starting this fiscal year, FY 2020/21, there is a minimum jurisdictional payment of \$500 for the base cost of running the Streetlight Management Program. Streetlight maintenance costs are based on service provided to individual agencies and charged directly to those jurisdictions. Special Districts are included only for the administration and operation of the Streetlight Program. The streetlights in the Town of Ross and Marin City are not owned by MGSA and are not included in this program. The program administration costs were increased last year to \$22,000 after over a decade at \$11,000. This increase in costs more accurately reflects the time and effort spent addressing Program issues.

Table 11 – Streetlight Maintenance Share Calculation

Member	# of 2021/22 Streetlights	%	New % without <\$500	Share
Belvedere	154	1.0%		500
Bel Marin Keys District	144	0.9%		500
Corte Madera	754	4.8%	5.1%	1,019
County, Unincorporated	2,093	13.4%	14.1%	2,827
Fairfax	600	3.8%	4.1%	810
Larkspur	796	5.1%	5.4%	1,075
Marinwood District	290	1.9%		500
Mill Valley	814	5.2%	5.5%	1,100
Novato	3,894	24.8%	26.3%	5,260
Ross	N/A	N/A	N/A	N/A
San Anselmo	671	4.3%	4.5%	906
San Rafael	4,522	28.9%	30.5%	6,108
Sausalito	662	4.2%	4.5%	894
Tiburon	280	1.8%		500
Total	15,674	1.00	1.00	\$22,000

Streetlight – Telecommunications

This program, through Master License Agreements, allows telecommunications carriers to place equipment on MGSA owned streetlight poles at rates outlined in agreements with each carrier. There are presently four agreements. This program is in its infancy. There have been no applications submitted to place equipment on MGSA poles. Staff work is presently covered through general administration costs. It is anticipated that this program will be fully cost recovery once more fully implemented.

Taxicab Regulation

By MGSA Board policy, this program is supposed to be funded by revenue generated by annual taxicab permits. The permit fees are set by the MGSA Board. As described earlier in this document, the Board waived fees for FY 20/21 due to the impacts of COVID-19. The Program is anticipated to slowly recover over the next couple of years.

Marin Climate and Energy Partnership

The MCEP program is voluntary for participating members, however, all MGSA cities, towns, and County participate. In addition, the Marin Municipal Water District, Marin Clean Energy, Marin Fire Chief's Association and the Transportation Authority of Marin also participate voluntarily. The Partnership has been funded by member contributions as well as several grants and contracts with the County and federal government. Members assess themselves to fund the program at a flat \$2,500 per agency.

MarinMap

MarinMap is voluntarily funded by member fees, grants, and special assessments on members. Prior to this fiscal year, assessments were a flat \$10,000, \$9,000, or \$6,000 fee based on agency size. For this fiscal year, assessments were reduced by \$3,000 for each participating member. For this Proposed Budget (next fiscal year), assessments are being waived due to fund balance over reserve policy levels.

Abandoned Vehicle Abatement

This program is fully funded by a state-imposed \$1.00 surcharge on vehicle registration. The funding is distributed to agencies on a percentage basis developed from: 1) paperwork submitted showing the number of vehicles towed by each jurisdiction (50%); 2) population (45%); and 3) geography (5%).

Cable Franchise Television Public, Educational, and Government Access Program

This program is fully funded by cable franchise fees.

Animal Services (For Information Only)

Thirty percent of the cost of the Animal Care and Control Budget is paid directly to Marin Humane by the County. The allocation methodology for the remaining costs to jurisdictions is based on a combination of two factors used equally in an effort to develop a fair apportionment of costs: 1) animals handled the previous year and 2) population.

Mediation

The Mediation Program costs submitted by the District Attorney's Office are allocated based on the most recent population estimates.

County Financial System FY 2021/22 Budget Entries

The County Auditor-Controller has requested that the Board be shown the budget data, including account numbers to be entered in the County accounting system.

MGSA General Fund Operating 8019 (Code 8641)

G/L		FY 2021/22
421225	Other Permits – Taxicab	(30,000)
441115	Interest on Pooled Funds	(3,000)
453110	Other Misc Rev (Overhead/Mngt Fee)	(48,909)
461250	City Contributions	(260,000)
462610	Charges Other – Telecom	(30,000)
522510	Professional Services	282,384
522545	Prof Services – Legal	25,000
522585	Administration & Finance Services	15,500
521615	Insurance Premiums	10,000
521310	Communications Services	3,000
522925	Rent & Operating Leases	2,400
522410	Office Supplies	10,000

MGSA General Fund MCEP 8019 (Code 8642)

G/L		FY 2021/22
453110	Grant Revenue/Other Misc. Rev	(70,300)
461250	City Contributions	(37,500)
522510	Professional Services	103,661

MGSA Abandoned Vehicle Abatement Fund – 8010

G/L		FY 2021/22
441115	Interest on Pooled Funds	(150)
451970	State - Abandoned Vehicle	(260,000)
522510	Professional Services	260,150

MGSA MarinMap Fund - 8020

G/L		FY 2021/22
441115	Interest on Pooled Funds	(3,000)
461250	City Contributions	0
522510	Professional Services	199,640

CATV Operating Fund - 8017

G/L		FY 2021/22
421610	Franchise Fees	(3,300,000)
441115	Interest on Pooled Funds	(2,000)

470310	Misc Revenues (Larkspur)	(8,200)
521315	Communication - Broadband	20,000
521615	Insurance Premiums	2,000
522210	Memberships	4,000
522410	Office Expense	1,000
522510	Professional Services	94,529
522545	Prof Services – Legal	30,000
522575	Prof Services – System Maintenance	1,500
522585	Prof Services – Audit and Accounting	15,500
522925	Rents and Leases	5,000
523410	Transportation and Travel	1,000
524710	Contribution Non-County Agency	3,135,671

