

BUDGET ISSUE SUMMARY FORM

Budget Issue Title: Public Access Programming for KSUN2 (Channel 26)

Lead Department: Office of the City Manager

1. What are the key elements of the issue? What precipitated it?

This issue considers the implementation of additional programming on the City's cable channel 26 (KSUN2) on Comcast to include Public Access content. Currently, the channel is broadcasting the same content airing on KSUN-15 which is used to televise City Council and Planning Commission meetings. In June 2009 (RTC 09-151), the City Council determined the station designation for KSUN2 as a Government Access station with a focus on City and other government agency programming, satellite-fed programming and other content that would be available and appropriate. The Council voted to designate the station as Government Access to provide the City with the widest range of options in program content versus restricting it to just Public or Educational Access; however, the intent was to show both Government and Public access programming. To that end, the Council also approved criteria for producers of Public Access programming wanting to air their programs on KSUN2.

Subsequently, the City embarked on rebuilding its broadcast control room to upgrade the equipment and broadcast capabilities. The installation and follow up technical work has been completed and staff has resumed the task of exploring various means of implementing programming on KSUN2.

Staff contacted neighboring jurisdictions with Public Access channels to determine their approaches to station programming. Staff also researched the City's role, particularly as it relates to first amendment considerations such as controlling the type of Public Access content that can be aired and avoiding the City's implied endorsement of the Public Access content.

Based on staff's research and legal counsel, staff is recommending that the operation of and programming for KSUN2 be handled by a third party which is typically a non-profit organization specializing in this area. This is consistent with the approach taken by neighboring jurisdictions, all of which cited concerns about potential issues surrounding a government agency making Public Access programming decisions as well as a lack of City staff resources and technical expertise to successfully manage and operate the station.

KMVT 15 Silicon Valley Community Media & Television (KMVT) is the non-profit organization currently providing broadcast services for Sunnyvale's City Council

and Planning Commission meetings. They also provide similar services for Mountain View, Cupertino, Los Altos and Foster City. Based on contracts they already have with other cities, KMVT provided the City with a preliminary cost proposal to operate and manage KSUN2 as the City's community channel, which includes selecting and scheduling all programming, providing training to Sunnyvale residents to become producers, and covering two local origination programming events selected by the City (e.g., sports, festivals). From a content perspective, KMVT would be able to show programs from all of its other community channels on KSUN2 as well as display this programming on its YouTube channel which has nearly 1.7 million hits. The cost for these services would be \$65,800 annually. In addition, KMVT could also provide up to six producers with no cost access to their facility and studio for producing their shows at an annual cost to the City of \$7,200; other cities have done this to encourage local producers and programming.

2. How does this relate to the General Plan or existing City Policy?

Policy 7.2.1 Community Engagement— Goals and Policies

Goal A: Achieve a community in which all community members are well informed about local issues, City Programs and Services.

Policy A.1 Assure that all community members have reasonable access to City information, services and programs within budgeted resources.

Policy A.3 Ensure an integrated approach to informing community members about local issues, City programs and services that reaches segments of a diverse community.

Goal B: Achieve a community in which all community members can be actively involved in shaping the quality of life and participate in local community and government activities.

Policy B.3 Promote the importance and benefits of community involvement.

Policy B.6 Provide opportunities for and encourage involvement from community members that reflect the diversity of the City.

3. Is the budget issue a: PROJECT _____ OPERATING ___X___

4. If the issue is operating, specify the change in service objective(s) that would result (from what, to what). If the issue is a project, write N/A.

Increasing the amount of programming on KSUN2 would not change any City service objective; rather, it would allow staff to better achieve the existing objectives identified under #2 above.

5. Origin of issue: Council

Board and Commission _____ **Board/Commission:** _____

Staff **Department** _____ **Office of the City Manager** _____

6. Projected cost (list rough annual cost of budget item):

Operating Issue \$ 65,800 – 73,000 (Annual Operating Costs)

Capital/Project \$ _____ (Project Cost)

 \$ _____ (Associated Annual Operating Costs)

7. Recommended funding source:

New revenue source General Fund

Service level reduction _____

Other _____

Please describe recommended funding source: _____

8. Staff evaluation and recommendation of proposed budget issue:

Evaluation: Based on staff's research and legal counsel, staff is recommending that the operation of and programming for KSUN2 be handled by a third party which is typically a non-profit organization specializing in this area. This is consistent with the approach taken by neighboring jurisdictions, all of which cited concerns about potential issues surrounding a government agency making Public Access programming decisions as well as a lack of City staff resources and technical expertise to successfully operate the station.

While the proposed Public Access programming services would certainly enhance opportunities for the public and the City to share information, the cost of these services would need to be weighed in the context of all other City priorities.

Refer budget issue for consideration in Recommended Budget X

Defer budget issue to future fiscal year

Drop budget issue

Reviewed by:

Rosetta Walker, Asst. City Mgr.
Director Name, Title

Reviewed by:

Gary Luebbers
for Gary Luebbers, City Manager