

SACRAMENTO METROPOLITAN



Cable
CTC television
Commission

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ROBERT E. SMITH
EXECUTIVE DIRECTOR

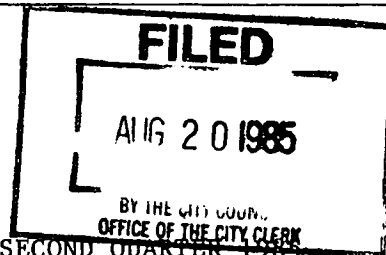
August 14, 1985

FOR SACRAMENTO CITY COUNCIL AGENDA OF:
AUGUST 20, 1985

To: Cities of Sacramento, Folsom, and Galt
County of Sacramento

From: Bob Smith, Executive Director
Sacramento Metropolitan Cable Commission

Subject: QUARTERLY STATUS REPORT--CABLE SYSTEM BUILD--SECOND QUARTER 1985



This is the Second Quarter report for the period April through June 1985, and summarizes activities of staff and Sacramento Cable in each of seven areas: Administration, System Design, Construction, Affirmative Action/Employment, Community/Government Programming, Services, and Complaints. No action is required by the respective governing bodies as a result of this report other than to receive and file.

Administration.

1. The 1985/86 Cable Commission Budget was approved by the Cable Commission. Included in the Budget is \$652,208 for direct operation of the Cable Commission and \$504,000 for payments to the Cities and the County. This amount includes the repayment of all the loans made to the Commission by the County and City of Sacramento during the franchising process. In addition, by October 1st, each of the jurisdictions will receive their share of the 20% of franchise revenue, or \$173,098, according to the 1980 census percentages.
2. The Commission approved the relocation of the Cable Commission staff offices from the County Administration Building to the corner of 8th and J Streets. The Commission will be sharing the building with the City/County Library Administration offices. This move will provide about 500 more square feet to accommodate the production activities anticipated within the next year at a cost of approximately \$600 less annually than currently paid by the Commission. The Commission will be moving during late September.
3. During April, the Commission held its annual election for Chair and Vicechair. Orvell Fletcher, City Councilman from Galt, was elected Chair and Lynn Robie, Sacramento City Councilmember, Vicechair.
4. During the first part of this Quarter, staff was involved in an attempt to reverse the FCC's attempt to preempt local enforcement of technical standards. During the annual Capitol-to-Capitol trip, Cable Commissioner Chairman Terry Kastanis agreed to represent the Cable Commission in Washington D. C. Consulting engineers, Hammett & Edison, have also been involved in this legislative effort. Thus far, the FCC has not ruled on preempting local government in enforcement of cable television technical standards.

System Design.

1. A public hearing was held on the Second Stage Environmental Review and the Commission accepted as complete and accurate the Negative Declaration prepared by the County Environmental Impact Section. As a result, the Commission issued a Notice to Proceed to the cable company allowing it to begin construction in all parts of the service area. Currently, Sacramento Cable is constructing the Downtown headend, located at 13th & N Street, the Perkins Way Satellite Receive Site, and the St. George Medical Center Microwave hub site. Completion is expected by the last week in August.
2. The following equipment substitutions were approved by the Commission during the second quarter of 1985:
 - A. Smaller model pedestals to accommodate the single cable system design approved earlier.
 - B. An alternative site for the satellite receive site for the Downtown headend.
 - C. A new type of fused disc cable and braided rather than foil shielded drop cable.
 - D. Power supplies and various passive electronic devices to accommodate the single cable design.

All of these substitutions were recommended by the Commission's engineer as equivalent or better than the components originally bid.

Construction.

1. The total miles of cable system built as of July 31, 1985, is 177 miles. Of this, 120.8 miles is new plant and 56.2 miles is joint-trench in new subdivisions.
2. The cable system is scheduled for activation during the last week of August 1985. The areas first activated will be located in Fair Oaks and South Natomas. The company estimates that by October, 1,500 households will be marketed, and approximately 500 subscribers will be on-line.