CATV Public, Educational, and Government Access (PEG) Fund - 8018

G/L		FY 2021/22
421610	PEG Fees	(750,000)
441115	Interest on Pooled Funds	(500)
524710	Contribution Non-County Agency	750,500

EXHIBIT A

FY 2021/22 WORKPLAN

Mission Statement

The Marin General Services Authority provides the administration of a variety of programs and services where the policy issues are generally established, in arenas that are more cost effective to provide collectively or are significantly enhanced through partnering for the benefit of the greater Marin community. – adopted January 11, 2018

Background

The Marin General Services Authority (MGSA) was formed in 2005 by the cities, towns and County of Marin. While today the Marin General Services Agency ("MGSA") administers widely different government programs, it was originally formed in 1985 as the Marin Street Light Acquisition Authority ("MSLAJPA") to acquire streetlights from PG&E to save maintenance costs.

MGSA is a joint powers authority (JPA). A joint powers authority is an entity permitted under the laws of some U.S. states, whereby two or more public entities (e.g. local governments, or utility or transport districts), may jointly exercise any power common to all of them. Joint powers authorities are particularly widely used in California (where they are permitted under Section 6502 of the State Government Code), but they are also found in other states.

The authorizing agreement states the powers the new authority will be allowed to exercise. Joint powers authorities receive existing powers from the creating governments; thus, they are distinct from special districts, which receive new delegations of sovereign power from the state.



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The Joint Powers Authority Agreement creating MGSA states, "The purpose of this Agreement is to establish a public entity separate from the County, Cities, Towns, and Special Districts. This Authority will finance, implement and manage the various municipal services assigned to it." MGSA offers various public services effectively and efficiently throughout the county in a uniform manner with minimal overhead expense.

MGSA Oversight & Administration

Executive Oversight	
1	Provide effective management oversight of agency and nine programs
2	Represent the MGSA Board in dealings with media, member agencies, other governing agencies, professional associations, community organizations, and residents
3	Maintain positive Board relations and new Board Member orientation
4	Review, analyze, and develop recommendations regarding legislation related to MGSA programs where appropriate
5	Develop upcoming year's MGSA Work Plan and monitor progress
2021/22 Initiatives	
6	Implement new staffing structure, train on new job duties, and document organizational responsibilities (continued)
7	Continue transition to a virtual government agency and resolve any issues that surface
8	Continue to identify and implement budget saving measures as a result of the dissolution of MTA and its program responsibilities transitioned to MGSA
9	Continue to participate in the county-wide Digital Marin project by facilitating the Government & Emergency Management Needs Assessment Working Group as well as providing assistance, insight, and input to the project organizers.
Information Technology	
10	Develop, maintain, and manage electronic file software that controls and monitors file access, backup, and security
11	Ensure appropriate staff is trained on an ongoing basis on access to County systems through a Virtual Private Network and the Munis County Financial System including invoicing, vendor set up, budget input and changes, and reporting
12	Maintain website with accurate and timely information, keep software updated, and manage domains and hosting accounts
Finance	
13	Accurately handle all financial transactions including accounts payable, accounts receivable, invoicing, grants management, and jurisdiction/agency allocation of costs

14	Retain and work with financial accounting and auditing firm to develop, review, and produce the Annual Year-End Financial Report
15	Manage budget process for MGSA and all programs that is transparent and allows the Board an opportunity to discuss appropriate policy issues
16	Ensure compliance with all contract and other documents for federal, State, and County grants including all reporting and payment processing
2021/22 Initiatives	
17	Integrate MTA/CATV Program financials into the MGSA CAFR
Human Resources	
18	Supervise and manage ongoing contract program support and coordination
19	Recruit and manage orientation and training process for new contractors as needed
Property Management	
20	Manage office sublease with TAM and resolve any related issues including space, mail management, and copier use
Risk Management	
21	Manage insurance acquisition and renewal
Board Management / Clerk Functions	
22	Maintain required hard copy records as well as electronic records systems which are secure and backed up
23	Develop and maintain consistent logo, letterhead, and communication materials
24	Complete all required official filings including Form 700, LAFCO, and State Controller reporting
25	Manage the MGSA Board Agenda Process such that all agendas, staff reports, minutes, and resolutions are accurate, informative, and clear
26	Respond to public information requests and Grand Jury inquiries where appropriate

Programs (alphabetical)

Abandoned Vehicle Abatement (AVAP)

1	Manage and administer the Program in an accurate and equitable manner
2	Claim all available program monies from the State that originate from Marin's motor vehicle owners and distribute to appropriate jurisdictions
2021/22 Initiatives	
3	If approved by the MGSA Board, work with the Board of Supervisors and all jurisdictions to renew this Program for another 10-year period as outlined in State law

Animal Care & Control

1	Manage Animal Care and Control Program as outlined in the 12/8/20 Agreement between MGSA and Marin County for FY 21/22 and FY 22/23
2	Administer contract with Marin Humane for county-wide animal care and control including coordinating inquiries/complaints from the public and member jurisdictions
3	Prepare annual budget including coordinating allocation methodology with Marin Humane Society and with County budget staff
4	Respond to animal control policy issues and work with County Counsel relative to any needed changes to the Animal Control Ordinance

Marin Cable Franchise and Public, Educational, and Government Access

1	Collect cable franchise fees on behalf of member agencies and distribute appropriately
2	Collect State franchise public, educational, and government access fees and distribute to the designated access provider, Community Media Center of Marin County (CMCM)
3	Oversee the Program's designated PEG access provider agreement with Community Media of Marin County (CMCM), interface with the Executive Director and Board of CMCM, and problem solve any issues that surface
4	Manage consultant that audits state franchise holder records as appropriate and negotiate resolution of discrepancies with franchise holders
2021/22 Initiatives	
5	Continue to evaluate and implement areas for administrative cost reductions and efficiencies as a result of the transition from a separate government entity to a program within MGSA.
6	Work with the MGSA Board, General Counsel, franchise fee auditors, and specialized legal assistance to finalize the Comcast franchise fee audit and negotiate with Comcast an appropriate resolution

