


# PEGPETIA Grant Application

## Part I General Information

1. ORGANIZATION NAME	Town of Coventry	
2. MAILING ADDRESS	1712 Main St Coventry, CT 06238	
3. EMPLOYER IDENTIFICATION NUMBER	06-6001977	
4. CONTACT NAME AND TITLE	Amanda Backhaus Director of Finance	
5. CONTACT PHONE NUMBER	860-742-3528	
6. CONTACT EMAIL ADDRESS	abackhaus@coventryct.org	
7. AMOUNT REQUESTED (\$)	\$61,441.92	
8. PURPOSE OF GRANT (CHECK ONE)	<input checked="" type="checkbox"/> Capital and equipment costs related to producing/procuring programming <input type="checkbox"/> Education technology initiative	
9. COMPLIANCE WITH STATE OF CONNECTICUT GRANT CONTRACTING REQUIREMENTS		
The Applicant has carefully read the State of Connecticut PERSONAL SERVICE AGREEMENT/GRANT/CONTRACT form provided with this Application and understands that any grant issued under the PEGPETIA program shall be subject to the terms and conditions contained therein, as may be modified by the State of Connecticut.		(CHECK ONE) <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
10. NAME AND TITLE OF AUTHORIZED INDIVIDUAL	Amanda L. Backhaus, CPA Director of Finance	
11. SIGNATURE (REQUIRED)		
Under the penalty of law, by signing this application, I affirm that the information provided to the Public Utilities Regulatory Authority is true and correct to the best of my knowledge and that any errors of omissions will be timely corrected and resubmitted.		

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## Part II Applicant Eligibility

<b>1. ORGANIZATION TYPE (CHECK ONE)</b>	<b>PEG Programming</b> <input type="checkbox"/> Local community antenna television and video advisory council <input type="checkbox"/> State-wide video advisory council <input checked="" type="checkbox"/> Public, educational and governmental programmer <input type="checkbox"/> Public, educational and governmental studio operator  <b>Education technology initiative</b> <input type="checkbox"/> Board of Education <input type="checkbox"/> Public library <input type="checkbox"/> Other education entity (explain below)		
<b>2. ORGANIZATION DESCRIPTION</b>  Incorporated in 1712 and named after the City of Coventry in Warwickshire, England, the Town encompasses approximately 37.3 square miles within Tolland County, with an estimated population of 12,500. The Town is located within Tolland County, and is known as the "Gateway to the Quiet Corner". The Town of Coventry provides its residents with a complete level of municipal services in the functional areas of police, public works, health and social services, recreations and parks, planning and zoning and a K-12 public education system. In addition, the Town is the primary support for two volunteer fire services and the Booth and Dimock Library. Despite our modest size, the Town of Coventry is frequently on the leading edge in terms of sustainability, technology, and outreach to citizens. We continually seek resources that allow us to improve our capacity to engage our citizens at myriad levels.			
<b>3. CERTIFICATION OF LEGAL EXISTENCE</b> Is the organization registered with Connecticut Secretary of the State and up-to-date with its filing obligations?	(CHECK ONE) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Provide Secretary of the State ID#:	<i>[Insert SOTS ID#]</i>
<b>4. 501(C) NON-PROFIT DESIGNATION (IF APPLICABLE)</b>			
<b>5. ORGANIZATION'S EXPERIENCE AND COMPETENCY</b>  The Town of Coventry has a public access channel through which it broadcasts local community events, calendars and Town Council meetings (Spectrum Channels 191). There are also two special meetings done in connection with the Coventry Board of Education that are broadcast to community members in preparation for our annual budget referendum. Broadcast initiatives are supported by a combination of staff and a 5-person volunteer committee – CoventryVision - which was formed to maximize our capabilities to develop programming and cover Town events. Community members have grown to rely on this resource for the past 10+ years as we have continued to develop and enhance our communication and content offerings.			
<b>6. PRIOR PEGPETIA GRANTS – COMPLETE THIS SECTION IF YOU RECEIVED A PEGPETIA GRANT IN 2020</b>			
The Applicant attests that it has submitted all compliance filings associated with any prior awards (i.e., Docket 19-11-01 Order Nos. 2 and 3 compliance filings).			(CHECK ONE) <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
If you checked "No", you shall submit all outstanding filings prior to submitting this 2021/2022 Application. <b>Failure to comply with prior orders will result in immediate disqualification.</b> No extensions or exceptions will be given.			