Affirmative Action/Employment.

During the second Quarter, 1985, SC significantly improved their internal hiring practices. Of the 65 full-time employees on-board as of June 30th, 22% were minorities, only 1% short of SC's goal of 23%. 22% of their construction dollars were spent to minority firms, and 29% of their construction workforce were minority. Local minority female vendors received 13% of Sacramento Cable's local procurement dollars during the second quarter.

Community/Government Programming.

1. Metrocable 28, the channel that will be shared by all of the jurisdictions, is ready to go on the cable system as soon as the system is activated. The Commission approved a set of Policies and Procedures covering the use of this channel as well as a three-month programming schedule. The first type of programming on the channel will be a video bulletin board. Each of the jurisdictions has received the necessary equipment to independently program this service from their offices. In addition, a minimal amount of cable programming will be played back every evening between 7 and 8:00 p.m. A new weekly schedule will be played back Mondays between 7 and 9:00 p.m. The Commission adopted its underwriting policy which limits the types of acknowledgment received by businesses or individuals underwriting programs on the government channel. The Commission is also evaluating a policy for allowing declared candidates to use Metrocable 28 to distribute voter messages. Commission staff will be visiting each City Council and the Board of Supervisors during the month of September to receive your comments on this suggested policy.
2. The community grantees are making progress toward utilizing the channels and grants they are receiving from the cable company. The contract with the Sacramento Community Cable Foundation (formerly the Sacramento Community Trust) was approved at the Commission's April meeting. The Foundation hired Randy VanDalsen as their Executive Director. Randy has an extensive background in community programming management and has moved here from Washington D. C. The Sacramento Educational Consortium for Cable Television has hired Elizabeth Rhodes as their Executive Director. Liz has moved here from Los Angeles and has an extensive background in instructional television, design, and production. KVIE, Channel 6, has advertised for their Cable Coordinator.
3. The Commission produced two video programs during this quarter. The first is a 15-minute program introducing Metrocable 28 to cable viewers. This program will run periodically throughout the cable build schedule. The second is a half-hour program produced in conjunction with the Sacramento County Sheriff's Department entitled "The Sacramento Justice System--An Inside View". This program follows a young man as he gets arrested for burglary and is convicted and sentenced to the County Branch Center. These programs are available in our office if you are interested in viewing them.

Services.

Sacramento Cable held a "sneak preview" during the August Commission meeting to introduce Cable Commissioners and the public to their new channel lineup and rate packages. As you know, Federal legislation removed our ability to regulate rates beginning in December 1986. Therefore, although a \$2.00 package will still be available until that time, Sacramento Cable is marketing a cable package of 37 channels for \$12.00 per month. In addition, a total of five pay services will be available to cable subscribers. A summary of the new rates and services is attached for your information.

Complaints.

Commission staff received a total of 28 complaints during the second quarter of 1985. A chart summarizing the number received each month by category is attached for your information.

Staff Recommendation.

It is recommended that you receive and file this report.



BOB SMITH, Executive Director
Sacramento Metropolitan Cable
Television Commission

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Attachments:

- (1) Rates & Services
- (2) Complaints

85-549

Channel Guide

Channel	Service Provided	Channel	Service Provided
2	The Sacramento Cable Community Foundation Channel	33	Arts & Entertainment Network (AEN)
3	KCRA, (3) Sacramento (NBC)	34	Home Box Office (HBO)
4	Channel Directory-TV Decisions	35	Discovery
5	Educational Consortium Channel	36	Local Weather And Time
6	KVIE, (6) Sacramento (PE)	37	Christian Broadcasting Network (CBN)
7	KVIE Cable Service	38	The Disney Channel
8	KXTL, (40) Sacramento (IND)	39	Financial News Network (FNN)
9	ESPN	40	The Movie Channel (TMC)
10	KXTV, (10) Sacramento (CBS)	41	VH-1 – Video Hits -1
11	USA Network	42	Galavision
12	KRBK, (31) Sacramento (IND)	43	Black Entertainment Television (BET)
13	KOVR, (13) Sacramento (ABC)	44	The Playboy Channel
14	Reserved For Future Use	45	Reserved For Future Use
15	C-SPAN	46	Reserved For Future Use
16	WOR, (9) New York	47	Reserved For Future Use
17	WTBS, (17) Atlanta (IND)	48	Reserved For Future Use
18	Music Television (MTV)	49	Reserved For Future Use
19	KCSO, (19) Modesto	50	Pay-Per-View
20	Cable News Network (CNN)	51	Reserved For Future Use
21	Nickelodeon	52	Reserved For Future Use
22	KTVU, (2) Oakland	53	Reserved For Future Use
23	Free Speech Public Access Channel	54	Reserved For Future Use
24	KTZO, (20) San Francisco (IND)	55	Reserved For Future Use
25	Lifetime	56	Lease
26	Religious Coalition Channel	57	Lease
27	KBHK, (44) San Francisco (IND)	58	Lease
28	Government Access Channel	59	Lease
29	CNN Headline News	60	Lease
30	KSCH, (58) Sacramento (IND)	61	Lease
31	Showtime	62	Lease
32	Country Music Television (CMTV)	63	Lease

Price Schedule

Cable	\$12 a month
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Premium Channels

HBO	\$11 a month
Showtime	\$11 a month
The Movie Channel	\$11 a month
The Disney Channel	\$11 a month
The Playboy Channel	\$11 a month
Galavision	\$11 a month

Cable Extras

The Cable Guide	\$ 1 a month
Remote Control	\$ 2 a month
FM Hookup	\$ 2.50 a month
Additional Outlets	\$ 6 a month per outlet
Free Parental Lockout	No Charge

Installation

Standard Installation	\$25
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Packaging

Cable 1

- Cable.
- Your choice of either HBO or Showtime.
- A monthly cable guide.

\$21 a month. A savings of \$3 a month.

Cable 2

- Cable.
- Your choice of HBO or Showtime, plus one other premium channel. (Or both HBO and Showtime.)
- A monthly cable guide.
- A remote control.

\$29 a month. A savings of \$8 a month.

Cable 3

- Cable.
- Your choice of HBO or Showtime, plus two other premium channels. (Or, you may pick both HBO and Showtime, plus one other premium channel.)
- A monthly cable guide.
- A remote control.
- An FM hookup.

\$36 a month. A savings of \$14.50 a month.

Cable 4

- Cable.
- Your choice of either HBO or Showtime, plus three other premium channels. (Or, you may pick both HBO and Showtime and two other premium channels.)
- A monthly cable guide.
- A remote control.
- An FM hookup.

\$43 a month.

Total Cable

- Cable.
- Any five premium channels.
- A monthly cable guide.
- A remote control.
- An FM hookup.

\$49.50 a month.

SACRAMENTO METROPOLITAN CABLE TELEVISION COMMISSION

COMPLAINT/INQUIRY SUMMARY

REPORT PERIOD BEGIN (MM/DD/YY)	04/01/85	
REPORT PERIOD END (MM/DD/YY)	07/01/85	
INQUIRIES/COMPLAINTS ON WAGE RATES =		2
INQUIRIES/COMPLAINTS ON GENERAL CONSTRUCTION =		11
INQUIRIES/COMPLAINTS ON MBE/FBE =		0
INQUIRIES/COMPLAINTS ON PEDESTALS/FRONT YARDS =		3
INQUIRIES/COMPLAINTS ON ACCESS/ RIGHTS OF WAY =		4
INQUIRIES/COMPLAINTS ON INSTALLATION =		0
INQUIRIES/COMPLAINTS ON PROGRAMMING/RECEPTION =		0
INQUIRIES/COMPLAINTS ON CUSTOMER SERVICE/BILLS=		0
INQUIRIES/COMPLAINTS ON MISC./ OTHER =		7
CONTACTS FROM HAPPY PEOPLE =		1
	TOTAL	28