Marin Climate and Energy Partnership (MCEP)

1	Provide advice, management, and support to the MCEP Program contractor
2	Provide guidance and input to the MCEP Executive and Steering Committees
3	Pursue grant and other funding for cross-county projects
4	Monitor any grant terms for MGSA/MCEP compliance and enter into sub-contracts and process invoices for MCEP grants
5	Ongoing implementation of Climate Action Plans
6	Develop model ordinances for use by all jurisdictions
7	Develop community Greenhouse Gas Inventories for Marin jurisdictions

2021/22 Initiatives	
8	Update Climate Action Plans and/or develop content for General Plans for Fairfax, Corte Madera, Tiburon, Larkspur, San Anselmo, Mill Valley, Belvedere, Novato, and others as requested
9	Develop a model Reusable Foodware Ordinance and education and outreach materials that can be adopted and utilized by all Marin jurisdictions
10	Support Resilient Neighborhoods in the development of an ongoing funding mechanism to help maintain programs important to local Climate Action Plans
11	Develop a model ordinance to enforce compliance with SB 1383, which requires organic waste diversion

MarinMap

1	Provide management, financial, and contract support and oversight to the MarinMap Program
2	Staff and facilitate the MarinMap Steering Committee and the Executive Subcommittee meetings
3	Resolve various program issues that surface or intercede with various agencies and contractors if needed such as the County Assessor and Streetlight Electric Contractor

Steering Committee Goals

4	Provide improved customer service to customers seeking geographical information
5	Reduce the cost of service to taxpayers and ratepayers
6	Improve infrastructure maintenance
7	Enhance emergency response and disaster planning
8	Reduce negative environmental impacts and manage natural resources
9	Provide the opportunity for better decision-making
10	Encourage cooperation among public agencies, reducing redundancies, improving efficiency and minimizing conflicts
2021/22 Initiatives	
11	Following the development of the county-wide Digital Marin strategic planning effort, develop and implement a strategic planning process to envision the future of MarinMap and determine ongoing funding needs

MCSTOPPP

1	Provide budgetary and high-level programmatic oversight and coordination with local jurisdictions
2	Work with County and MCSTOPPP staff on annual budget which is reviewed and recommended annually by the MGSA Board to the Marin County Flood Control District

Mediation

1	Act as Mediation Program liaison between District Attorney's Office and MGSA member agencies
2	Coordinate allocation methodology with District Attorney's Office, check for accuracy, assess costs, collect payments, and distribute to the District Attorney's Office

Streetlight – Maintenance

1	Manage streetlight contractor's contract including getting input from public works directors, implementing rate changes, and exercising options for extensions where appropriate as outlined in contract
2	Administer annual process for all member jurisdictions to transfer streetlights added during the year to the MGSA inventory
3	Facilitate accurate inventory of streetlights between PG&E, DC Electric, and MarinMap GIS
2021/22 Initiatives	
3	Work with Marin Public Works Directors to determine whether to undertake a collaborative streetlight inspection program and if approved, negotiate and implement such a program

Streetlight – Telecommunications Equipment

1	Monitor legislation regarding telecommunications equipment in the public right-of-way and its impact related to MGSA assets
2	Ensure Agreement responsibilities are being met by carriers including collecting annual fees, all streetlight application processing fees, and insurance requirements
3	Review and process invoices for MGSA's streetlight vendor review of application packets
4	Review a) preauthorization forms and track use of poles by carriers and b) per pole application packets submitted by carriers and c) resolve any issues or concerns raised by MGSA's streetlight vendor or issues with local jurisdiction permits
2021/22 Initiatives	
5	Negotiate agreements with additional telecommunications carriers and providers if approached
6	Develop policy and process to distribute carrier fees to local agencies as determined by the MGSA Board once program is generating cost recovery revenue
7	Develop program as needed depending on scale and speed of equipment implementation and jurisdictional permit issuance
8	Complete a cost allocation plan to determine "true cost" of small cell application processing and appropriate lease payments
9	Once some applications have been processed and there is some experience, present policy options and get direction from the MGAS Board on the level of

telecommunications carrier equipment and other data to be collected from MGSA’s application process and the local jurisdictional permit processes and shared (e.g. MarinMap) with governments and the public

Taxi Regulation

1	Ensure that MGSA member agencies are in compliance with California State tax law
2	Work towards maintaining a permit and fee structure that is cost recovery
3	Mediate disputes if possible, between local taxi drivers and companies in order to reduce local impacts on residents and public safety resources
4	Monitor Lyft/Uber legislative activity to understand any impacts to local taxi activity and regulation
	2021/22 Initiatives
5	Work to restore the program to its pre-COVID status including cost recovery



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**MARIN GENERAL SERVICES AUTHORITY
ADOPTION OF THE FISCAL YEAR 2021/22 ANNUAL OPERATING BUDGET AND WORKPLAN**

RESOLUTION 2021 - 06

WHEREAS, the Marin General Services Authority must adopt an annual spending plan for its operating budget; and

WHEREAS, the MGSA Board of Directors reviewed and considered a Proposed Budget and Workplan on May 13, 2021; and

WHEREAS, MGSA’s budget contains information regarding a series of programs including:

- Abandoned Vehicle Abatement
- Animal Care and Control
- Cable Franchise Television and Public, Educational, and Government Access
- Marin Climate and Energy Partnership
- MarinMap
- Mediation
- Streetlight Maintenance
- Streetlight Telecommunications
- Taxicab Regulation

WHEREAS, MGSA’s budget contains allocation methodologies for the funding of various programs; and

WHEREAS, MGSA’s budget identifies certain reserves to be “designated” for certain programs.

