

33A

January 27, 1981

FILED
By the City Council
Office of the City Clerk

To: SACRAMENTO CITY COUNCIL
BOARD OF SUPERVISORS

From: CITY MANAGER
COUNTY EXECUTIVE

Subject: CABLE TELEVISION FRANCHISE AWARD SCHEDULE JAN 27 1981

At the close of the City Council workshop on December 4, 1980, it was agreed that the next step in the process would be joint meetings with the Board of Supervisors. As a focal point for these meetings, staff agreed that a proposed ordinance should be prepared. To make the joint meetings as productive as possible, following is planned process for developing an ordinance, and completing the process:

1. DRAFTING. Since the County is the lead agency, the initial draft was prepared by Lee Elam, the County Counsel. He used material from CTIC, other ordinances, and various reference documents and the results of initial staff/consultant discussions. The initial draft was completed on December 5, 1980.

2. INTERNAL REVIEW. Review of the initial draft is in process through periodic meetings involving city and county staff and the attorney who represents both Folsom and Isleton. A copy was also sent to the consultant for review and comment. The draft is being reviewed in light of the past discussions with the Council and the Board. The resulting revised draft will reflect our jointly developed staff recommendations.

The estimated completion date for the revised draft is March 2, 1981.

3. EXTERNAL REVIEW. The revised draft will be circulated to potential applicants and to individuals in the community who have submitted previous written comments on cable television. We will request written comments on the draft, and tentatively plan to hold a single meeting with all interested operators. Any request for modifications will be handled in one of two ways: First, if there is staff agreement on the requested change, the draft ordinance will be modified; and second, if staff disagrees the matter will be presented at the joint hearings.

The revised draft will also be sent to members of the Board and the Council along with a summary. Our purpose is to give Council and Board Members an opportunity to comment on desired modifications to be included in the draft used for the public hearings.

The estimated time required for the review and preparation of the final documents is four to six weeks.


4. PRESENTATION. A final draft of a proposed ordinance and an RFP will be developed for the joint hearings. A separate cover report will be prepared which will present alternative approaches on major policy issues contained in the ordinance and the RFP and will summarize community/operator input on requested modifications to the final drafts.

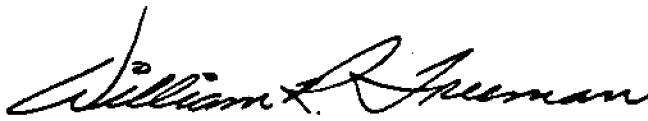
Allowing time for prior distribution of the material, the joint hearings could start around the week of April 20, 1981. Several hearings may be required and could involve two to three weeks of elapsed time.

5. ADOPTION. After the joint public hearings, a final ordinance and a final RFP will be prepared based on the policy decision made during the joint hearings. Ideally, both of these documents should be approved by all five jurisdictions prior to release of the RFP. At a minimum, the Board and the Sacramento City Council should formally approve both before the RFP is released.

The final documents could be presented to the Board and Council for final adoption on May 19, 1981. Approval by the other jurisdictions could take as long as another month. A tentative date for the release of the RFP would be June 15, 1981. Allowing seven months for the operators to develop proposals (three months) and the consultant to complete the evaluation process (four months), we would then be in position to begin the award process in January 1982.

To meet a mid-November 1981 date for award, we would have to compress this timetable by eight to ten weeks. If the Board and the Council directs that this be done, we will revise the schedule--but it will be a schedule that does not permit any delays at any point in the process.


FELTON "MAC" MAILLES
Assistant City Manager


WILLIAM R. FREEMAN
Assistant County Executive

WRF:smm

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CITY OF SACRAMENTO

OFFICE OF THE CITY CLERK

915 I STREET
CITY HALL ROOM 203

SACRAMENTO, CALIFORNIA 95814
TELEPHONE (916) 449-5426

LORRAINE MAGANA
CITY CLERK

MEMORANDUM

TO: MAYOR PHILLIP L. ISENBERG

FROM: LORRAINE MAGANA, CITY CLERK *LM*

SUBJECT: REFERRAL OF ITEM NO. 33A, COUNCIL AGENDA OF JANUARY 27, 1981

DATE: JANUARY 27, 1981

Pursuant to Council action, the following matter was referred to you:

Councilpersons Hoerber and Pope are to meet with you and Supervisor Collin relative to the Cable T.V. time schedule submitted by staff.

sj
Att.

cc: Councilpersons Hoerber
" Pope