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Sacramento City Council

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September 4, 1980

City Council
City of Sacramento

Honorable Members in Session:

Outlined below is a suggested procedure for approving a cable television franchise in coordination with the County.

The suggested procedure is as follows:

1. On ~~Wednesday~~ ^{Tuesday}, September ~~10~~ ¹⁶ the Council adopts the tentative procedure and schedule as outlined below and sends it to the Board of Supervisors soliciting their concurrence.
2. On September ~~23~~ ³⁰ the Council reviews the response of the Board and, assuming they concur, adopts the procedure.
3. On October ~~7~~ ¹⁴ the Council holds a hearing on the RFP that has already been drafted by staff and presented to us some months ago. Staff, community and potential bidder input would be sought. As early as October ~~7~~ ¹⁴ and not later than the end of October the Council would approve the RFP and accompanying ordinance and forward it to the Board of Supervisors.
4. The Board would be requested to incorporate changes made in the RFP and to notify potential bidders of any City concerns that they do not incorporate (if any). The Board may have been holding hearings on the RFP in the meantime or might wait for Council action before finalizing the RFP.
5. County staff, with the cooperation of City staff and the consultant, would formalize and circulate the RFP and receive and evaluate the proposals. The County would also conduct the EIR study. The staff recommendations of one or more proposals would be forwarded to the Board and Council.

By the City Clerk
Office of the City Clerk
Cont 40
9-16-80
SEP 10 1980

APPROVED AS Amended; committee of Council member & Staff to meet with staff county; staff to report in 2 weeks on status; dates deleted from Recommendations
BY THE CITY COUNCIL
SEP 16 1980
OFFICE OF THE CITY CLERK

SEP 16 1980
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staff to report in 2 weeks on status; dates deleted from Recommendations
PROCEDURES 3 9/10/80 by [signature]

6. The Council and the Board would separately or jointly conduct one or more hearings on the proposal(s) and take action to accept, modify or reject the proposal(s).

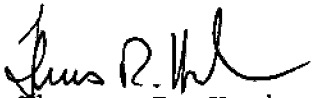
This suggested procedure does not guarantee ultimate granting of identical City-County franchises to the same operator but it increases the likelihood, especially if the RFP is a consensus document when it goes out. The procedure complies with the original resolution adopted nine months ago, but spells out some portions of it in a bit more detail.

I have no information on how the County might react to this revived joint process. Hopefully they will concur. We should find out in the meantime, however, what additional costs would be incurred by bidders and staff if we required proposals to discuss not only mirror franchises for the City and County but also County-only and City-only options. If it is reasonable to receive such bids the chances are again enhanced that at least one franchise will be approved.

Recommendation:

1. Discuss and tentatively approve the above procedure and forward it to the Board of Supervisors requesting their approval and participation.
2. Direct staff to talk to the consultant, to County staff and to some potential bidders about the feasibility of this procedure and the multiple-choice proposals and to report back in two weeks.
3. Schedule final approval of a procedure for the agenda of September ~~29~~³⁰, 1980.

Respectfully submitted,


Thomas R. Hoeber
Councilman

TRH/wl