NOW THEREFORE, BE IT RESOLVED, THAT

1. The allocation methodologies and designated reserves are to be followed as outlined in the Proposed Budget Document.
2. The Marin General Services Authority hereby adopts its Operating Budget for Fiscal Year 2021/22 as shown in the attached Exhibit A.

Adopted this 13th day of May 2021.

Ayes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Poster

Noes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Poster

Absent: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Poster

Greg Chanis
President, MGSA Board of Directors

Attested By:

Michael S. Frank
Executive Officer

Resolution 2021-06 Exhibit A**MGSA General Fund Operating 8019 (Code 8641)**

G/L		FY 2021/22
421225	Other Permits – Taxicab	(75,000)
441115	Interest on Pooled Funds	(5,000)
453110	Other Misc Rev (Overhead/Mngt Fee)	(47,440)
461250	City Contributions	(190,000)
462610	Charges Other – Telecom	(30,000)
522510	Professional Services	277,586
522545	Prof Services – Legal	25,000
522585	Administration & Finance Services	15,500
521615	Insurance Premiums	15,000
521310	Communications Services	5,000
522925	Rent & Operating Leases	9,000
522410	Office Supplies	10,000

MGSA General Fund MCEP 8019 (Code 8642)

G/L		FY 2021/22
453110	Grant Revenue/Other Misc. Rev	(25,000)
461250	City Contributions	(22,500)
522510	Professional Services	82,550

MGSA Abandoned Vehicle Abatement Fund – 8010

G/L		FY 2021/22
441115	Interest on Pooled Funds	(1,000)
451970	State - Abandoned Vehicle	(260,000)
522510	Professional Services	261,000

MGSA MarinMap Fund - 8020

G/L		FY 2021/22
441115	Interest on Pooled Funds	(4,000)
461250	City Contributions	(108,000)
522510	Professional Services	219,640

CATV Operating Fund - 8017

G/L		FY 2021/22
421610	Franchise Fees	(3,500,000)
441115	Interest on Pooled Funds	(5,000)
470310	Misc Revenues (Larkspur)	(8,200)
521315	Communication - Broadband	20,000
521615	Insurance Premiums	2,000
522210	Memberships	4,000

522410	Office Expense	1,000
522510	Professional Services	100,000
522545	Prof Services – Legal	30,000
522575	Prof Services – System Maintenance	1,500
522585	Prof Services – Audit and Accounting	43,500
522925	Rents and Leases	12,500
523410	Transportation and Travel	1,000
524710	Contribution Non-County Agency	3,297,700

CATV Public, Educational, and Government Access (PEG) Fund - 8018

G/L		FY 2021/22
421610	PEG Fees	(750,000)
441115	Interest on Pooled Funds	(500)
524710	Contribution Non-County Agency	750,500



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MEMORANDUM

DATE: May 13, 2021

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Receive the Community Media Center of Marin's (CMCM) Annual Plan and Budget for July 2021 through June 2022

Recommendation

Receive and consider CMCM's Annual Plan and Budget for July 2021 through June 2022 and provide input to the CMCM for consideration in finalizing its Plan and Budget for FY 2021-22.

Background

The previously dissolved Marin Telecommunications Agency (MTA) and CMCM entered into an amendment to the 2014 Dedicated Access Provider (DAP) agreement on May 13, 2019 whereby the MTA designated the CMCM to operate and manage the PEG access facilities, equipment, channels and media center. This continuing agreement required the CMCM to provide the MTA annual reports including an Annual Plan and Budget for a prospective view for the upcoming fiscal year beginning July 1, 2021. This informational presentation is an opportunity for the MGSA Board of Directors to hear and comment upon CMCM's plans for the future.

The Annual Plan and Budget describes the activities and programs planned for FY 2021-22 with funds and other resources to be provided by the MGSA and others to the CMCM. Key elements of the Annual Plan include:

- A statement of the anticipated number of hours of PEG access programming to be cablecast divided among the public, education and government channels
- Training classes to be offered
- Promotional activities planned by CMCM

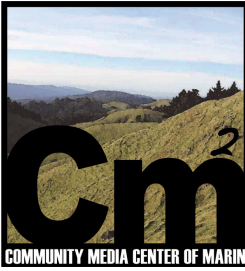
- Other activities planned by CMCM
- The operating and capital equipment and facilities budgets which show the projected revenues and expenditures for 2021-2022, planned capital improvements and planned equipment purchases of new or replacement equipment

Michael Eisenmenger, Executive Director of CMCM will present the Annual Plan and Budget. As per the DAP Agreement, which was transferred to MGSA from MTA in its entirety, MGSA shall review the Annual Plan and Budget, and may request additional information to ensure that CMCM is complying with and implementing the requirements of the DAP Agreement.

The CMCM FY2021-22 Budget and Capital Plan reflects MGSA providing CMCM with the PEG fees received from the cable franchisors Comcast, AT&T and Horizon.

Attachment

- E1 CMCM Proposed Annual Plan and Budget FY 2021-22



Marin General Services Authority
555 Northgate Drive, Suite 102
San Rafael, CA 94903
(415) 446-4428

Michael Frank, Executive Director



DRAFT
Community Media Center of Marin
Annual Plan and Budget 2021/22

To the MGSA Board,

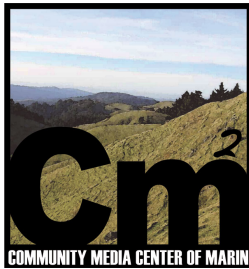
April 2021

The following narrative elements outline our Board's ongoing plans as defined and required by the DAP agreement. In addition to the Annual Plan and Budget, the required Two Year Capital Plan is also attached.

