



**PUBLIC REQUEST TO ADDRESS
THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, CALIFORNIA**

MEMBERS OF THE BOARD

HILDA L. SOLIS
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Correspondence Received

The following individuals submitted comments on agenda item:				
Agenda #	Relate To	Position	Name	Comments
9.		Oppose	Perry Goldberg	Please see attached letter.
		Item Total	1	
Grand Total			1	

Comment re Agenda Item 9, Board Meeting on May 12, 2026

Subject: Opposition to Amendment No. 3 for Contract #79480 (Pegasus Studios) – An Unjustifiable Fiscal Overreach

To the Honorable Board of Supervisors:

I am submitting this comment to formally oppose the Executive Office's request to amend Contract #79480 with Pegasus Studios. The request would increase the total contract amount by \$7,839,000, from \$33,773,000 to \$41,611,000. The County already is spending dramatically more than other counties for broadcast services. At a time when the County is facing profound structural budget deficits and struggling to fund core, life-saving services, spending millions more of taxpayer dollars would be beyond irresponsible. Indeed, this is the kind of contract that the soon-to-be appointed Ethics Commission should investigate.

The justification for this expenditure collapses under basic scrutiny for three primary reasons:

1. Severe Disconnect with Technological Advancements and Peer Spending

The current contract relies on a highly expensive, human-staffed production model that is fundamentally obsolete. Rapid advancements in Software as a Service (SaaS), automated camera tracking, AI-generated real-time closed captioning, and machine translation have commoditized these services. Neighboring jurisdictions of substantial size, such as Orange County, Riverside County, and San Diego County, spend a fraction of this amount—typically between \$100,000 and \$300,000 annually—by leveraging these modern, automated streaming platforms. Committing \$41.6 million over a decade to legacy broadcast methods is not "modernization"; it is a refusal to adapt to cost-saving innovations.

2. Abysmal Return on Investment

Public accessibility is essential, but expenditures must be proportional to public utility. The Board's primary streaming platform for these broadcasts, YouTube, demonstrates objectively low engagement. The County's channel has amassed fewer than 400,000 lifetime views over several years, with recent meetings routinely drawing only 1,000 to 5,000 views. In a County of over 10 million residents, this means the broadcasts are utilized by roughly 0.05% of the population. Spending over \$3.2 million annually on operating costs for an audience of this size is a luxury the County cannot afford.

3. Unacceptable Administrative Oversight

The Board Letter indicates that this amendment is largely required to cover \$6.2 million in "system modernization" costs that were "inadvertently omitted" from the total contract sum approved just over a year ago. A clerical error of this magnitude does not inspire confidence in the oversight of this vendor relationship. Furthermore, requesting delegated authority to increase the maximum contract sum by up to 10% of the *overall* contract sum behind closed doors removes necessary public transparency from future cost overruns.

I urge the Board to reject this amendment, pause the proposed \$7.5 million physical hardware overhaul, and direct the Executive Office to immediately issue a new Request for Proposals focused on cost-effective, automated SaaS streaming solutions utilized by neighboring counties.

Respectfully submitted,

Perry Goldberg (District 5)