



Office of the City Manager

CONSENT CALENDAR
December 2, 2025

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Kevin Fong, Director, Information Technology

Subject: Contract No. 32400019 Amendment: Berkeley Community Media for Public Access Television

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to amend Contract No. 32400019 with Berkeley Community Media (“BCM”) for Public, Educational, and Governmental (“PEG”) access services for an additional \$150,000 for a total not to exceed amount of \$1,004,130.

FISCAL IMPACTS OF RECOMMENDATION

Funding in the amount of \$150,000 is available in the Fiscal Year 2026 PEG Access Fund. Spending for hardware, software and services in future years is subject to Council approval of the proposed citywide budget and annual appropriations ordinances.

CURRENT SITUATION AND ITS EFFECTS

The additional \$150,000 for this contract is solely for capital and infrastructure upgrades at BCM. The additional funds are covered by existing monies in the PEG Fund. PEG money is an essential tool for funding public access media services that provide a platform for community expression, civic engagement, and local government transparency. These funds, collected from cable providers as part of their franchise agreements (as stipulated in the Digital Infrastructure and Video Competition Act of 2006), ensure that community members have access to non-commercial media outlets for educational and informational programming. Without this funding, BCM would be unable to provide the necessary services and infrastructure for community members to create and distribute local content.

BACKGROUND

BCM has relied on PEG funding for many years to operate and maintain its studios, equipment, and training programs, serving as a vital resource for Berkeley community members. BCM provides the public with the tools and skills needed to produce their own television and web content, covering a wide range of topics from local politics and community events to arts and culture. This funding has historically enabled BCM to offer a public forum for diverse voices and perspectives that may not be featured on commercial media.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The use of digital media platforms and local broadcasting for community information reduces the need for physical materials and travel to distribute information, contributing to a more sustainable and environmentally friendly form of communication. This supports the City's environmental goals by lowering waste and reducing the carbon footprint associated with paper and physical document handling.

RATIONALE FOR RECOMMENDATION

PEG is an essential mechanism for strengthening our community through increasing and enhancing communication among our community members. By funding BCM, the City ensures that the community continues to have a dedicated and accessible platform for sharing information and fostering a sense of local identity and civic participation. The recommended funding level will allow BCM to sustain its current operations and continue to provide valuable media services to the public.

ALTERNATIVE ACTIONS CONSIDERED

There were no alternative actions considered, as the use of PEG funds is specifically designated for public access media services and BCM is the designated provider for these services in Berkeley.

CONTACT PERSON

Kevin Fong, Director, Information Technology, (510) 981-6500

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT NO. 32400019 AMENDMENT: BERKELEY COMMUNITY MEDIA (“BCM”) FOR PUBLIC, EDUCATIONAL, AND GOVERNMENTAL (“PEG”) ACCESS SERVICES

WHEREAS, the City of Berkeley is committed to fostering civic engagement, community expression, and transparency in government through public access media; and

WHEREAS, Berkeley Community Media (“BCM”) has served as the City’s designated Public, Educational, and Governmental (“PEG”) access provider for many years, offering a platform for local voices and content; and

WHEREAS, PEG funding, derived from cable television franchise fees, is specifically designated to support these vital public media services; and

WHEREAS, a contract amendment with BCM will ensure the continuity of their essential services, including providing studio and equipment access, media training, and broadcasting of community-produced content and public meetings; and

WHEREAS, BCM’s operations directly align with the City’s goals of providing accessible information and empowering community members; and

WHEREAS, funding in the amount of \$150,000 is available in the Fiscal Year 2026 PEG Access Fund, and spending for software and services in future years is subject to Council approval of the proposed citywide budget and annual appropriations ordinances.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or delegate is hereby authorized to amend Contract No. 32400019 with Berkeley Community Media for Public, Educational, and Governmental access services for an additional \$150,000 for a total not to exceed amount of \$1,004,130 to be funded by the PEG Access Fund.