This will be our second Budget/Capital Planning report shared with the MGSA Board. These reports are required for submission under the current DAP agreement and you will find only minor changes from year to year. CMCM's mission and related fiscal expenditures change little from one year to the next since we've always maintained a continuity in staffing and service to our communities and government entities.

Sincerely,

Michael Eisenmenger
Executive Director CMCM



Community Media Center of Marin Annual Plan and Budget 2021/22

It would be an understatement to say the past fiscal year has been extraordinary. CMCM began the fiscal year under the Covid pandemic lock down and will likely finish the year with the center still closed or partially closed to the public. In spite of that, our work continued over the year. We retooled our master control to maintain our carriage of the numerous weekly government meetings using Zoom and assisted cities with these changes when needed. Our media center activities shifted online with as many workshop as possible offered through remote tools. Though our core classes were suspended as these require on-site use of the centers production equipment. Educational activities came to a standstill as schools closed, but we did carry numerous offerings from MCOE on the channels as an alternative for students.

CMCM's budget was not hard hit during this past fiscal year. We did see a decline in our revenue from city productions and in-person center courses but some other fee for service work partially filled the gap. We also saw a slight decline in PEG fees, an indication of changing habits as more and more people turn to OTT/streaming programming options and cut cable TV service. Yet, we have managed to keep all of our staff (5FT and 10PT) employed and paid for the year thanks to initial PPP funding. Surprisingly we anticipate finishing the year slightly under our 2020/21 projected budget and though we saw some declines in income the PPP forgiveness (still pending) will put us in the black for the year.

Going forward, the Community Media Center projects a budget for the 2021/22 fiscal year consistent with recent years. Overall expenditures will remain flat while we expect a slight decline in income. As in past years, our largest budget items continue to be salary related, particularly as government and fee-for-service production work continues to increase requiring additional part time staff.

CMCM continues to operate under modest budgets and as a result we have maintained a stable financial outlook even in adverse times. The FCC uncertainty of past years is less a threat under the current administration and the current Covid-19 pandemic will hopefully stabilize in the beginning of the coming fiscal year. While it's too early to eliminate caution entirely, we are pleased our staff has remained healthy and paid during these difficult time, we are luckier than many and for that we remain grateful.

PEG Programming

The previously submitted CMCM **2020/21 Annual Report** outlined programming statistics across all channels for that fiscal year in more detail. Our current plans are to continue these efforts with an ongoing focus to further developing our youth and education program. We anticipate no other changes

from our prior fiscal year.

The Community Channel

No changes are planned for programming content as the Community Channel is largely dependent on programming that Marin residents produce, provide or request to be aired. The Community Channel continues to feature a number of well-produced local and national programs. Local programming is cyclical, but the number of regularly produced series and specials has remained consistent over the years. Residents produce programming in the field and at the CMCM utilizing the media center's facilities.

This year, CMCM will open a smaller studio for residents and other users in addition to the larger professional studio available. The small studio will accommodate up to three people and be simplified for host operation, eliminating the need for a support crew. We anticipate this will primarily be used as a Zoom/Skype video conference studio that will have live cablecast and internet streaming capability for podcasting. We will launch trainings in the new studio when we are again able to safely open to the public,

The Governmental Channel

Additional cities and agencies continue to expand their usage of the Government Channel. This increases our locally produced municipal programming making this by far our busiest channel, both in amount of content produced and in staff time devoted to it. The majority of MTA's member jurisdictions now air their meetings on the Government Channel. The channel currently carries meetings from San Rafael, San Anselmo, Mill Valley, Larkspur, Novato, Fairfax, Sausalito, Corte Madera, County of Marin, Marin Clean Energy, Ross Valley Sanitary District, Tam School Board, MMWD, LAFCO and First 5 Marin. In addition to cable scheduling, CMCM provides production services for many of these jurisdictions that includes archiving.

This year we anticipate adding Tiburon to our roster of cable TV cities and possibly Ross. Both have requested video installations which are in process.

The Educational Channel

No major changes are anticipated to Educational programming content types. The Education Channel was launched in 2010 on Comcast Channel 30 and remains a channel of diverse educational content for youth and seniors. Of the county schools, Dominican University remains the most responsive, providing a regular lecture series, occasional special events and sports coverage made possible through support by CMCM.

We also receive occasional local content from Tam High, Drake, Redwood, Marin Academy and San Rafael High. We also produce the youth oriented Marin IJ Lobby Lounge as well as provide coverage of Marin Youth Symphony concerts. Through our youth-driven Media Academy program we also generate additional local content, which can include coverage of local conferences and workshops among other local events. Our annual Summer Sports Camp which gives high schoolers hands on training in live televised sports production of San Rafael Pacifics games was cancelled last summer due to the pandemic. We are awaiting work from the organization on their

Attachment E1

summer plans to determine if the sports camp can be offered this summer.

CMCM staff continue to seek out other quality educational programming from external sources. Content still includes lectures and courses from Yale, UCTV, University, Stanford, National Gallery of Art, Commonwealth Club, Ted Talks, Ink Talks and many others (all free to air). In addition, we seek out local, national and international conference videos on topics of relevance to Marin residents.

CMCM Training: Courses and Frequency

CMCM training courses began in July 2009 and we have continued the foundation courses regularly to date. The courses range from a single-session class to four sessions spread over several weeks. We currently offer five basic foundation courses that are required for usage of most equipment. The frequency of the foundation courses are a requirement of the current DAP agreement. After initial high demand when the center opened, enrollments in the foundation courses have steadily leveled off. To address this and increase interest, CMCM created different advanced and specialty courses under the moniker 'Ask the Experts' which are now offered throughout the year to present a wider array of learning opportunities to the community with many courses led by working professionals.

