

BOARD MEETING AGENDA

DATE: May 11, 2023

TIME: 10:00 a.m.

PLACE: This meeting will be held in person and remotely. If desired, join via computer on Zoom at: <https://us02web.zoom.us/j/81359808607>

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: [81359808607](https://us02web.zoom.us/j/81359808607)

How to Provide Comment

Members of the public may submit public comment by:

1. Emailing mfrank@marinjpas.org the day before the meeting;
2. Attending the meeting and speaking during public comment periods;
3. Joining the meeting by Zoom and being acknowledged to speak by the President of the Board during public comment periods;
4. Joining the meeting by phone and dialing *9 to add yourself to the speaker queue.

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 the Board may only respond briefly. Public input will be taken as part of each agenda item.

C. [Approve Minutes of March 9, 2023 Regular Meeting](#) (All)

D. [Fiscal Year 2023/24 MGSA Operating Budget and Annual Work Plan](#) (Frank)

E. [Receive the Community Media Center of Marin's \(CMCM\) Budget and Capital Plan for July 2023 through June 2024](#) (Eisenmenger)



May 11, 2023 MGSA Board Agenda

- F. [Placer Labs, Inc. Software Access Agreement for Marin Jurisdictions](#) (Eilerman)
- G. [District Attorney's Office Transmission of Mediation Program Report](#) (Frank)
- H. **Adjournment**

NEXT SCHEDULED MEETING: July 13, 2023

NOTE: A complete copy of the agenda packet is available on MGSA's website at <http://maringeneralservicesauthority.com>. Also, at this website one can subscribe to all Board of Directors Meeting notifications.



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BOARD MINUTES FOR MEETING OF MARCH 9, 2023

The MGSA Board Meeting came to order in person and on-line. The meeting started at 10:00 a.m.

MGSA Board Members Participating: President Greg Chanis and Members Cristine Alilovich, Dan Eilerman, Adam McGill, and Robert Zadnik were present. Vice President Andy Poster and Member Chris Blunk were absent.

Program Contractors Attending: Executive Officer Michael Frank, General Counsel Dave Byers, and MCSTOPPP Program Manager Rob Carson.

A. Report from Executive Officer

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

Administration

- Reminded Board Members to complete and submit their Form 700s.
- Attorney Fees – Communicated that General Counsel hourly rate would be increasing from \$250 to \$300 / hr. starting May 1, 2023.

MarinMap

- Strategic Plan – Received preliminary consulting report. The next step is to figure out the future process with the County and MarinMap team.
- LAFCO is leaving MarinMap and will return once the transition to new Esri software is complete and their needs can be better accommodated.

Animal Care and Control Program

- Marin Humane is working on coyote community sessions and materials for a couple of jurisdictions.

Telecommunications

- No small cell applications

Marin Climate and Energy Partnership

- MCEP has finalized a draft Marin Countywide Electric Vehicle Acceleration Strategy, funded by TAM, which is now available on the MCEP website. The Strategy provides an overview of existing EV adoption rates, charging infrastructure, needs, and

projections; identifies barriers to widespread EV adoption; and presents 36 recommended actions each jurisdiction can take to conduct robust community outreach and education; accelerate public charging infrastructure; increase municipal fleet electrification; and support and advocate for policy and funding that accelerates EV adoption. The EV Acceleration Strategy includes a sample workplan that each jurisdiction can use to identify and prioritize actions they will undertake. MCEP's Sustainability Coordinator Christine O'Rourke will be presenting the Strategy to each jurisdiction's council.

B. Public Comment

None

C. Approve Minutes of November 10, 2022 Regular Meeting

Motion by Eilerman, seconded by Zadnik, to approve the minutes for the November 10th, 2022 Board Meeting. Motion was approved 5 – 0 with Members Blunk and Vice President Poster absent. There was no public comment on this item.

D. CONTINUED FROM 1/12/23 CANCELED MEETING - Marin County Storm Water Pollution Prevention Program (MCSTOPPP) Update and Fiscal Year 2023-2024 Proposed Budget

Following an introduction of the item by Executive Officer Frank, Rob Carson, MCSTOPPP Program Manager, presented the proposed FY 2023-2024 Budget.

Following some Board questions of Carson, a motion was made by McGill, seconded by Alilovich approving Resolution 2023-02 recommending adoption of the MCSTOPPP proposed budget with the adjustment to the grant revenue and expenditure line items to read \$674,092 and forwarding their recommendation to the Flood Control Board and the Marin County Board of Supervisors. Motion was approved 5 – 0 with Members Blunk and Vice President Poster absent. There was no public comment on the item.

E. CONTINUED FROM 1/12/23 CANCELED MEETING - MGSA Work Plan Status Update for FY 2022-23 and Input on FY 2023-24 Work Plan Initiatives

Following a presentation by Executive Officer Frank, there was a brief discussion and some questions and answers. No action requested or taken. There was no public comment on this item.

F. Addendum to the Professional Services Contract with Marin County dated October 20, 2020, for PG&E - Energy Watch Partnership Funds for the Marin Climate and Energy Partnership (MCEP)

A motion was made by McGill, seconded by Eilerman approving Resolution 2023-03 recommending adoption of the PG&E – Energy Watch Partnership Funds for Marin Climate and Energy Partnership contract with the adjustment to the resolution to make it contingent on Program approval by the CPUC. Motion was approved 5 – 0 with Members Blunk and Vice President Poster absent. There was no public comment on the item.

G. Delegation of MarinMap Contract Approval Authority for GTG (GIS Strategic Planning Services) to the Executive Officer

A motion was made by Eilerman, seconded by Zadnik delegating MarinMap contract amendment approval authority to the Executive Officer for GTG (GIS Strategic Planning Services) up to \$50,000. Motion was approved 5 – 0 with Members Blunk and Vice President Poster absent. There was no public comment on the item.

H. Adjournment

The meeting adjourned at 10:50 a.m.



Michael S. Frank, Executive Office



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MEMORANDUM

DATE: May 11, 2023

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Fiscal Year 2023/24 Marin General Services Authority
Operating Budget and Workplan

Recommendation

By motion, approve Resolution 2023 – 04 adopting the Fiscal Year 2023/24 Budget and Workplan for the Marin General Services Authority. 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 2023 Board Meeting, the MGSA Board of Directors reviewed the status of the FY 2022/23 Workplan and provided input on initiatives for the upcoming FY 2023/24 Workplan. The MGSA Budget as presented fully supports the Workplan for the upcoming fiscal year.

Attachments

D1 Fiscal Year 2023/24 Proposed Budget and Workplan

D2 Budget Resolution 2023 – 04 titled, “Marin General Services Authority Adoption of the Fiscal year 2023/24 Annual Operating Budget and Workplan” including Exhibit A attached to the resolution



FY 2023/24 PROPOSED BUDGET AND WORKPLAN





DATE: May 11, 2023

TO: MGSA Board of Directors

FROM: Michael S. Frank, Executive Officer

SUBJECT: Fiscal Year 2023/24 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 accounts 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.

The Cable Television Franchise and Public, Educational, and Government Access Program (CATV) was established beginning on July 1, 2020. At that time, MGSA assumed the program responsibilities previously managed by the Marin Telecommunications Agency. The MTA was dissolved as an agency as of June 30, 2020. The fund structure and program responsibilities are outlined later in this document.

This report proposes a budget for all five MGSA 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 2023/24 budget at its March 9th Board Meeting. By

Resolution 2023-02, the MGSA Board made a recommendation to the Flood Control / 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 fourth conducted since the beginning of the COVID-19 pandemic. The pandemic significantly impacted MGSA financially as well as operationally over the last three years. Civic life, however, has moved towards normalcy and this has meant increased stability for the Agency.

As the pandemic proceeded, took off, the bottom dropped out of the taxi industry impacting permit fee revenue and one of MGSA's larger revenue sources. Along with cuts, the FY 20/21 Budget reached into reserves for its balancing. Since then, expenditure budgets have been significantly reduced. With this Budget, MGSA continues to look for opportunities to reduce costs and financial impacts on its member agencies.

The overall contributions required to fund all of MGSA's programs have decreased by 11% in this Budget. This decrease is despite MGSA funding a new software contract on behalf of Marin jurisdictions for \$72,500. If this amount is removed, the reduction in contributions for the Agency's programs is a 26% reduction. The reduction is made possible by the use of General Fund reserves. If the newly adopted Animal Services Agreement by the County is considered, and the contract above is removed, overall contributions by jurisdictions increase 6.3%. Lastly, if we remove the one-time MERA radios in the Animal Services Program, overall contributions by jurisdictions are only increasing 2.1%.

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. All those monies but \$12,000 is distributed out to jurisdictions. The same concept is also seen where franchise fees are collected by cable companies and distributed by MGSA.

Proposed Workplan

The MGSA Board reviewed and provided input into the FY 2023/24 Proposed Workplan and Initiatives at their March 2023 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 2022/23], an estimate of what year-end expenditures and revenues are anticipated [Est Actual 2022/23], and the proposed budget for the upcoming fiscal year [Proposed 2023/24]. The final column is the difference between the current year's adjusted budget and the proposed budget [Bud 22/23 vs Prop 23/24].

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

To date, no budgets change has been made to the MGSA Budget adopted for FY 2022/23.

Table 1 – MGSA General Fund Budget (without MCEP)

	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Beginning Fund Balance	256,330	268,381	316,296	59,966
Revenues				
Member Contributions	180,000	180,000	122,500	(57,500)
Taxicab Permit Fees	50,000	55,000	55,000	5,000
Management/Overhead Fees	61,777	65,042	69,223	7,446
Telecommunication Fees	30,000	-	30,000	-
Interest	700	2,500	2,500	1,800
Total Revenue	\$322,477	\$302,542	\$279,223	(43,254)
Expenditures				
Insurance	15,000	14,056	16,049	1,049
Contract Services	257,141	188,898	325,453	68,312
Legal	25,000	19,000	25,000	-
Audit/Accounting	15,500	11,600	15,500	-
Rent	7,600	12,360	13,500	5,900
Office Expense	11,000	8,713	11,153	153
Total Expenditures	\$331,241	\$254,627	\$406,655	75,414
Net	(8,764)	47,915	(127,432)	(118,668)
Ending Fund Balance	247,566	316,296	188,863	(58,702)

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.

Administration - General

The budgeted expenditures for the administration of MGSA are increasing by approximately \$75,000. This is deceiving, however, since Marin jurisdictions decided to collectively purchase access to software for \$72,500 through MGSA. Once the software purchase is removed, increases are due to cost of living and contract increases (e.g., insurance). These increases are offset by a reduction in the base budget of \$10,000 for a part-time administrative staff person.

It is important to note that the costs of running MGSA are extremely low. The agency provides no benefits, including retirement, and has no offices (aside from a file storage space). Most programs have an overhead component which captures administrative costs and appropriately transfers those amounts to the General Fund.

