

File Number

07-0099

Last Changed Date

01/17/2007

Title

AUDIT / CHANNEL 35 AND 36 OPERATIONS

Initiated by

Hahn Mover 2007 / Rosendahl

Subject

Motion - Due to recent changes in state law, resulting from the passage of AB 2987, the City needs to consider alternative ways in which to provide Public, Education and Government (PEG) Access services and facilities more efficiently and effectively. Currently, the City allocates a lump-sum grant of \$555,000 each year to an outside non-profit for the operation of the City's educational channel, Channel 36.

City staff has had difficulty determining what programming and operational expenditures are paid for with those funds. The City also allocates itemized funding to the Information Technology Agency (ITA) for operation of the City's government channel, Channel 35. Anecdotal evidence suggests there is significant overlap in the type of programming being developed by both channels.

The City should consider new models for more efficiently providing important access programming in order to address local interests, and highlight cultural events, Neighborhood Council meetings and local sporting events like what is being provided by Channels 35 and 36.

To set the basis for identifying necessary cost savings, the City should request the preparation of a thorough budgetary and operational audit of both Channel 35 and 36. Once that audit is complete, the City Council can use that information as the basis for discussing the merger of some, if not all, existing public access operations.

This measured approach to restructuring our PEG access services will not only create a more efficient and cost-effective PEG delivery model, but it will also give the community the opportunity to help shape that model in a manner that best meets their needs. This discussion needs to occur prior to the 2006-07 Budget.

THEREFORE MOVE that the Council request that the City Administrative Officer (CAO) initiate a fiscal and operational audit of Channel 35 and Channel 36 operations to validate existing expenditures and the potential for consolidating, restructuring, or otherwise improving PEG access operations and services to more efficiently meet the community's needs. FURTHER MOVE that the ITA and the City Attorney, with the assistance of the Chief Legislative Analyst, be requested to

submit a report to the Council on or before May 31, 2007 offering alternative models in which the City might provide Public, Education and Government Access services and facilities that meet the demands of all City residents.

Date Received

01/16/2007

File History

1-16-07 - This day's Council session

1-16-07 - Ref to Information Technology and General Services Committee

1-16-07 - File to Information Technology and General Services Committee Clerk