CMCM also does specialized trainings and tours for organizations and schools that come to us, including several youth groups engaged in programmatic projects involving media production.

In addition to formal coursework, CMCM members continue to hold monthly *Media Mixers (via Zoom)*, which strengthen the work of our community of users. The mixers also include presentations/workshops organized by members on a variety of subjects and are open to all.

CMCM Promotional activities

We are continuing with the majority of the outreach plans as identified by the CMCM Board in past reports. Outreach is performed by existing CMCM staff with input from the Board:

- On-air and online promotions for CMCM membership and donor support, special events and courses.
- A monthly Marin IJ advertising campaign made possible through our collaboration to produce programming.
- Pre-Covid Non-profit workshops, Center tours, presentations at schools and meetings to orientate and educate the non-profit community in using CMCM resources.
- Targeted outreach to the business community to seek underwriting support for the channels and youth projects.
- Continued social media use including our website, Facebook, Twitter feeds and local online calendars.
- Coordinated increased visibility through attendance to more community events, the County Fair (cancelled for 2020), EcoFest and other local

Attachment E1

programming opportunities that we present on the channels. We hope to resume many of these in the coming fiscal year.

- Ongoing popular exhibition series in our space at 819 A Street, which has grown to include artists from throughout the Bay Area. Currently presented online.
- A free bi-monthly one hour comedy show featuring a range of Bay Area stand-up comics that later airs on Marin TV. This has been done live online the past year.

CMCM 2021/22 Budget

CMCM's budget for 2021/22 is very much consistent with last year, showing a modest growth in some expenses and reductions in others. The total budget is in keeping with projections made several years ago (actually lower). Increases for this year also include a bump in healthcare, insurance and lease renewal costs as well as an anticipated increase in ongoing equipment repairs/replacement. We again show a slight decline in PEG fees from the prior year but anticipate an increase in fee for service income will help make up the difference.

The CMCM Board has been planning for future capital equipment upgrades through 2025, including the necessary stewardship to rebuild and protect a Capital reserve that will ensure the stability for PEG services over the coming decade (provided that PEG fees remain available). To date our capital equipment fund and emergency operating fund is intact and still growing. Anticipated Capital Expenditures are outlined in the Capital Budget report.

City Capital Equipment Fund and Upgrades

Current and future funding for city installations is budgeted from PEG fees with new installations and upgrades planned carefully from that finite source of funding. In the current fiscal year we anticipate completing an upgrade for San Anselmo a new installation in Tiburon. A new installation in Ross is pending awaiting confirmation from their council, that would likely occur in the 2021/22 fiscal year followed by a Larkspur upgrade. These upgrades will complete the HD upgrade across all cities requesting video service.

In addition to these two upgrades, we are still planning for new network encoder installations across all cities to carry the HD signal from council chambers back to CMCM across Midas for live and delayed cablecast (albeit in down-converted SD). This will enable recording and archiving of the broadcast quality program to our digital archive in HD, as well as making past meetings available on our video-on-demand system. We also continue to assess close captioning options for the cable channels as machine translation tools become more cost effective for small organizations like ours.

The systems installed by CMCM throughout the cities are virtually identical to better facilitate efficient and consistent staffing for our production services. CMCM also keeps spare replacement equipment on hand so in the event of a hardware failure, the equipment can be quickly replaced without disruption to future meeting coverage.



CMCM ANNUAL BUDGET (July 1, 2021 - June 30, 2022)

OPERATING REVENUE	2021/22
PEG Fees*	690,000
Additional Interest Income / Dividends from reserve	20,000
Prod. Services Income & City Meetings	160,000
Other Income (grants, donations)	15,000
Course/Membership Related Fees	16,000
iNet/Midas Reimbursement	18,000
Total Revenue	919,000

EXPENSES	
INET/Midas Cost	18,000
Facilities Lease/Utilities/Expenses	106,000
Equipment Purchase/Repair/Rental	15,000
Office/Business Expense	5000
Advertising/Promotion	3000
Professional Services (CPA, Legal, Etc.)	13,000
Event Expenses	4000
Insurance Expenses	15,000
Salaries	550,000
Benefits/Payroll Taxes	130,000
Travel, Meeting & Staff Development	4000
Total Expenses	\$868,000

Operating Surplus/(Deficit) Before Cap Equip	\$51,000
City Capital Equipment Replacement	\$(60,000)
Total Balance	(\$9,000)

Notes

*Note, estimate based on 1Q 2021 fees.

2020/21 Depreciation, estimated at 205,000, not included on this budget overview.

CMCM Capital Planning 2021-23

OVERVIEW

The purpose of this plan is to provide an overview of the capital resources required to support the continued operations of the Community Media Center. This includes overall capital and facilities expenses necessary to operating, and maintaining the Community Media Center and the three Marin TV PEG channels. Any dollar amounts included in this document are estimates only and are not intended to represent the precise cost that will be incurred to purchase or replace a specific type or category of equipment. The Community Media Center of Marin ("CMCM") uses Generally Accepted Accounting Principles to determine items that are to be included as capital expenses.

For clarity, this is a Capital Equipment Replacement Plan for the equipment essential to meeting the requirements of the DAP agreement with the MTA. CMCM maintains a capital equipment replacement fund for this purpose. Capital equipment is necessary to provide a facility and services to the members of the public, to municipalities and schools as well as the costly head end equipment necessary to operate three cable TV channels. This should not be confused with a 'capital campaign' which is common to non-profits that are expanding their mission or engaged in building projects. This is also distinct from the capital costs contained within our annual budget which typically accounts for facility related costs, utilities, repairs, and minor equipment replacement.