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 three-year contract with MH was negotiated and approved by the County Board of Supervisors on January 10, 2023. Beginning at the fiscal year, we will be in the first year of the agreement with Marin Humane. There is an 8% increase. In addition, there is a one-time payment of \$146,000 for MERA radios for Animal Control Officers.

As mentioned previously, the contract amount, although invoiced by MGSA, is not located in the MGSA budget. It is part of the County's budget.

MGSA is provided approximately \$23,000 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 88% of what is proposed to be invoiced to jurisdictions in this budget and deposited with the County.

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 2023/24 are 5.3% higher than FY 2022/23. 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 administrative overhead charged to jurisdictions. For 2023/24, the Streetlight Program overhead is \$22,000 and is included in the "Member

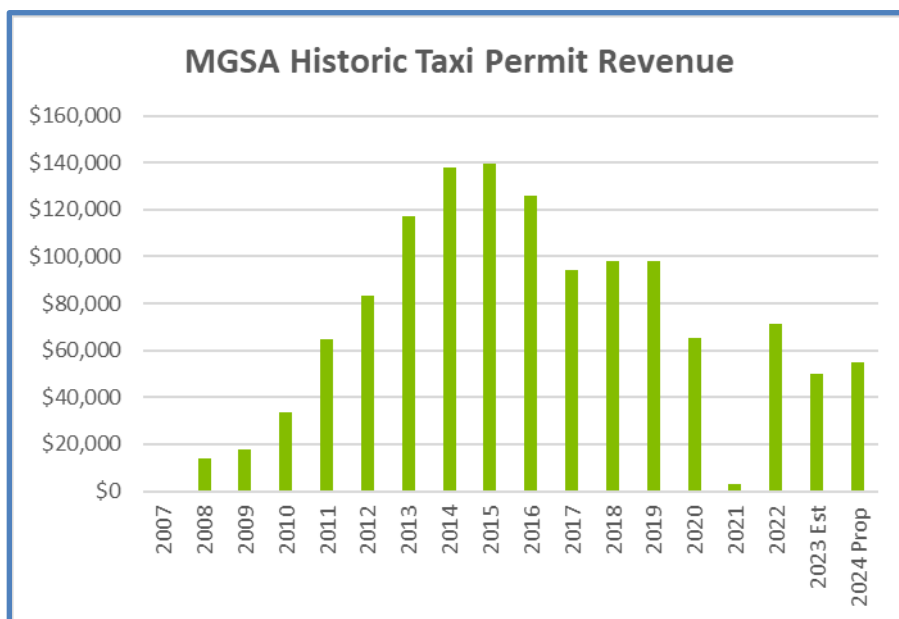
Contributions” line. Costs for the maintenance and replacement of individual streetlights are borne by the local jurisdiction. The overhead charged goes towards: 1) the management of the program including negotiating and managing the maintenance contract for approximately 16,000 streetlights owned by 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 2023/24, \$30,000 of revenue and \$30,000 in contract services expense is budgeted. This is the same as years’ past. The budgeted amounts allow the agency flexibility to act if any applications were to be submitted.

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, peaking in 2015. 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. With COVID-19 and a dramatic decrease in travel, the taxi industry came to a virtual halt in 2021 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. The industry has returned and stabilized, albeit smaller, with 20 taxi companies. Staff is projecting \$55,000 in revenue for FY 2023/24.



General Fund Reserve Policy

The Proposed Budget anticipates \$188,863 in General Fund reserves at the end of the fiscal year. The General Fund reserve policy calls for a minimum of 15% of expenditures or \$60,998. Staff is recommending a healthy General Fund reserve to ease jurisdictions into future potential increases.

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 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 nearly \$925,000 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 2023/24, MCEP will be providing technical services related to climate inventory tracking and reporting and development of Climate Action Plan (CAP) updates. Specifically, MCEP will develop community greenhouse gas inventories for all Marin jurisdictions for the inventory years 2021 and 2022. 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. MCEP will also be working with Mill Valley and Novato on their CAP updates. Finally, MCEP will be assisting in the development of a countywide building electrification plan. This work is being paid for with \$37,000 in grant funding from the County through the Marin County Energy Watch Partnership.

Also, during FY 2023/24, MCEP will continue to conduct outreach for the Countywide Electric Vehicle Acceleration Strategy that furthers members' climate action plan goals for EV adoption. This work is being paid for with a \$54,000 grant from TAM that was awarded in January 2020.

The budget also includes a \$100,000 expenditure to partially fund the nonprofit Resilient Neighborhoods (RN), and this is the second year MCEP is providing funding to RN at this level. RN's FY 22/23 workplan included the following tasks and goals:

1. Provide online and in-person classes. Strive to graduate 300-350 residents between 7/1/22 and 6/30/23, with participants located in every jurisdiction.
2. Conduct outreach in all jurisdictions, including providing newsletter, social media, and website content; presentations to interested community groups, elected officials, and sustainability committees; and participation at local events.
3. Promote local utility and agency programs and resources, especially those offered by MCE, the Marin Municipal Water District, and the Transportation Authority of Marin.
4. Provide content, resources, local initiatives to ~ 1800 past participants.
5. Provide quarterly reports to the Marin Climate & Energy Partnership's steering committee on the progress of the outreach activities, number of participants graduating, and actions/pledges taken by program graduates.
6. Reach out to less represented populations to expand the diversity of team makeup and report on efforts and outcomes.

To date, RN has successfully completed these tasks, including conducting outreach in all jurisdictions and establishing a 2030 Climate Challenge. RN is on track to graduate approximately 180 people in FY 22-23, which is 50-60% of the goal. This is mainly due to some unexpected and significant staffing challenges over the past year, as well as the lingering impact of the pandemic. In FY 23-24, RN will be taking steps to increase enrollment. These include hiring an Associate Director to fill staffing shortages; expanding the program offering to include a shorter version with focused outreach to renters, vulnerable communities, and Spanish-speaking people; and tailoring the program for a homeowners' association that wants to be carbon neutral by 2025.

Table 2 – Marin Climate and Energy Partnership

	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Beginning Fund Balance	\$32,956	\$32,682	\$50,582	17,626
Revenue				
Member Contributions	137,500	137,500	137,500	-
Grant/TAM	29,450	22,300	10,450	(19,000)
Grant/County-PG&E	25,000	25,000	37,000	12,000
Total Revenue	\$191,950	\$184,800	\$184,950	(7,000)
Expenditures				
Overhead	7,000	7,000	7,000	-
Contract Services	173,200	159,900	177,950	4,750
Total Expenditures	\$180,200	\$166,900	\$184,950	4,750
Net	\$11,750	\$17,900	\$0	(11,750)
Ending Fund Balance	\$44,706	50,582	\$50,582	5,876

MCEP Reserve Policy

The Proposed MCEP Budget anticipates \$50,582 in reserves at the end of the fiscal year. This meets the reserve policy which is a minimum of one year's MCEP dues or \$37,500 (not including the supplemental RH funding).

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 was recently 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. The Program is now authorized until April 2032.

Table 3 – Abandoned Vehicle Abatement Fund

	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Beginning Fund Balance	\$7,837	\$7,811	\$7,811	(\$26)
Revenue				
Interest	50	60	50	-
DMV Reimbursement	260,000	235,283	260,000	-
Total Revenue	\$260,050	\$235,343	\$260,050	\$0
Expenditures				
Program Administration	12,000	12,000	12,000	-
Jurisdiction Payments	248,050	223,343	248,050	-
Total Expenditures	\$260,050	\$235,343	\$260,050	\$1,950
Net	\$0	\$0	\$0	(\$1,950)
Ending Fund Balance	\$7,837	\$7,811	\$7,860	\$23

Abandoned Vehicle Abatement Fund Reserve Policy

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

MarinMap Fund and Program

Table 4 is the Proposed FY 2023/24 Budget as recommended by the MarinMap Executive Committee. In general, the proposed expenditure budget is similar to previous years. Member dues went unchanged for 20 years apart from a rate holiday for members in FY 21/22 and a one-time reduction of dues by \$3,000 per member in FY 20/21. Over the years, the Program accumulated significant reserves and the rate reductions seemed appropriate given COVID and the uncertainty local jurisdictions were facing. Through the remainder of this fiscal year and into next, MarinMap will be looking at its Program, its future given technology changes, and appropriate funding levels including reserves. Dues for FY 2023/24 are at their historic levels.

Agency membership is to change in the proposed budget with the withdrawal of LAFCO from MarinMap, which results in an ongoing revenue reduction of \$10,000. However, the net member revenue is the same as the prior year because MWPA has joined. LAFCO may rejoin after strategic planning efforts are completed.

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. The Executive Subcommittee identified Projects for the coming year in the amount of \$54,000. This represents the annual member allocation for projects, training, plus incomplete or reallocated projects carried over from FY 2022/23. The following are included in the proposed budget:

- A project for \$5,000 for strategic planning coordination and implementation for the MarinMap program following the Digital Marin strategic planning effort. These funds supplement the estimated \$32,000 identified to be spent in the current budget for developing the Strategic Plan with contractual assistance (GTG).
- A training budget in the amount of \$12,000. It is expected that increased training and training videos will be necessary to implement elements of the MarinMap Strategic plan, along with the expected change from Geocortex based applications to ESRI.
- A project for Digital Marin coordination of \$5,000. This is a placeholder in case additional effort is needed in the coming year.
- The annual \$12,000 set aside for the Member Allocation program. This continues the set aside of up to \$2,000 per agency for extra services that benefit the program at large.
- The annual \$5,000 set aside for technical services in the event MarinMap finds the need for data capture/analysis.
- \$15,000 is set aside for budgeted but unallocated projects. It is possible that new applications will be scoped after the strategic planning efforts and application conversion.
- As in past years, funds are being designated (\$7,500/year) for future orthophoto photographic needs. The Proposed Budget will have a total orthophoto designated reserve of \$37,500. In addition, funds are being designated (\$4,000/year) for any future server needs. The Proposed Budget has the server allocation designated in reserves of \$28,000.

Table 4 – MarinMap Fund

	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Beginning Fund Balance	144,561	164,046	191,826	47,265
Revenue				
Member Contributions	162,000	162,000	162,000	-
Interest	500	1,500	1,500	1,000
Total Revenue	\$162,500	\$163,500	\$163,500	\$1,000
Expenditures				
	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Executive Officer/Overhead	7,000	7,000	7,000	-
Program Administration	32,640	32,640	32,640	-
Other Contract Services	73,000	62,080	73,000	-
Projects	55,000	34,000	54,000	(1,000)
Total Expenditures	\$167,640	\$135,720	\$166,640	(\$1,000)
Net	(\$5,140)	\$27,780	(\$3,140)	\$2,000
Ending Fund Balance	\$139,421	\$191,826	\$188,686	\$49,265

MarinMap Reserves and Reserve Policy

The Fund Balance anticipated for year-end in the Proposed MarinMap FY 2023/24 Budget is \$188,686. As seen in Table 5 below, \$65,500 of that amount is designated. The amount in reserve, however, meets the proposed reserve policy which is a minimum of 20% of revenues plus any designated reserves.

