



**CITY OF LODI
COUNCIL COMMUNICATION**

™

AGENDA TITLE: Update on Local Video Production

MEETING DATE: April 13, 2010

PREPARED BY: Communications Specialist

BACKGROUND INFORMATION: On November 18, 2009, in response to cable companies exercising their right to operate in Lodi under a State-issued video franchise rather than negotiating terms with the City, the City Council adopted a local video franchise ordinance. The new ordinance, in part, established a fee to replace some of the financial support lost when Comcast's local franchise expired.

This new 1 percent fee on cable television bills is expected to generate \$85,000 in Fiscal Year 2010/11. Only a nominal amount has been collected in FY 2009/10 from AT&T. We expect approximately \$20,000 from Comcast with its May franchise payment. According to the Digital Infrastructure and Video Competition Act of 2006, this revenue may only be spent on capital items related to the production of local video broadcasts.

Staff has taken preliminary steps toward putting broadcasts of City Council meetings and other City programming on AT&T's U-Verse system. Information Systems staff last month visited Walnut Creek, which recently began broadcasting on U-Verse after years with Comcast and its predecessors, to learn from its experience.

Based on the visit to Walnut Creek and other research, staff has concluded the equipment needed to efficiently meet AT&T's production requirements will cost roughly \$15,000. Without a key piece of equipment costing approximately \$10,000, satisfying AT&T's video requirements would be overly time-consuming.

With that information, staff desires feedback from the City Council as to what DIVCA fee-funded project should take funding and staff priority. Should it be:

- Putting City Council and other Lodi government information on AT&T U-Verse as soon as possible?
- Preparing a request for proposal for the purchase and installation of a new sound system within the Carnegie Forum that will enhance the quality of broadcast audio?
- Some other video-related capital project?

In the absence of City Council comments, staff will continue discussions with AT&T and work toward including City Council and other Lodi government information on the U-Verse system.

APPROVED: _____

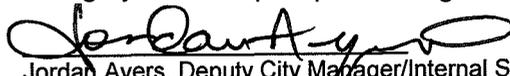
Blair King
Blair King, City Manager

FISCAL IMPACT:

The City projects new revenue of approximately \$20,000 in FY 2009/10 and \$85,000 in FY 2010/11.

FUNDING AVAILABLE:

Roughly \$21,125 per quarter beginning in May 2010.



Jordan Ayers, Deputy City Manager/Internal Services Director



Jeff Hood
Communications Specialist

Local video production options

We're getting the money, so now what?

Lodi City Council
April 13, 2010

DIVCA fee

- Went into effect Dec. 19, 2009
- Received initial check from AT&T
- Expect roughly \$20,000 in May from Comcast
- Budgeting \$85,000 a year for FY 2010/11
- Video companies providing no other support

DIVCA fee

- Is there anybody out there?
- One-third of respondents in 2007 Citizens Survey reported watching local meetings



DIVCA fee

What do we spend it on?

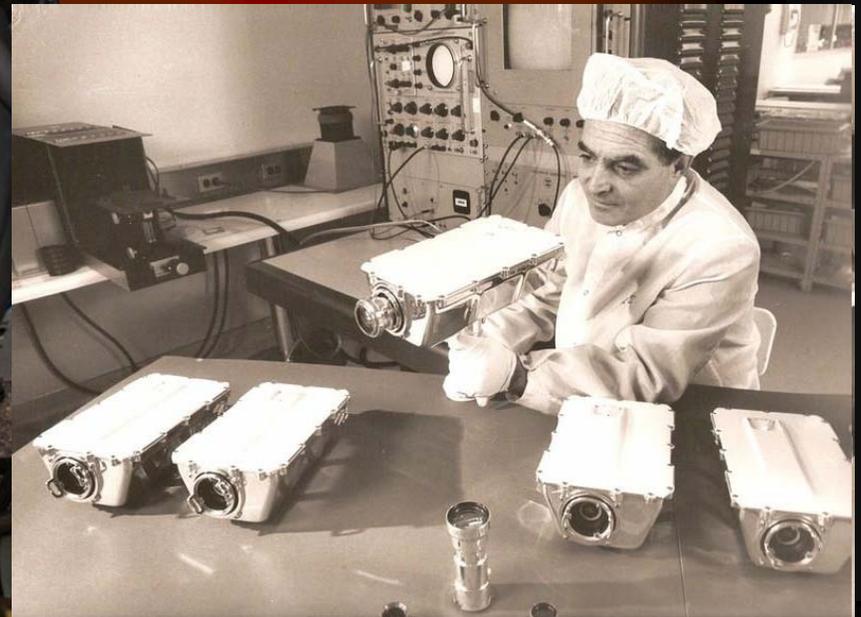
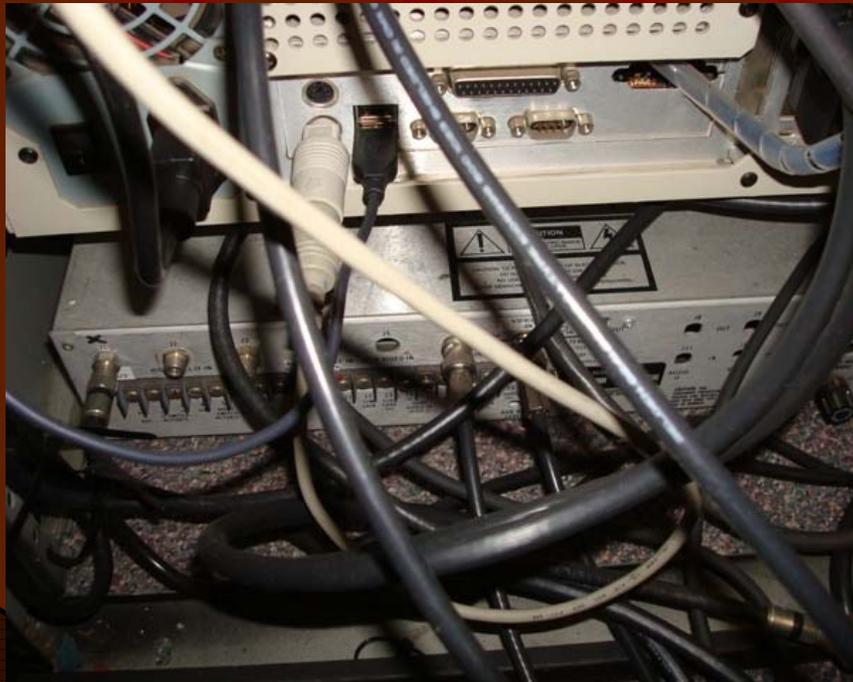


DIVCA fee

- AT&T U-Verse?
- Equipment roughly \$15,000
 - Leightonix system a must
- Will allow U-Verse subscribers to watch City Council meetings, other City-generated programming

DIVCA fee

- Comcast upgrades?
- Power supply recently failed, no live video
- Other equipment old, outdated



DIVCA fee

- Carnegie Forum audio?
- Need audio for broadcasts
- 21-year-old system difficult to repair
 - Circuit boards eroding
- Replacement and new equipment will cost roughly \$85,000, or a year's worth of DIVCA fees



DIVCA fee

- Hutchins Street Square?
- Install camera and related equipment
- Install equipment needed to send audio/video signal to Carnegie for transmittal
- Local studio?



DIVCA fee

- What should we take on first?
- Pay as you go?
- Other projects?