CATEGORIES OF EQUIPMENT AND PAST EQUIPMENT REPLACEMENT AND UPGRADES

CMCM completed its first full capital equipment replacement cycle between 2013-2018 at a cumulative cost of over \$600,000. Virtually all the equipment for distributed access services and our master control head-end were replaced during this time. The span of years corresponded to the varying lifespan of the equipment being replaced and to the availability of CMCM staff to complete the purchases and integration of new equipment. With the exception of our master control equipment which has no available downtime, CMCM staff do all work associated with specifying equipment types, purchasing, inventory and installation. As the Media Center upgrades were winding down, we began the cycle of upgrading the distributed access origination points in city council chambers to HD, replacing the SD equipment we had begun installing in 2011.

The CMCM equipment must be replaced as it reaches the end of its useful life. For purposes of projecting equipment replacement, the equipment packages are classified into the following eight groups that reflect the useful life span of the equipment. Dates indicate the year of the most recent replacement.

- Field Production Equipment Packages 5yr (2015)
- Staff Video Editing and Post Production 5yr (2017-18)
- Mobile Multiple-Camera Field Production System(s) 5yr (2017)
- Video Editing/Multimedia Lab 5yr (2013)
- Office and Media Center Furniture 7yr (ongoing)
- Production Studio 7yr (2015 less cameras)
- Master Control/Channel Operation System 7yr (2016)

- Distributed Access Origination - Council Chambers 7yr (ongoing)

Technology upgrades are essential to CMCM as software upgrades outpace hardware capabilities and video technologies advance. While we have no incentive for spending on the latest and greatest expensive toys of the tech world, we do attempt to maintain relevance while servicing the equipment needs necessary for professional production.

Capital Planning - Going Forward

CMCM has maintained an internal capital equipment planning document for years, tracking anticipated revenue streams with anticipated capital expenditures for equipment replacement. This living document can be updated by staff and board as circumstances change to better plan for needed upgrades and to adjust annual budgets. Until this year this planning document, looking as far forward as 2024/25, was a coherent and easily achievable plan given reasonable assumptions.

Yet circumstances became more unstable and unpredictable with the recent FCC order. The anticipated response by cable operators has created the most chaotic regulatory environment this public interest sector has experienced since its launch in the late 70's. At present, the FCC order has not affected California PEG centers and there are legal challenges pending in the courts, hopefully delaying full implementation until after the 2020 elections.

CMCM is choosing to delay any major upgrades to general Media Center equipment until a semblance of stability returns to the cable franchising regulatory environment. Once a more coherent future can be discerned, we will adapt and plan accordingly. In the meantime, we will repair equipment when possible and replace items only when necessary. The small studio we are planning to install is a minor cost, utilizing much existing equipment on hand. We are proceeding with our planned upgrades to the remaining city council facilities that were in line for HD upgrades (San Anselmo and Larkspur). Unless there is an advantageous revenue stream attached to other new capital purchases, we will delay major purchases for the time being.

2021-23 Upgrade Planning

Media Center Video Editing / Multimedia Lab Upgrades

The lab is used for instruction and member video editing and online projects that provide content for the channels. In 2013 CMCM needed to replace the existing twelve iMacs to accommodate the newest version of Final Cut X and to enable adequate processing power for HD footage. The surviving older computers were repurposed around the center.

While these computers are now eight years old, they still are serviceable and can be put to their intended use for the time being. Several have needed hard drive replacements which staff perform in house.

Replacement Cost: \$40,000 (status – delayed)

Attachment E1

Media Center Production Studio (remaining upgrade)

The control room portion of the Media Center production studio was upgraded in 2015 but the studio cameras and lighting were retained and are still in use. Though slated for replacement in the last replacement cycle, these cameras purchased in 2009 still meet our minimal HD standards and have been relatively trouble free. Now 12 years old, it would generally be advisable that they be replaced. However, we will delay replacement until the cameras exhibit issues or become unserviceable.

Estimated Cost: \$45,000 (status – delayed)

Media Center Field Production Equipment

This includes field cameras and related accessories, microphones, tripods, lighting gear etc., this equipment is most prone to failure from normal use. It is recommended to replace equipment that has already been subject to repeat repairs, while maintaining some kit elements such as camera bags, attachments, etc.

These cameras had a previously planned replacement cycle in 2020 that can be delayed a bit longer. The majority of the existing cameras and accessories have survived frequent member use with minor repairs and accessory replacements. Newer cameras available would offer few advantages over these older models so there is no technological incentive to upgrade yet. CMCM does not acquire video in 4K resolutions as this requires faster computer processing for editing and excessive storage capacities unaffordable to the majority of our users. In addition, Comcast and AT&T still refuse to provide PEG channels with HD channel carriage so there is little incentive to produce content at higher 4K resolutions when it will eventually be cablecast to subscribers in the low standard resolutions of the television produced 20 years ago.

This category replacement will be delayed indefinitely and not until lab computers are upgraded first.

Estimated Cost: \$45,000 (status – delayed)

Media Center Multi-Cam Field Equipment

Multicamera switcher and accessories for use in recording/ live streaming large events. No planned upgrades until 2024. Current equipment serviceable for our needs at present. We have purchased smaller systems from our normal annual budget for government related tasks not requiring larger systems.

(status – 2024)

Master Control – Channel Operation Equipment

Head-End Equipment for PEG channel operation, program archiving and web streaming. No major upgrades until 2024 or beyond. Current equipment is serviceable and reliable. Some disposable items will need to be purchased as required (hard drives, LTO Data Tapes, etc). Software on all the Playout systems were upgraded this past year and remain viable. We did add some equipment during the Covid-19 Stay in Place to enable remote management and live transmissions of City/County meetings via Zoom and WebEx. As a result there has been no disruption in our ability to deliver these meeting to residents.