Table 5 – MarinMap Designated Reserves

	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Designated Reserves				
Set aside for ortho photo	30,000	30,000	37,500	7,500
Set aside for server purchase	24,000	24,000	28,000	4,000
Total	\$54,000	\$54,000	\$65,500	\$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 MGSA's newest program and started on July 1, 2020. MGSA took over program responsibilities from the Marin Telecommunications Agency (MTA). The MTA was dissolved as an agency.

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. 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.

Starting in FY 22/23, following a year and a half of operations by MGSA, a cost allocation methodology was implemented. Direct costs are charged directly to the CATV Program. Executive Officer costs are allocated to CATV at 25%. Overall MGSA non-program office expenses and accounting time are charged to CATV at 35%. Budgeted CATV Program operational expenses have decreased again this fiscal year despite increases in cost-of-living contracts and expenses. Since taking over MTA following its dissolution June 30, 2020, costs for the responsibilities to the member agencies have **decreased by 52%**.

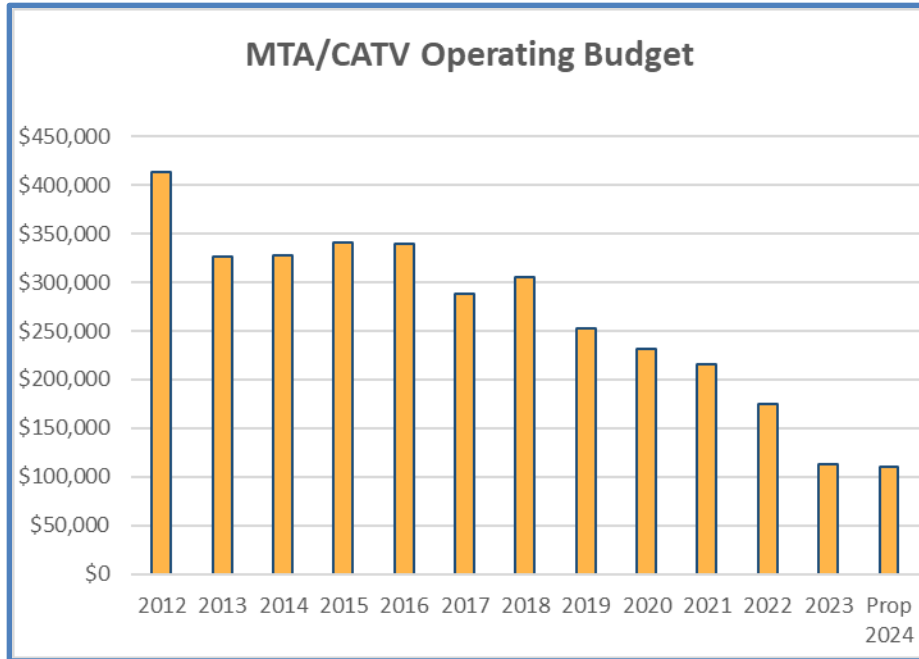


Table 6 – CATV Operating Fund

	Adj Budget 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Beginning Fund Balance	\$173,119	\$206,085	\$86,085	(87,034)
Revenue				
Interest	500	1,200	1,200	700
Franchise Fees	3,600,000	3,200,000	3,500,000	(100,000)
Other Revenue	9,200	9,442	9,500	300
Total Revenues	3,609,700	3,210,642	3,510,700	(99,000)
Expenditures				
MGSA/Program Administration	61,346	64,605	68,786	7,440
Broadband for Jurisdictions	20,000	7,000	10,000	(10,000)
Professional Services	26,353	11,353	26,920	568
Other Expenses	5,000	4,000	5,000	-
Jurisdiction Payments	3,617,002	3,243,684	3,399,994	(217,008)
Total Expenditures	3,729,700	3,330,642	3,510,700	(219,000)
Net	(\$120,000)	(\$120,000)	(\$30,424)	\$120,000
Ending Fund Balance	\$53,119	\$86,085	\$86,085	\$32,966

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 2023/24

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 \$3,500,000 in the above chart is a decrease of \$100,000 compared to the FY 2022/23 budget. Franchise fees are anticipated to remain relatively flat. The decrease is to bring the budget authority closer to reality.

Table 7 – FY 23/24 Estimated Franchise Fee Payments

Member	Last 4 Available Quarters of Fees	%	Estimated Jurisdictional Franchise Payments
Belvedere	61,601	1.88%	64,027
Corte Madera	186,908	5.71%	194,271
Fairfax	123,607	3.78%	128,477
Larkspur (Not a member)	N/A	N/A	N/A
Mill Valley	274,335	8.39%	285,143
Novato (Not a member)	N/A	N/A	N/A
Ross	56,141	1.72%	58,353
San Anselmo	224,353	6.86%	233,191
San Rafael	936,546	28.63%	973,440
Sausalito	157,550	4.82%	163,757
Tiburon	194,420	5.94%	202,079
Marin, Unincorp	1,055,669	32.27%	1,097,256
Total	\$3,271,132	100%	\$3,399,994

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 2022/23	Est Actual 2022/23	Proposed 2023/24	Bud 22/23 vs 23/24 Prop
Beginning Fund Balance	\$1,148	\$1,166	\$1,166	\$18
Revenue				
Interest	500	30	30	(470)
PEG Fees	750,000	670,000	750,000	-
Total Revenues	\$750,500	\$670,030	\$750,030	(\$470)
Expenditures				
Community Media Center Contract	750,000	670,030	750,030	30
Total Expenditures	\$750,000	\$670,030	\$750,030	\$30
Net	\$500	\$0	\$0	(\$500)
Ending Fund Balance	\$972	\$1,166	\$1,166	\$194

PEG Fund Reserve Policy

Maintain a minimum of \$500.

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

The contributions shown in **Table 9A** below reflect the County, cities’, and towns’ share of MGSA programs’ costs. **Table 9B** includes the Animal Care and Control Program which MGSA manages on behalf of the County. 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 9A – Member MGSA Program Contributions for FY 2023/24

Member ¹	General Admin		Shared Contracts ²		Streetlights		MCEP		MarinMap		Mediation		MGSA Total	
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	2022/23	2023/24
Belvedere	3,005	361	-	644	500	500	3,061	3,061	6,000	6,000	745	792	13,312	11,359
Corte Madera	6,496	1,167	-	2,075	1,016	1,024	5,223	5,223	9,000	9,000	3,618	3,819	25,354	22,308
County	42,525	7,584	-	37,167	2,821	2,828	20,664	20,664	10,000	10,000	24,128	25,508	100,138	103,752
Fairfax	3,856	684	-	1,212	808	810	4,536	4,536	6,000	6,000	2,705	2,825	17,905	16,066
Larkspur	7,843	1,437	-	2,554	1,073	1,104	5,811	5,811	9,000	9,000	4,399	4,873	28,126	24,779
Mill Valley	10,494	1,846	-	3,287	1,151	1,100	6,451	6,451	9,000	9,000	5,249	5,274	32,344	26,957
Novato	27,454	4,839	-	8,572	5,242	5,227	17,024	17,024	10,000	10,000	19,294	19,969	79,014	65,632
Ross	2,900	513	-	-	-	-	3,192	3,192	6,000	6,000	919	876	13,010	10,581
San Anselmo	7,368	1,319	-	2,341	903	905	5,946	5,946	9,000	9,000	4,577	4,815	27,794	24,327
San Rafael	31,614	5,721	-	10,138	6,087	6,100	18,526	18,526	10,000	10,000	21,289	23,061	87,516	73,546
Sausalito	5,857	1,026	-	1,829	899	901	4,497	4,497	9,000	9,000	2,653	2,693	22,906	19,948
Tiburon	8,588	1,502	-	2,681	500	500	5,068	5,068	9,000	9,000	3,411	3,410	26,567	22,161
BMK CSD	-	-	-	-	500	500	-	-	-	-	-	-	500	500
FCA	-	-	-	-	-	-	-	-	10,000	10,000	-	-	10,000	10,000
LAFCO	-	-	-	-	-	-	-	-	10,000	-	-	-	10,000	-
M. CSD	-	-	-	-	500	500	-	-	-	-	-	-	500	500
TAM	-	-	-	-	-	-	12,500	12,500	10,000	10,000	-	-	22,500	22,500
MCE	-	-	-	-	-	-	12,500	12,500	-	-	-	-	12,500	12,500
MMWD	-	-	-	-	-	-	12,500	12,500	10,000	10,000	-	-	22,500	22,500
MWPA	-	-	-	-	-	-	-	-	-	10,000	-	-	-	10,000
SASM	-	-	-	-	-	-	-	-	10,000	10,000	-	-	10,000	10,000
RVSD	-	-	-	-	-	-	-	-	10,000	10,000	-	-	10,000	10,000
TOTAL	\$158,000	\$28,000	\$0	\$72,500	\$22,000	\$22,000	\$137,500	\$137,500	\$162,000	\$162,000	\$92,986	\$97,914	\$572,486	\$519,914

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; MWPA, Marin Wildfire Prevention Agency; RVSD, Ross Valley Sanitary District.

² Shared Contracts - Voluntary participation in contract(s) for economy of scale. FY 23/24 includes Placer.ai with distribution methodology in document.