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The Town received an initial PEGPETIA grant in 2009. We also received funding in 2020 through a joint application with the Coventry Board of Education.

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## Part III Investment or Initiative Eligibility

<b>1. DESCRIPTION OF PROPOSED CAPITAL AND EQUIPMENT INVESTMENT OR EDUCATION TECHNOLOGY INITIATIVE</b>	
<p>We are looking to upgrade our broadcasting equipment purchased through the original PEGPETIA grant in 2009. This would include the cameras, camera controllers, mixing boards, streaming and content scheduling devices, and storage. Equipment we are currently operating with has been in use for approximately 10 years and is no longer supported by the vendor. We were able to replace our UltraNexus and IncodeX equipment with the PEGPETIA grant in 2020, however much of our equipment remains original to the PEGPETIA grant from 2009. The upgrade we are seeking will be critical to our continuing to provide broadcasting services for which the town and community members have come to rely on.</p> <p>Due to the added complexities and age of current equipment, significant engineering and installation costs are included and exceed 10% of the total quote. Upon receiving the quote from the vendor, we have confirmed with our cable company that the equipment specified is compatible and recommended.</p>	
HAS THE INVESTMENT OR INITIATIVE BEEN COMPLETED AS OF THE DATE OF THE APPLICATION?	<input type="checkbox"/> YES. COMPLETED PROJECTS ARE NOT ELIGIBLE. <input checked="" type="checkbox"/> NO
<b>2. AFFECTED GEOGRAPHICAL AREA(S) AND/OR SCHOOL SYSTEM(S) AND NUMBER AND SUBSCRIBERS/STUDENTS</b>	
The grant will impact the Town of Coventry. The current population of Coventry is approximately 12,500.	
<b>3. ITEMIZED BUDGET – SUBMIT AN EXCEL FORMAT SPREADSHEET USING TEMPLATE PROVIDED</b>	
DO COSTS OTHER THAN FOR EQUIPMENT EXCEED 10% OF THE TOTAL COSTS?	<input checked="" type="checkbox"/> YES, EXPLAIN IN SECTION 1 ABOVE. <input type="checkbox"/> NO
<b>4. SCHEDULE FOR IMPLEMENTATION OF INVESTMENT OR INITIATIVE (INCLUDE MILESTONES AND ASSOCIATED DATES)</b>	
<ul style="list-style-type: none"> <li>• Notification of award                      Day 1</li> <li>• Order equipment                              Day 7</li> <li>• Installation of equipment                  Day 45</li> <li>• Training of staff                                Day 60</li> <li>• Rollout of new service                      Day 75</li> </ul>	
<b>5. IDENTIFY OBJECTIVE PERFORMANCE MEASURES</b>	
Our existing outdated and end-of-life equipment for the Town of Coventry needs to be replaced with current products that provide the same level of service/features or better than our community has experienced thus far. For the Town to maintain current functionality, we need to be able to stream/broadcast live events, share recorded events, and display slide shows of information for the community. We also need to be able to migrate recorded events to a website for public record (i.e. Viebit).	
<b>6. COMPLIANCE WITH COMMUNITY ACCESS RULES</b>	
The Applicant understands that it must review and comply with the relevant community access provider operating rules and regulations, including the prohibition of the presentation of any advertising material designed to promote the sale of commercial products or services (including	(CHECK ONE) <input checked="" type="checkbox"/> YES

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advertising by or on behalf of candidates for public office). The Applicant further acknowledges that no organization or company providing community access operations shall exercise editorial control over programming, except as to programming that is obscene and except as otherwise allowed by applicable state and federal law.

No

7. PARTNER ORGANIZATIONS OR OTHER FUNDING SOURCES (IF APPLICABLE)

N/A