(status – 2025)

Media Center Office/Furniture

No Planned upgrades, furniture is replaced as necessary. Office equipment (printers, computers, carpeting) are suitable for several more years of service. We did replace some kitchen equipment over the last fiscal years, these were modest expenses.

(status – 2025 or as needed)

Staff Video Editing and Post Production

Equipment used by staff for administering public services, channel operation and government meeting post production. This equipment received upgrades through 2017 and are currently adequate.

(status – 2024 or as needed)

Distributed Access Origination – City Facilities

CMCM has continued with the HD upgrades of existing city facilities. In addition with new installations should Ross or Belvedere decide to move forward with cable/webcasting their meetings. CMCM keeps spares of all equipment types installed in city locations so that emergency replacements of any failed equipment can be immediate with no interruption to meeting archives.

In addition, encoders for sending city streams to CMCM for live cablecasts will be upgraded at all locations. This will enable HD acquisition at CMCM’s master control and slightly higher quality live cablecasts.

2020/21 San Anselmo Upgrade / Tiburon installation

2021/22 Ross Installation (pending) / Larkspur Upgrade

2021/23 Encoder Upgrades

TOTAL \$110,000 (status – active)



555 Northgate Drive, Suite 102
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415 446 4428
mgsastaff@marinjpas.org

MEMORANDUM

DATE: May 13, 2021

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: **Abandoned Vehicle Abatement Program 10-Year Renewal and Authorization to Continue Program until April, 2032**

Recommendation

By motion, adopt Resolution 2021 – 07 extending the Abandoned Vehicle Abatement Program through April, 2032.

Background

In 1991, the County and cities/towns entered into an agreement by which the Marin Street Light Acquisition Joint Powers Authority, the predecessor JPA to the MGSA, serves as the administrator of the Marin Abandoned Vehicle Abatement Program. The Abandoned Vehicle Abatement Program is scheduled to expire on April 30, 2022. The California Vehicle Code provides for the implementation of this program in ten-year increments.

The State DMV, which administers the program on behalf of the State, has asked that we submit our formal request for the extension by August 1, 2021. To comply with this request, we need to submit a letter of intent to extend as well as a resolution memorializing the request. The program generates approximately \$240,000 per year, distributed to the County/towns/cities based on number of vehicles abated (50%), population (45%) and geographic area of the members (5%).

In addition to the MGSA Board, Program extension requires that the County Board of Supervisors adopt a resolution by a two-thirds vote, and that a majority of the cities having a majority of the incorporated population within the county adopt resolutions providing for the extension of the program fee.

Following the MGSA Board's approval, the County and each of the cities interested in participating will be asked to adopt such a resolution.

Attachments

- F1 Draft resolution approving a ten-year extension of the Abandoned Vehicle Abatement Program
- F2 Letter from the Department of Motor Vehicles dated February 23, 2021



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**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MARIN GENERAL SERVICES AUTHORITY
EXTENDING THE MARIN COUNTY ABANDONED VEHICLE ABATEMENT
PROGRAM AND FEE UNTIL APRIL 2032**

RESOLUTION 2021 - 07

WHEREAS, the Marin County Abandoned Vehicle Abatement Program (AVAP) Service Authority was formed in 1991 pursuant to California Vehicle Code Section 22710; and

WHEREAS, pursuant to California Vehicle Code Section 9250.7, the Service Authority imposes a one dollar (\$1) annual service fee on motor vehicles registered to owners residing in Marin County; and

WHEREAS, existing authority to collect the one dollar (\$1) AVAP service fee is set to expire in April 2022; and

WHEREAS, California Vehicle Code Section 9250.7 allows for a ten (10) year extension of the AVAP service fee upon approval by two-thirds of the members of the County Board of Supervisors and confirmation by the city/town councils of a majority of the incorporated cities/towns in the County comprising a majority of the incorporated population.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Marin General Services Authority confirms that the \$1 AVAP service fee and program shall be extended through April 2032.

Adopted this 13th day of May 2021.

Ayes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Poster

Noes: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Poster

Absent: Alilovich, Blunk, Chanis, McGill, Middleton, Nicholson, Poster

Greg Chanis
President, MGSA Board of Directors

Attested By:

Michael S. Frank
Executive Officer

DEPARTMENT OF MOTOR VEHICLES
REGISTRATION OPERATIONS DIVISION
P.O. BOX 825393
SACRAMENTO, CA 94232-5393



February 23, 2021

Michael S. Frank, Executive Officer
Marin General Services Authority
555 Northgate Drive, Suite 102
San Rafael, CA 94903

Re: Marin County Abandoned Vehicle Abatement (AVA) Fee Program
Sunset Date Notification

Dear Mr. Frank:

The Marin County AVA Program Fee sunsets, by statute, on April 30, 2022. California Vehicle Code Section 9250.7(g) allows each California county to extend their sunset date for the program in 10-year increments. Each county, however, is required to submit a letter of intent and new resolution to the Department of Motor Vehicles (DMV) formally requesting the extension.

If you intend to maintain the AVA fee in your jurisdiction, it is critical that DMV receive your formal request, and a copy of your new resolution, **no later than August 1, 2021**. Otherwise, we will initiate programming to discontinue collection of the AVA fee for Marin County, effective May 1, 2022. Please note that your county may still receive funds for fees due through April 30, 2022, for customers that pay late or for multiple years. Please send your formal request on county letterhead and resolution to:

Department of Motor Vehicles
Registration Operations Division
2415 First Avenue, M/S D148
Sacramento, CA 95818-2606
Attn: Al Tolentino

If you have any questions or concerns, please contact Al Tolentino, of my staff, at (916) 657-2690.

Sincerely,

A handwritten signature in black ink, appearing to read "Denise Burroughs".

DENISE BURROUGHS, Chief
Registration Policy Automation Branch