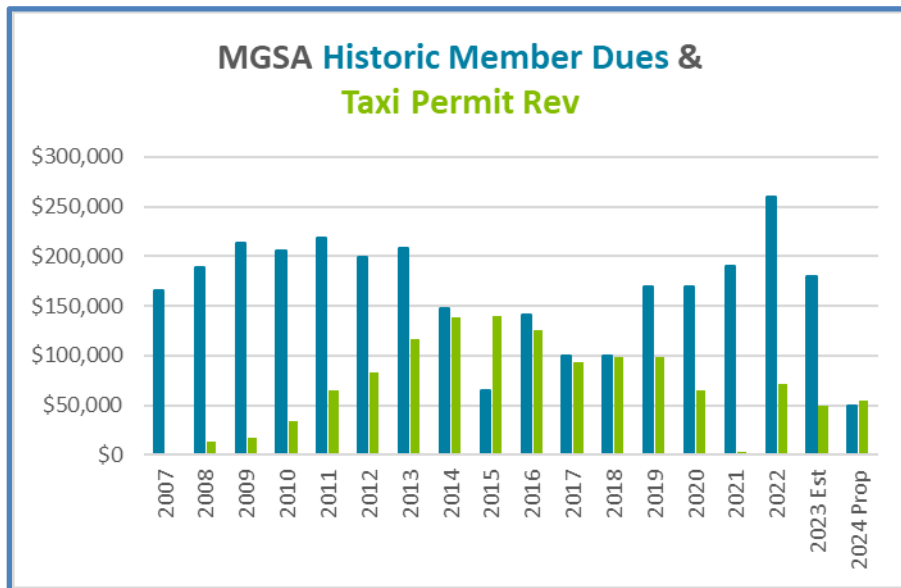
Table 9B – Member Program Contributions and Animal Services Payments for FY 2023/24

	MGSA Programs Total		Animal Services ²		Total Invoice Amount	
	22/23	23/24	22/23	23/24	22/23	23/24
Belvedere	13,312	11,359	27,275	29,088	40,587	40,447
Corte Madera	25,354	22,308	101,658	123,109	127,012	145,417
County ²	100,138	103,752	1,019,876	1,150,346	1,120,014	1,254,098
Fairfax	17,905	16,066	108,150	117,100	126,055	133,166
Larkspur	28,126	24,779	141,697	156,666	169,823	181,445
Mill Valley	32,344	26,957	184,502	201,789	216,846	228,747
Novato	79,014	65,632	727,965	767,558	806,979	833,189
Ross	13,010	10,581	40,171	38,407	53,181	48,988
San Anselmo	27,794	24,327	144,108	146,708	171,902	171,035
San Rafael	87,516	73,546	679,210	803,169	766,726	876,716
Sausalito	22,906	19,948	119,855	128,638	142,761	148,586
Tiburon	26,567	22,161	105,284	107,927	131,851	130,088
BMK CSD	500	500	-	-	500	500
FCA	10,000	10,000	-	-	10,000	10,000
LAFCO	10,000	-	-	-	10,000	-
M. CSD	500	500	-	-	500	500
TAM	22,500	22,500	-	-	22,500	22,500
MCE	12,500	12,500	-	-	12,500	12,500
MMWD	22,500	22,500	-	-	22,500	22,500
MWPA	-	10,000	-	-	-	10,000
SASM	10,000	10,000	-	-	10,000	10,000
RVSD	10,000	10,000	-	-	10,000	10,000
TOTAL	\$572,486	\$519,914	\$3,399,751	\$3,770,506	\$3,972,237	\$4,290,421

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; MWPA, Marin Wildfire Prevention Agency; RVSD, Ross Valley Sanitary District.

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

The FY 2023/24 proposed General Fund operating budget, including the Streetlight Program overhead, is based on member contributions of \$50,000. The graph below shows historic member contributions as well as taxi revenue. Agency payments declined starting in 2014 due to the receipt of ongoing taxi revenue. Significant taxi 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 taxi revenues due to COVID-19 and stay-in-place orders resulted in a sharp increase in contributions in FY 2021/22. With the return of taxi revenues and their stabilization, and the use of excess fund balance, staff is recommending that agency contributions decrease by \$130,000. New agreed contracts is in addition to this contribution.



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	Dues Share	Other Contracts*	TOTAL
Belvedere	1,631,090,982	0.02	248	2,080	0.01	113	361	644	\$1,005
Corte Madera	4,089,995,476	0.04	621	10,028	0.04	546	1,167	2,075	\$3,242
Fairfax	1,844,596,764	0.02	280	7,418	0.03	404	684	1,212	\$1,896
Larkspur	4,875,769,858	0.05	740	12,797	0.05	697	1,437	2,554	\$3,991
Mill Valley	7,188,534,178	0.08	1,092	13,850	0.05	754	1,846	3,287	\$5,132
Novato	13,062,355,314	0.14	1,984	52,441	0.20	2,855	4,839	8,572	\$13,411
Ross	2,551,170,252	0.03	387	2,301	0.01	125	513	N/A	\$513
San Anselmo	4,152,291,084	0.05	631	12,645	0.05	688	1,319	2,341	\$3,660
San Rafael	15,958,659,663	0.17	2,424	60,560	0.24	3,297	5,721	10,138	\$15,859
Sausalito	4,223,535,525	0.05	641	7,072	0.03	385	1,026	1,829	\$2,856
Tiburon	6,679,308,084	0.07	1,014	8,956	0.03	488	1,502	2,681	\$4,183
Marin, Unincorp	25,924,912,408	0.28	3,937	66,987	0.26	3,647	7,584	37,167	\$44,752
Total	\$92,182,219,588	1.00	\$14,000	257,135	1.00	\$14,000	\$28,000	72,500	\$100,500

* Other Contracts – This column has its own agreed upon allocation methodology.

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	Number of Streetlights	%	% without <\$500	Share
Belvedere	154	1.0%		500
Bel Marin Keys District	144	0.9%		500
Corte Madera	759	4.8%	5.1%	1,024
County, Unincorporated	2,096	13.4%	14.1%	2,829
Fairfax	600	3.8%	4.0%	810
Larkspur	818	5.2%	5.5%	1,104
Marinwood District	290	1.8%		500
Mill Valley	815	5.2%	5.5%	1,100
Novato	3,874	24.7%	26.1%	5,227
Ross	N/A	N/A	N/A	N/A
San Anselmo	671	4.3%	4.5%	905
San Rafael	4,521	28.8%	30.5%	6,100
Sausalito	668	4.3%	4.5%	901
Tiburon	280	1.8%		500
Total	15,690	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 MGSA 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. There are currently 4 submittals going through the permit process in San Rafael.

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 and significantly reduced permit fees in FY 21/22. The Program is anticipated to slowly recover and stabilize over the next couple of years.

Marin Climate and Energy Partnership

The MCEP Program has a steering committee made up of its members and is responsible for setting the priorities and making recommendations on policy and budget issues. All MGSA cities, towns, and County participate. In addition, the Marin Municipal Water District, Marin Clean Energy, 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. Starting in the current year's budget, FY 2022/23, with input from the Marin Manager's Association an additional \$100,000 is included to partially fund the nonprofit, Resilient Neighborhoods. Each MCEP member agency (TAM, MCE and MMWD) contribute \$10,000, and the remaining \$70,000 would be funded by jurisdictions based on population. The program cost would be in addition to the \$2,500 currently assessed to each MCEP member.

MarinMap

MarinMap is funded by member fees, grants, and special assessments on members. Assessments are a flat \$10,000, \$9,000, or \$6,000 fee based on agency size. Member dues were reduced in FY 20/21 and waived in FY 21/22 to assist jurisdictions with COVID financial impacts. They return to their historic levels with this FY 22/23 Budget.

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. Novato and Larkspur are the two agencies that are not members. The Program expenses are deducted from franchise fees prior to distribution to members. The expenses are allocated to jurisdictions based on their percentage of franchise fee receipts the prior four quarters.

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 2023/24 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 Fund 8019 (Code 8641)

G/L		FY 2023/24
421225	Other Permits – Taxicab	(55,000)
441115	Interest on Pooled Funds	(2,500)
453110	Other Misc Rev (Overhead/Mngt Fee)	(69,223)
461250	City Contributions	(122,500)
462610	Charges Other – Telecom	(30,000)
522510	Professional Services	325,453
522545	Prof Services – Legal	25,000
522585	Administration & Finance Services	15,500
521615	Insurance Premiums	16,049
521310	Communications Services	0
522925	Rent & Operating Leases	13,500
522410	Office Supplies	11,153

MGSA General Fund MCEP Fund 8019 (Code 8642)

G/L		FY 2023/24
453110	Grant Revenue/Other Misc. Rev	(47,450)
461250	City Contributions	(137,500)
522510	Professional Services	184,950

MGSA Abandoned Vehicle Abatement Fund 8010

G/L		FY 2023/24
441115	Interest on Pooled Funds	(50)
451970	State - Abandoned Vehicle	(260,000)
522510	Professional Services	260,050

MGSA MarinMap Fund 8020

G/L		FY 2023/24
441115	Interest on Pooled Funds	(1,500)
461250	City Contributions	(162,000)
522510	Professional Services	166,640

CATV Operating Fund 8017

G/L		FY 2023/24
421610	Franchise Fees	(3,500,000)
441115	Interest on Pooled Funds	(1,200)

470310	Misc Revenues (Larkspur)	(9,500)
521315	Communication - Broadband	10,000
521615	Insurance Premiums	0
522210	Memberships	4,000
522410	Office Expense	0
522510	Professional Services	80,706
522545	Prof Services – Legal	15,000
522575	Prof Services – System Maintenance	0
522585	Prof Services – Audit and Accounting	0
522925	Rents and Leases	0
523410	Transportation and Travel	1,000
524710	Contribution Non-County Agency	3,399,994

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

G/L		FY 2023/24
421610	PEG Fees	(750,000)
441115	Interest on Pooled Funds	(30)
524710	Contribution Non-County Agency	750,030

EXHIBIT A

FY 2023/24 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.

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.



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MGSA Oversight & Administration

Executive Oversight	
1	Provide effective management oversight of agency and ten 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
2023/24 Initiatives	
6	Based on Board action, revise Board Meeting format and strive to transition to a hybrid virtual and in-person meeting format post COVID
7	Assist with county-wide Digital Marin Strategic Plan action items as well as any relevant insights and input to the project organizers
8	Research and explore possible future MGSA programs
Information Technology	
9	Develop, maintain, and manage electronic file software that controls and monitors file access, backup, and security
10	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
11	Maintain website with accurate and timely information, keep software updated, and manage domains and hosting accounts
Finance	
12	Accurately handle all financial transactions including accounts payable, accounts receivable, invoicing, grants management, and jurisdiction/agency allocation of costs
13	Retain and work with financial accounting and auditing firm to develop, review, and produce the Annual Year-End Financial Report
14	Manage budget process for MGSA and all programs that is transparent and allows the Board an opportunity to discuss appropriate policy issues
15	Ensure compliance with all contract and other documents for federal, State, and County grants including all reporting and payment processing
Human Resources	
16	Supervise and manage ongoing contract program support and coordination

17	Recruit and manage orientation and training process for new contractors as needed
Property Management	
18	Manage storage office sublease with TAM and resolve any related issues including space, mail management, and copier use
Risk Management	
19	Manage insurance acquisition and renewal
Board Management / Clerk Functions	
20	Maintain required hard copy records as well as electronic records systems which are secure and backed up
21	Develop and maintain consistent logo, letterhead, and communication materials
22	Complete all required official filings including Form 700, LAFCO, and State Controller reporting
23	Manage the MGSA Board Agenda Process such that all agendas, staff reports, minutes, and resolutions are accurate, informative, and clear
24	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

Animal Care & Control

1	Manage Animal Care and Control Program as outlined in the three fiscal year 1/10/23 Agreement between MGSA and Marin County
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

CATV - 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
2023/24 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.

Marin Climate and Energy Partnership (MCEP)

1	Provide advice, management, and support to the MCEP Program
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
2023/24 Initiatives	
8	Update Climate Action Plans and/or develop content for General Plans for Mill Valley, Novato, Ross, San Anselmo, and others as requested
9	Develop community-wide and government operations GHG emissions inventories for all jurisdictions for calendar year 2021.
10	Assist in development of a Marin County Electrification Plan
11	Conduct outreach and council/board presentations for adoption of Countywide Electric Vehicle Acceleration Strategy
12	Assist jurisdictions in adoption of model green building that exceeds State requirements, such as requiring all-electric new construction
13	Explore opportunities to collaborate on implementation of SB 1383.
14	Continue efforts to adopt the model Reusable Foodware Ordinance by all Marin jurisdictions
15	Develop an online compendium of available funding resources for Climate Action Plan implementation

16	Support Resilient Neighborhoods in their efforts to enroll participants in the program
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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

Executive Subcommittee Goals

4	Continue providing effective customer service to customers seeking geographical information
5	Continue to evaluate the cost of service to taxpayers and ratepayers
6	Continue to seek datasets that can be integrated into the MarinMap platform to encourage and benefit all users
7	Ensure data availability to first responders, be available as needed to community volunteer disaster planning groups
8	Encourage member participation to ensure decisions best represent the needs of all members
9	Continue to encourage cooperation among public agencies, reducing redundancies, improving efficiency and minimizing conflicts
2023/24 Initiatives	
10	Be a technical resource to facilitate Digital Marin's goals and incorporate as needed relevant aspects of the County's Digital Marin Strategic Plan
11	Work with consultants, County of Marin, jurisdictions, and MarinMap member agencies to complete the development of MarinMap's Strategic Plan
12	Implement elements of the MarinMap Strategic Plan

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
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2	Coordinate allocation methodology with District Attorney’s Office, check for accuracy, assess costs, collect payments, and distribute to the District Attorney’s Office
2023/24 Initiatives	
3	Create a jurisdiction subcommittee to conduct a Mediation Program Review of the District Attorney managed community service

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

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

Taxi Regulation

1	Ensure that MGSA member agencies are in compliance with California State taxi 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
5	Process taxi permits in an efficient and cost-effective manner
2023/24 Initiatives	
6	Consider cannabis testing regulations for Drivers’ Permits due to changes in state law



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MARIN GENERAL SERVICES AUTHORITY

ADOPTION OF THE FISCAL YEAR 2023/24 ANNUAL OPERATING BUDGET AND WORKPLAN

RESOLUTION 2023 - 04

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 11, 2023; 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 and Workplan for Fiscal Year 2023/24 as shown in the attached Exhibit A.

3. Data input discrepancies and conflicting or unclear financial terminology in the budget or resolution may be interpreted by agreement of the President of the MGSA Board of Directors, MGSA General Counsel and the MGSA Executive Officer.

Adopted this 11th day of May 2023.

Ayes: Alilovich, Blunk, Chanis, Eilerman, McGill, Poster, Zadnik

Noes: Alilovich, Blunk, Chanis, Eilerman, McGill, Poster, Zadnik

Absent: Alilovich, Blunk, Chanis, Eilerman, McGill, Poster, Zadnik

Greg Chanis
President, MGSA Board of Directors

Attested By:

Michael S. Frank
Executive Officer

Resolution 2023-04 Exhibit A**MGSA General Fund Operating Fund 8019 (Code 8641)**

G/L		FY 2023/24
421225	Other Permits – Taxicab	(55,000)
441115	Interest on Pooled Funds	(2,500)
453110	Other Misc Rev (Overhead/Mngt Fee)	(69,223)
461250	City Contributions	(122,500)
462610	Charges Other – Telecom	(30,000)
522510	Professional Services	325,453
522545	Prof Services – Legal	25,000
522585	Administration & Finance Services	15,500
521615	Insurance Premiums	16,049
521310	Communications Services	0
522925	Rent & Operating Leases	13,500
522410	Office Supplies	11,153

MGSA General Fund MCEP Fund 8019 (Code 8642)

G/L		FY 2023/24
453110	Grant Revenue/Other Misc. Rev	(47,450)
461250	City Contributions	(137,500)
522510	Professional Services	184,950

MGSA Abandoned Vehicle Abatement Fund 8010

G/L		FY 2023/24
441115	Interest on Pooled Funds	(50)
451970	State - Abandoned Vehicle	(260,000)
522510	Professional Services	260,050

MGSA MarinMap Fund 8020

G/L		FY 2023/24
441115	Interest on Pooled Funds	(1,500)
461250	City Contributions	(162,000)
522510	Professional Services	166,640

CATV Operating Fund 8017

G/L		FY 2023/24
421610	Franchise Fees	(3,500,000)
441115	Interest on Pooled Funds	(1,200)
470310	Misc Revenues (Larkspur)	(9,500)
521315	Communication - Broadband	10,000
521615	Insurance Premiums	0
522210	Memberships	4,000

522410	Office Expense	0
522510	Professional Services	80,706
522545	Prof Services – Legal	15,000
522575	Prof Services – System Maintenance	0
522585	Prof Services – Audit and Accounting	0
522925	Rents and Leases	0
523410	Transportation and Travel	1,000
524710	Contribution Non-County Agency	3,399,994

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

G/L		FY 2023/24
421610	PEG Fees	(750,000)
441115	Interest on Pooled Funds	(30)
524710	Contribution Non-County Agency	750,030



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MEMORANDUM

DATE: May 11, 2023

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 2023 through June 2024

Recommendation

Receive and consider CMCM's Annual Plan and Budget for July 2023 through June 2024 and provide input to the CMCM for consideration in finalizing its Plan and Budget for FY 2023/24.

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, 2023. 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 2023/24 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

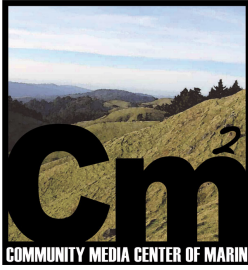
- Other activities planned by CMCM
- The operating and capital equipment and facilities budgets which show the projected revenues and expenditures for 2023/2024, planned capital improvements and planned equipment purchases of new or replacement equipment

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 FY 2023/24 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 2023/24



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

Michael Frank, Executive Director



**Community Media Center of Marin
Annual Plan and Budget 2023/24**

To the MGSA Board,

April 2023

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 fourth 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,

A handwritten signature in black ink, appearing to read 'Michael Eisenmenger', written in a cursive style.

Michael Eisenmenger
Executive Director CMCM



Community Media Center of Marin Annual Plan and Budget 2023/24

The past fiscal year has been one primarily devoted to the needs of cities and county agencies as they prepared for a return to in-person meetings. The Media Center reopened in June 2021 with the end of the pandemic and has been offering full services to the public since. Despite a delay in returning to pre-pandemic usage the center has been fairly active. Our government work remained our biggest priority again this past year as we completed more new video installations, upgraded others and converted all to hybrid Zoom capabilities. Government production services revenue remained below average as meetings largely continued as virtual meetings until the return to in-person meetings in March.

CMCM's budget remained stable and predictable, we are currently projecting coming in under budget. PEG fees have remained consistently stable despite pandemic and industry turmoil.

Going forward, the Community Media Center projects a budget for the 2023/24 fiscal year consistent with recent years with a modest increase. As in past years, our largest budget items continue to be salary related, particularly as government and fee-for-service production work is expected to increase requiring additional part time staff. We eliminated one FT position during the pandemic with the departure of a staffer, but anticipate that may be filled soon with another new $\frac{3}{4}$ or FT position in the coming year as demand increases. We do anticipate additional capital spending this year for upgrades, mainly to the computer lab, master control and continued city support.

PEG Programming (background)

The previously submitted CMCM **2022-23 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 develop our youth and education programming. 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 past year, CMCM opened a smaller podcast studio for our members in addition to the larger professional studio available. The small studio accommodates up to three people and is simplified for host operation, eliminating the need for a support crew. Public trainings for the use of this

studio started this past fiscal year and we expect to see more programming coming from this as a result.

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 and most hectic channel to support, both in amount of content produced and in staff time devoted to it. Almost all of MGSA's member jurisdictions now air their meetings on the Government Channel, and soon all will. The channel currently carries meetings from San Rafael, San Anselmo, Mill Valley, Larkspur, Novato, Fairfax, Sausalito, Corte Madera, County of Marin meetings, Marin Clean Energy, Ross Valley Sanitary District, Tam School Board, MMWD, LAFCO and First 5 Marin. This year we will be adding Ross, Tiburon and Belvedere to our rotation in addition to new agencies including Marin Wildfire prevention Authority, Richardson Bay Regional Agency, Marin Transit and TAM. In addition to cable scheduling, CMCM provides meeting production services for many of these jurisdictions that also includes archiving online and in-house.

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. On weeknights live government programming frequently airs on the Educational Channel pre-empting other content due to the sheer volume of government meetings we cover.

We also receive occasional local content from Tam High, ComAcad, Redwood, Marin Academy, Kent Middle School, CFI, MarinSel, Youth in Arts and San Rafael High. We also 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.

CMCM staff continue to seek out other educational programming from external sources. Content still includes lectures and courses from Yale, UCTV, Stanford, National Gallery of Art, Cambridge and University of London, Commonwealth Club, Hillsdale College, Ted Talks, Ink Talks, Bioneers, Schumacher Center 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 (background)

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 offering of the foundation courses are a requirement of the current DAP agreement and provide residents with all they need to begin producing content for the channels. After initial high demand when the center opened,

enrollments in the foundation courses have steadily leveled off. To address this and increase interest, CMCM will offer special courses and advanced courses as needed.

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. We've hosted the California Film Institute youth program for several years now.

In addition to formal coursework, CMCM members continue to hold regular *Media Mixers*, which strengthen the work of our community of users. The mixers can 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.
- 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 at more community events, the County Fair, EcoFest and other local 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.

CMCM 2023/24 Budget

CMCM's budget for 2023/24 is consistent with last year, showing modest growth in some expenses and reductions in others. The total budget is in keeping or lower with projections we made several years ago. Increases projected for this year include healthcare, insurance and utilities as well as an anticipated increase in ongoing equipment repairs/replacement. We anticipate PEG fees to remain flat but not decline.

The CMCM Board has been planning for future capital equipment upgrades 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 has remained intact. Anticipated Capital Expenditures are outlined in the Capital Budget report to follow.

City Capital Equipment Fund and Upgrades

Current and future funding for city equipment installations is budgeted from PEG fees with all upgrades planned carefully from that finite source of funding. In the last two and a half fiscal years, we completed numerous upgrades to HD, zoom hybrids and new installations for all our cities. We are currently upgrading encoders in each location to facilitate better live cablecasting of meetings. This will enable recording and archiving of the broadcast quality program to our digital archive in HD. 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. In some cities we automated workflows for hybrid meetings and trained staff in usage to record some meetings on their own.

Expect the Unexpected

CMCM takes a cautious approach to spending since many unexpected factors (good and bad) can come into play with non-profits in the PEG sector. Stable PEG fees and the cable industry as a whole are a constant wildcard, as are legislative initiatives by corporate lobbying groups that can have disastrous consequences. For this reason CMCM has always maintained a capital fund to protect future capital assets and also to provide for a period of emergency operating expenses in keeping with non-profit best practices.

One potential 'unexpected' and bad expense in the future may be the sale of the building in which CMCM currently operates the media center and master control, such a sale could force a relocation elsewhere with less desirable lease terms. Fortunately CMCM has 3 years remaining on our current lease and we safeguarded an option for 5 additional years. This gives the organization both room for negotiation and more time to plan if a move should become necessary.

A more positive unexpected is that the City of Novato may be contracting with CMCM for their DAP services with the impending closure of their current service provider (NCTV). CMCM has been providing production services for the City's meetings for the last eight years, this new agreement would include public access services and channel operations. There is no contractual detail at this writing and should this come to pass the budget will be amended to reflect the change.



CMCM ANNUAL BUDGET (July 1, 2023 - June 30, 2024)

	2023/24
OPERATING REVENUE	
PEG Fees*	700,000
Additional Interest Income/Dividends from reserve	30,000
Prod. Services Income & City Meetings	140,000
Other Income (grants, donations)	20,000
Course/Membership Related Fees	16,000
iNet/Midas Reimbursement	6,000
Total Revenue	\$912,000
EXPENSES	
INET/Midas Cost	6,000
Facilities Lease/Utilities/Expenses	124,375
Equipment Purchase/Repair/Rental	20,000
Office/Business Expense	5,000
Advertising/Promotion	5,000
Professional Services (CPA, Legal, etc.)	15,000
Event Expenses	4,000
Insurance Expenses	20,100
Salaries	510,000
Benefits/Payroll Taxes	170,700
Travel, Meeting & Staff Development	4,000
Other Costs (memberships, etc.)	3,000
Total Expenses	\$887,175
Operating Surplus/(Deficit) Before Cap Equip	\$24,825
City Capital Equipment Replacement	(16,000)
Computer Lab/Studio Capital Replacement	(35,000)
Media Center Field Switcher	(1,200)
Master Control Server	(33,000)
TOTAL Capital Equipment Replacement	(96,000)
Total Balance	(71,175)

Notes

*Note, estimate based on 1Q 2023 fees.

2023/24 Depreciation, estimated at 210,000, not included on this budget overview.

CMCM Capital Planning 2023-25

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, the three Marin TV PEG channels and numerous city installations. 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 MGSA. 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 government 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 (2020/23 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. This planning document, looking five years forward, is a coherent and easily achievable plan given reasonable assumptions. To date, CMCM has maintained an adequate capital reserve totaling more than 1M to meet upcoming anticipated needs. In the meantime, we will repair equipment when possible and replace items only when necessary.

Our largest equipment cost center is always our city facilities and our master control which serves all the channel needs, especially the more demanding government services. After a two and half year push, we finally have all the city sites updated and likely set for another five years with nothing more than usual maintenance/repair. Since CMCM does all the equipment design/planning, purchasing and integration internally, we are able to keep overall costs dramatically lower than what outside commercial integrators would charge. We only outsource electrical contracting when needed, all other work is handled by CMCM staff.

2023-25 Capital 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 replaced the original 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.

These 2013 computers are now ten years old, and though serviceable for some tasks; they are showing their age and slowness for more complex functions like video editing. Several have needed hard drive replacements which staff perform in house. Apple recently replaced their chip set and support for the current hardware will eventually end. This upgrade was planned for the current FY, but delayed due to other work as well as awaiting Apple's new chipset.

Replacement Cost: \$35,000 (status – upgrade in 2023/24)

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 serviceable and in use. Though slated for replacement in the last replacement cycle, these cameras purchased in 2009 still meet our minimum HD standards and have been relatively trouble free. Now 14 years old, it would generally be advisable that they be replaced, but we will delay replacement until the cameras exhibit issues or become unserviceable. The control room is also serviced by two older MacPro computers dating to 2009. It is beyond time to replace these as they have reached EOL for the chipset/software configurations.

Estimated Cost:

Studio Cameras \$45,000 (status – delayed)

Computers: \$6000 (status – upgrade in 2023/24)

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 given lighter usage of late. The majority of the existing cameras and accessories have survived frequent member use with minor repairs and accessory replacements. The 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 many 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. Current equipment is serviceable for our needs at present though we may upgrade the switcher in one unit for expanded recording. We have purchased smaller systems from our normal annual budget for government related tasks not requiring larger systems.

(status – partial upgrade, other upgrades 2024/25)

Replace one switcher: \$1200

Master Control – Channel Operation Equipment

Head-End Equipment for PEG channel operation, program archiving and web streaming. The current cablecast server equipment is now six years old but still

serviceable though we are exceeding our encoding capacity now with so many cities onboard. Rather than a complete upgrade, it would be wiser and more efficient phase in additional new servers to handle the additional workload for live meeting encoding. Other servers will be replaced when EOL is reached and updates are no longer possible.

(status – partial upgrade)

(1) Cablecast VIO 4 server, 8 I/O 40TB. \$30,000

(1) Apple Mac Studio with storage and encoding software: \$3000

Total anticipated for 2023/24: \$33,000

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 begin replacement of our phone system this year with an IP system.

(status – replace 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 in 2017 and are currently adequate.

(status – replace 2024-25 or as needed)

Distributed Access Origination – City Facilities

Over the last three years, CMCM has completed new or upgraded HD and/or Zoom hybrid systems to every city facility we service at a cost of over 150K and thousands of hours of labor. HD Upgrades entail replacing all the cameras, switcher and recorder along with other distribution equipment. Zoom Hybrid upgrades are generally two computers with associated distribution equipment. Systems are kept as identical as possible for ease of switching operators and to ensure easier stocking of replacement equipment which we keep on hand. CMCM covers the entire cost of the equipment and installation from PEG fees, only the occasional non-PEG related items are paid for by the cities. CMCM also took on fee for service based installations for two new agencies, these organization pay the entire cost of equipment and installation. It's a long list now of those we serve:

MGSA Members:

Belvedere – Installed a single camera system for staff operated hybrid meetings

Corte Madera – Moved all equipment to temporary location, installed hybrid equipment. Assisting in A/V planning for new municipal building

Fairfax - Upgraded to HD hybrid system, replaced projection system and screen

Mill Valley – no changes requested

Ross – new 4 camera hybrid installation and replacement of audio system

San Rafael - upgraded to hybrid system, ADA assisted listening, microphone repairs

San Anselmo - Upgraded to HD hybrid system and expanded audio equipment

Sausalito - upgraded to hybrid system, replaced entire audio system

Tiburon - new 4 camera hybrid installation

Non-MGSA Member:

Larkspur – Upgraded to HD hybrid system

Other: Fee for Service Clients:

Marin Clean Energy (San Rafael/Concord) – no update necessary

Ross Valley Sanitation – Installed a single camera system for staff operated hybrid meetings, with presentation screen and complete audio system

Marin Wildfire Prevention Agency - new 4 camera hybrid installation with wireless audio system, projectors and screens. This location will service the meeting needs for numerous County-wide agencies.

Marin Municipal Water District – Installed hybrid upgrade and expanded audio system/microphones.

CMCM also provides production services for The **City of Novato** and some agencies at the **Marin County Civic Center**. Equipment in those locations was installed by third party commercial integrators.

For 2023/24 CMCM only plans regular maintenance/replacement of existing equipment and installing additional HELO encoders for each city location to facilitate live RTMP streams which can be received back at the CMCM master control for automated distribution to the cable channels and web streams. We have upgraded network switches in our Master Control to better accommodate the traffic but are still experiencing issues with the Midas network that frequently suffers from bandwidth capacity issues that prevent usable RTMP streams. As a result, we currently take all live meetings through Zoom on our Comcast internet connection, this is a more labor intensive process we hope to avoid in the near future. If the Midas issues cannot be adequately solved, we will need to seek a different fiber provider to service our needs for receiving streams from the cities. **(status – ongoing)**

Anticipated 2023/24:

6 additional city encoders \$8000

Additional equipment for use as standby replacements: \$8,000

Total Anticipated Capital Equipment Replacement Spending 2023/24

Media Center Computer Lab:	\$30,000
Media Center Studio Computers:	\$5000
Media Center Field Switcher:	\$1200
Master Control Servers:	\$33,000
City Chamber Equipment:	\$16,000
TOTAL	\$96,000



900 Fifth Avenue, Suite 100
San Rafael, CA 94901
415.446.4428
maringsa.com

MEMORANDUM

DATE: May 11, 2023

TO: MGSA Board of Directors

FROM: Michael Frank, Executive Officer

SUBJECT: Agreement for Marin Jurisdiction Use of Placer Labs, Inc. Software

Recommendation

By motion, approve **Resolution 2023 – 5** authorizing the Executive Officer to sign an Agreement with Placer Labs, Inc. for software access by participating Marin General Services Authority Members and allowing the Executive Officer and General Counsel finalize the agreement language under the draft terms outlined in **Attachment F1**.

Background

Placer Labs, Inc. provides a specialty software called Placer.ai that analyzes foot traffic by collecting geolocation data to help better understand businesses or industries that are drawing people to communities. This data includes the number of people visiting certain properties or segments of a community. The data also provides a better understanding of where people come from, where people are going to work, and where people like to go.

Discussion

MGSA was approached by Marin County and other Marin jurisdictions about their interest in access to the Placer.ai data for economic development purposes. Due to MGSA’s structure and familiarity with collaborative efforts, with varied participation and invoicing methodologies, MGSA was asked to “host” the agreement. By working together, jurisdictions were able to get significantly reduced pricing.

Draft terms are included **Attachment F1**. Due to time constraints, staff is requesting the Board allow the Executive Officer and the General Counsel to finalize agreement language and have the Executive Officer sign the contract.

Attachments

- **Attachment F1** – Draft terms for Placer.ai software use for FY 2023/24, FY 2024/25, and optional FY 2025/26 between Marin General Services Authority and Placer Labs, Inc.
- **Attachment F2** – Resolution 2023 – 5 titled, “Approval of Agreement for Software Access by Marin Jurisdictions with Placer Labs, Inc.”

DRAFT TERMS**I. Services Provided**

The services provided under this Agreement include:

- Access, via Placer Venue Analytics Platform (“**Placer’s Platform**”), to all major venues within the United States
- Access is granted to Customer and the following Specified Entities (“Specified Entities”): Marin County, City of Belvedere, City of Corte Madera, City of Fairfax, City of Larkspur, City of Mill Valley, City of Novato, City of Ross, City of San Anselmo, City of San Rafael, City of Sausalito, and the City of Tiburon. Customer and Specified Entities must not share Placer Data or access to the Services with any other third parties. To that end, Specified Entities are required to sign a Specified Entities Addendum prior to receiving access.
- Access, via Placer’s Platform, to reports, including Visits, Trade Areas, Customer Journey, Customer Insights, Dwell Times, and Visitation by Hour/Day
- Actionable insights include:
 - Accurate foot traffic counts and dwell time
 - True Trade Areas displaying frequent-visitors-density by home and work locations
 - Customers’ demographics, interests, and time spent at relevant locations
 - Where customers are coming from and going to, and the routes they take
 - Benchmarking of Foot Traffic, Market Share, Audiences, and other key metrics
 - Competitive insights
 - Void Analysis Reports
- Access to Xtra reports per ad hoc needs; in Excel, KML, Tableau, and other formats: Quarterly Maximum of 130 credits; Annual Maximum of 520 credits
- Premier Customer Support
 - Regular meetings with Placer’s Customer Success Team
 - Live, Virtual Training support as reasonably needed
- Access to STI Demographics Bundle + Mosaic Data Set. The applicable Advanced Demographics and Psychographics are generated using the Input Datasets from the data vendors as set forth below:

Description	Input Datasets Used
STI Demographics Bundle	PopStats
	Spending Patterns
	Workplace
	Market Outlook
Experian Mosaic	Mosaic Segmentation

II. Fees and Term of Agreement

\$72,500 per year for a two-year term with an option of one additional year.



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MARIN GENERAL SERVICES AUTHORITY

**APPROVAL OF AGREEMENT FOR SOFTWARE ACCESS BY MARIN JURISDICTIONS
WITH PLACER LABS, INC.**

RESOLUTION 2023 - 05

WHEREAS, the Marin General Services Authority is a Joint Powers Authority with membership of the County of Marin and all towns and cities in the County; and

WHEREAS, MGSA was approached by Marin County and other Marin jurisdictions about their interest in access to a particular software providing data related to foot traffic counts and dwell time to assist with local economic development efforts; and

WHEREAS, MGSA was approached to enter into an agreement for this data access with Placer Labs for purposes of economies of scale and ease of participating jurisdictions' invoicing; and

WHEREAS, the MGSA Board of Directors reviewed and considered the draft terms on May 11, 2023.

NOW THEREFORE, BE IT RESOLVED, THAT

1. The MGSA Board of Directors authorizes the Executive Officer and the General Counsel to negotiate and execute an agreement with Placer Labs for software access by Marin jurisdictions, in substantial alignment of the parameters in the Draft Terms attached to May 11, 2023 staff report; and
2. The MGSA Board of Directors authorizes the Executive Officer to sign an agreement with Placer Labs, if the Executive Officer and General Counsel are in concurrence, for a two-year term and an optional additional year for a total three-year dollar amount not to exceed \$222,000.

Adopted this 11th day of May 2023.

Ayes: Alilovich, Blunk, Chanis, Eilerman, McGill, Poster, Zadnik

Noes: Alilovich, Blunk, Chanis, Eilerman, McGill, Poster, Zadnik

Absent: Alilovich, Blunk, Chanis, Eilerman, McGill, Poster, Zadnik

Greg Chanis
President, MGSA Board of Directors

Attested By:

Michael S. Frank
Executive Officer



900 Fifth Avenue, Suite 100
San Rafael, CA 94901
415.446.4428
maringsa.com

MEMORANDUM

DATE: May 11, 2023
TO: MGSA Board of Directors
FROM: Michael S. Frank, Executive Officer
SUBJECT: Office of the District Attorney's Mediation Program Review for 2022

Recommendation

Receive and file the report entitled *Marin Managers Association (MMA) and Marin General Services Authority (MGSA) Report: Mediation Program Review*.

Background

The Consumer Protection Unit of the Marin County District Attorney's Office Mediation Program handles consumer-business disputes, animal, neighborhood, and landlord-tenant disputes among others. It also provides education to consumers, retailers, neighbors, landlords, tenants, and others and is a public resource for consumer rights information. This program is offered and available to residents of Marin who have experienced some difficulty in a business transaction or other dispute and assists the parties in an effort to obtain a resolution of their dispute, short of going to court.

All Marin's jurisdictions pay for this program. MGSA's primary role is allocation of costs, invoicing, and collection of funds as well as coordinating communications with the Marin Managers' Association for the District Attorney's Annual Report regarding the program.

Attachment

G1 Marin General Services Authority (MGSA) and Marin Managers Association (MMA)
Report: Mediation Program Review



OFFICE OF THE DISTRICT ATTORNEY
MARIN COUNTY, CALIFORNIA

Attachment G1

*Prevention * Prosecution * Protection*

Lori E. Frugoli
District Attorney

Rosemary Slote
CHIEF DEPUTY DISTRICT
ATTORNEY

Dori K. Ahana
CHIEF DEPUTY DISTRICT
ATTORNEY

Peggy M. Toth
CHIEF, FINANCE
AND ADMINISTRATION

April 6, 2023

Mr. Greg Chanis, Board President
Tiburon Town Manager
1505 Tiburon Boulevard
Tiburon, CA 94920

Re: Marin General Services Authority (MGSA) and Marin Manager's Association (MMA) Report: Mediation Program Review

Dear Mr. Chanis:

Please find attached our 2022 annual report regarding the District Attorney's Consumer Mediation Program ("Mediation Program") to you as both the President of the Marin General Services Authority and the current Chair of the Marin Manager's Association. Our Mediation Program remains the only program in the County providing no cost mediation services for all cities, towns and unincorporated areas in Marin County. As such, we are proud to offer this service to Marin County residents and businesses.

Our last report to the MMA/MGSA dated April 27, 2022, and covering the 2021 calendar year, contained statistical information demonstrating nominal decreases in the categories of calls received and mailed correspondence, and somewhat more significant decreases in the categories of cases closed, face-to-face mediations and recovery from mediations. This was to be expected as consumers were still adjusting to COVID-19 related changes in the economy and relying more heavily on electronic and digital communications.

In 2022, COVID-19 and new state laws addressing its aftermath brought about continuing changes in how businesses (including commercial and small landlords) conduct their operations including, but not limited to, increases in online purchases/transactions and dramatic rent increases for tenants. The number of consumers working from home also contributed to shifts in spending patterns including the consumption of less in-person goods and services. Consequently, the manners in which our office interacted with the residents of Marin for the 2022 calendar year continued to differ from pre-pandemic practices but is settling into a more constant pattern of hybrid communications including written and virtual platforms. We still have limited in-person interactions but are amenable where all

MGSA/MMA Report
April 3, 2023
Page Two

parties consent. It is unclear if this trend will change any time soon as many constituents still have concerns about in-person communications.

2022 Statistics

There was a much greater decrease in calls received for the 2022 calendar year at 47% (versus the 2% seen for the 2021 calendar year), but an increase of 2% for e-mail contacts in 2022. As described above we are experiencing a large shift from telecommunication to electronic/digital communication; e.g., email. It should also be noted that the statistics tracking email contacts only refers to initial contact and each of those could be followed by multiple subsequent email contacts.

There was a notable increase in mailed correspondence for 2022 versus 2021 (13%, compared to a 5% decrease seen in 2021), denoting increased contact with parties in mediation matters. For clarification, each mediation submission initiates a process where mailed correspondence is sent to all involved parties inviting them to and explaining the mediation process.

There was a 13% decrease in new cases initiated, which corresponds with the 22% decrease in online submissions received. While we have no empirical data to explain this decrease in submissions, we suspect there is a current shift from constituent concerns with consumer transactions to more critical threat of housing insecurity. (See below.)

There was a significant increase of 19% in the cases closed category indicating that we were able to resolve matters more efficiently in the past year and a faster pace than new case openings. This is arguably reflected in an increase in consumer recovery for the 2022 calendar year. We were able to recover \$94,744.67 for Marin residents, a 19% increase from 2021's \$78,531.67.

Finally, there was a slight decrease of 9% in Spanish calls received; however, this does not reflect the number of Spanish language online, email and mail submissions. We currently don't break down the former by language. The statistics discussed above are shown in Exhibit A.

MGSA/MMA Report
April 3, 2023
Page Three

As referenced above, landlord-tenant issues comprised the largest percentage of cases in the categories of services requested, with a total of 72 cases being opened in 2022. While programs remained in place to assist residents with rent increases and inability to pay rent as a result of the pandemic, we found that many residents sought mediation for issues regarding repairs or improvements to rental units. Overall, housing-related mediations (Landlord-Tenant and Rental Housing Dispute Resolution Program service requests) comprised an even greater percentage off all cases handled this past year, totaling 37% of the 287 cases opened in comparison to 29% for the 2021 calendar year. This statistic continues to reflect dramatic changes in the Marin rental housing market due in no small part to the Covid-19 pandemic and housing law changes such as the Tenant Protection Act of 2019 and local mediation ordinances. The overall breakdown of mediation categories is found in Exhibit B.

Community Outreach

We continue to see limited opportunities to conduct community outreach, again, due to overall community health concerns. This is to be expected as many of our efforts our focused on vulnerable communities including the senior population. Nonetheless, we were able to participate in several live events in central and southern Marin. To hopefully fill some of the void, our Consumer Protection link on the District Attorney website at www.marincountyda.org provides non-mediation related consumer protection guidance and contact information for various local and state regulatory agencies.

Notice of Default Letters

Our office continues to issue courtesy notice letters alerting Marin County homeowners, identified by the Marin County Recorder's Office, that their real property is the subject of a Notice of Default (NOD). These letters, as noted in Exhibit D, inform the homeowner that a NOD has been filed against their residential property and that it may be subject to foreclosure. In calendar year 2022, we issued a total of 156 NOD letters, nearly twice the amount for 2021, which was 80 letters.

Novato and San Rafael continue to comprise the bulk of potential foreclosure actions in the county, coming in at 42 and 40, respectively. While this is an increase from the previous year, it is still a significant decrease from the peak of 812 letters in 2012, and 404 in 2014.

MGSA/MMA Report
April 3, 2023
Page Four

Conclusion

The San Francisco Bay Area Consumer Price Index (CPI) increased 5.3% for the 12 months ending February 2023. With the exceptions of 2019 and 2022, when increases of 3.5% and 5% were requested, the Consumer Mediation Program has requested only a 3% increase in recent years. Given the marked increase in the CPI and inflation rates as set forth in Exhibit D, the Consumer Mediation Program is requesting a 5.3% contribution increase for fiscal year 2023/2024.

We appreciate the continued support of the District Attorney Consumer Mediation Program by the Marin Manager's Association, the Marin General Services Authority, and the jurisdictions they represent. If you have any questions regarding the Consumer Mediation Program, or any of the statistics cited within this report, please feel free to contact me.

Very truly yours,



LORI E. FRUGOLI
DISTRICT ATTORNEY

cc: Michael Frank, Executive Officer, MGSA
Matthew Hymel, County Administrator
Andres Perez, Deputy District Attorney
Peggy Toth, Chief, Finance and Administration

Attachment G1

DISTRICT ATTORNEY CONSUMER MEDIATION STATISTICS
(January 1, 2022 - December 31, 2022)

<u>Actions</u>	<u>Calendar Year 2021</u>	<u>Calendar Year 2022</u>	<u>Difference (2021-2022)</u>
Calls received	2,369	1,461	-47%
Online Submissions	167	135	-22%
Mailed Correspondence	479	545	13%
E-mail Contact	610	623	2%
Spanish Calls Received	310	283	-9%
Walk-Ins	0	0	0%
Cases Opened	326	287	-13%
Cases Closed	270	327	19%
Face-to-face Mediations Conducted	17	12	-34%
Recovery from Mediation (\$)	\$78,531.67	\$94,744.67	19%

**NUMBER OF CASES BY CATEGORY
JANUARY 1, 2022 - DECEMBER 31, 2022**

Attachment G1

CATEGORY	CITY/JURISDICTION	NUMBER	TOTAL
1 - OTHER	Greenbrae	1	
	San Rafael	5	
	Sausalito	3	9
2 - HOME APPLIANCES/FURNISHINGS	County	1	
	Fairfax	2	
	San Rafael	2	
	Tiburon	1	6
3 - AUTOMOTIVE	Novato	6	
	San Rafael	6	
	Sausalito	2	14
4 - PERSONAL BELONGINGS	Larkspur	2	
	Mill Valley	1	
	Novato	3	
	San Anselmo	1	
	San Quentin	1	
	San Rafael	2	
	Sausalito	1	11
5 - FINANCIAL	County	2	
	Corte Madera	2	
	Fairfax	1	
	Greenbrae	1	
	Mill Valley	6	
	Novato	5	
	Point Reyes Station	2	
	San Anselmo	1	
	San Quentin	1	
	San Rafael	7	
	Sausalito	2	
	Tiburon	3	33
	6 - SUBSCRIPTIONS	County	2
San Rafael		2	4
7 - TRAVEL	Novato	1	
	San Anselmo	1	
	San Rafael	1	3
8 - CONSTRUCTION & HOME REPAIR	Greenbrae	1	
	Inverness	1	
	Novato	2	
	San Anselmo	2	

**NUMBER OF CASES BY CATEGORY
JANUARY 1, 2022 - DECEMBER 31, 2022**

Attachment G1

	San Rafael	4	
	Sausalito	2	
	Tiburon	1	13
9 - BUSINESS OPPORTUNITIES	-		
10 - INSURANCE			
11 - MEDICAL	Belvedere	1	
	Larkspur	1	
	Novato	2	
	San Quentin	1	5
12 - RENTAL EQUIPMENT	-		
13 - COMMUNICATIONS/TRANSPORTATION	-		
14 - WEIGHTS & MEASURES	Fairfax	1	1
15 - SCAMS, PHISHING & MAIL SOLICITATIONS	County	1	
	Greenbrae	1	
	Novato	3	
	San Rafael	2	
	Tiburon	1	8
17 - HAZARDOUS MATERIALS	County	1	1
20 - ELDER ABUSE	County	1	
	Tiburon	1	2
21 - LANDLORD/TENANT	Fairfax	3	
	Forest Knolls	1	
	Greenbrae	1	
	Larkspur	3	
	Mill Valley	10	
	Novato	15	
	San Anselmo	3	
	San Rafael	31	
	Sausalito	4	
	Tiburon	1	72
22 - ANIMAL	-		
23 - PARKING TICKETS/APPEALS	County	1	
	Bolinas	1	
	Corte Madera	3	

EXHIBIT B

**NUMBER OF CASES BY CATEGORY
JANUARY 1, 2022 - DECEMBER 31, 2022**

Attachment G1

	Dillon Beach	1	
	Fairfax	3	
	Kentfield	10	
	Larkspur	1	
	Mill Valley	7	
	Novato	7	
	San Anselmo	6	
	San Rafael	5	
	Stinson Beach	3	48
24 - NEIGHBORHOOD/PROPERTY DISPUTES	Fairfax	1	
	Mill Valley	1	
	Novato	1	
	San Rafael	2	
	Tiburon	2	7
25 - HOMEOWNERS' ASSOCIATIONS	Greenbrae	1	
	Larkspur	1	
	San Rafael	4	
	Sausalito	1	7
26 - ADVERTISING	County	1	
	Sausalito	1	2
27 - UTILITIES	County	1	
	Novato	1	2
28 - INTERNET	County	1	
	Sausalito	1	2
29 - DIET CASES	-		
33 - CELL PHONE	Corte Madera	1	
	San Rafael	1	2
34 - ENVIRONMENTAL	County	1	
	Belvedere	1	2
35 - RENTAL HOUSING DISPUTE	Fairfax	1	
	Forest Knolls	1	
	Kentfield	2	
	Mill Valley	8	
	Novato	1	
	San Rafael	2	
	Tiburon	7	
	Woodacre	1	23

NUMBER OF CASES BY CATEGORY
JANUARY 1, 2022 - DECEMBER 31, 2022

Attachment G1

36 - RENTAL HOUSING DISPUTE SAN RAFAEL	San Rafael	10	10
TOTAL			287

**2022 MARIN COUNTY DISTRICT ATTORNEY MEDIATION PROGRAM Attachment G1
Annual Review by Cities (January 1, 2022 - December 31, 2022)**

CITY	CONSUMER*	PARKING	NEIGHBORHOOD	LANDLORD/ TENANT	TOTAL NO. OF CASES
BELVEDERE	2				2
BOLINAS		1			1
CORTE MADERA	3	3			6
DILLON BEACH		1			1
FAIRFAX	4	3	1	3	11
FOREST KNOLLS				1	1
GREENBRAE	3		1	1	5
KENTFIELD		10			10
INVERNESS	1				1
LARKSPUR	3	1	1	3	8
MILL VALLEY	7	7	1	10	25
NOVATO	23	7	1	15	46
PT REYES STN	2				2
SAN ANSELMO	5	6		3	14
SAN GERONIMO	1				1
SAN QUENTIN	2				2
SAN RAFAEL	27	5	6	31	69
SAUSALITO	9		1	4	14
STINSON BEACH		3			3
TIBURON	6		2	1	9
COUNTY	11	1			12
TOTAL	109	48	14	72	243

*OTHER, HOME APPLIANCES & FURNISHINGS; AUTOMOTIVE; PERSONAL BELONGINGS; FINANCIAL; SUBSCRIPTIONS; TRAVEL; CONSTRUCTION & HOME REPAIR
INSURANCE; MEDICAL; COMM/TRANS; WEIGHTS & MEASURES; SCAMS, PHISHING /MAIL SOLICITATIONS; ADVERTISING; UTILITIES; INTERNET; DIET CASES; CEL
ENVIRONMENTAL

NOTICE OF DEFAULT LETTERS ISSUED

Attachment G1

January 2022 - December 2022

CITY	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTALS
Belvedere	0	0	0	0	0	0	0	0	0	0	1	0	1
Bolinas	0	0	0	0	1	0	0	0	0	1	1	1	4
Corte Madera	0	0	0	0	0	0	0	0	3	1	0	0	4
Dillon Beach	0	0	0	0	0	0	0	0	0	0	0	0	0
Fairfax	1	1	2	0	0	1	0	1	0	1	0	0	7
Forest Knolls	0	0	0	0	0	0	0	0	0	0	0	0	0
Greenbrae	0	1	0	0	0	0	0	0	0	1	1	0	3
Inverness	0	0	0	0	0	1	0	0	0	0	0	0	1
Kentfield	0	0	0	0	0	0	0	0	0	0	0	0	0
Lagunitas	0	0	0	0	0	0	0	0	1	0	1	0	2
Larkspur	0	0	0	0	0	1	0	0	0	0	1	1	3
Mill Valley	0	1	1	2	4	3	0	5	1	1	2	0	20
Novato	1	2	2	8	3	4	4	7	3	4	3	1	42
Point Reyes Stn	0	0	0	0	0	1	0	0	0	0	0	0	1
Ross	0	0	0	0	0	0	0	0	0	0	0	0	0
San Anselmo	0	1	0	0	0	2	1	0	0	0	0	1	5
San Geronimo	0	0	0	0	0	0	0	0	0	0	0	1	1
San Quentin	0	0	0	0	0	0	0	0	0	0	0	0	0
San Rafael	2	6	2	1	2	3	1	4	7	5	6	1	40
Sausalito	0	0	0	1	1	1	2	1	2	1	2	1	12
Stinson Beach	0	0	0	0	0	0	1	0	0	0	0	0	1
Tiburon	0	2	0	0	1	1	0	0	0	0	0	0	4
Woodacre	0	0	1	1	0	0	0	1	0	0	0	1	4
*Petaluma	0	0	0	0	0	0	0	0	0	0	0	1	1
TOTAL	4	14	8	13	12	18	9	19	17	15	18	9	156

CITY	FY2018/2019 Contribution at 3.0% COLA	FY2019/2020 Contribution at 3.5% COLA	FY2020/2021 Contribution at 3% COLA	FY2021/2022 Contribution at 3% COLA	FY2022/2023 Contribution at 5% COLA	FY2022/2023 Contribution at 5.3% COLA
BELVEDERE	\$791	\$688	\$703	\$721	\$745	\$792
CORTE MADERA	\$3,163	\$3,004	\$3,286	\$3,434	\$3,618	\$3,819
FAIRFAX	\$2,372	\$2,398	\$2,525	\$2,512	\$2,705	\$2,825
LARKSPUR	\$3,954	\$3,981	\$4,114	\$4,160	\$4,399	\$4,873
MILL VALLEY	\$4,744	\$4,722	\$4,800	\$4,982	\$5,249	\$5,274
NOVATO	\$16,605	\$17,266	\$17,700	\$18,233	\$19,294	\$19,969
ROSS	\$791	\$805	\$826	\$866	\$919	\$876
SAN ANSELMO	\$3,954	\$4,097	\$4,220	\$4,331	\$4,577	\$4,815
SAN RAFAEL	\$18,187	\$19,267	\$19,640	\$20,306	\$21,289	\$23,061
SAUSALITO	\$2,372	\$2,320	\$2,426	\$2,462	\$2,653	\$2,693
TIBURON	\$3,163	\$3,011	\$3,062	\$3,239	\$3,411	\$3,410
COUNTY	\$20,559	\$21,919	\$22,681	\$23,312	\$24,127	\$25,508
CITIES TOTAL	\$80,655	\$83,478	\$85,983	\$88,558	\$92,986	\$97,915