

CITY OF LOS ANGELES

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June 22, 2017

REF: CEB-130-17

Honorable Members of the City Council
City of Los Angeles
Room 395, City Hall
Los Angeles, CA 90012

Attn: Entertainment and Facilities Committee

Subject: **USE OF CITY'S ELECTRONIC BILLBOARD CHANNEL BY CHANNEL
35, LA CITYVIEW (CF NO. 06-2818)**

ITA respectfully recommends that the Los Angeles City Council and Mayor (City) approve the use of the electronic billboard LA CityView Channel 35 as a second Governmental Access Channel for cable casting of general Governmental Access programming. That second Governmental Access channel currently carries only bulletin boards and public service announcements on behalf of City departments and elected officials.

BACKGROUND

Pursuant to state and federal law the Los Angeles City Council and Mayor (City) have the legal authority to control and determine what entity may operate any of its four Public, Educational and Governmental Access cable TV channels. On December 3, 2008, the City Council and Mayor declared that the City's Educational Access channel was to continue to be operated by LA36, Los Angeles Cable Television Access Corporation, a non-profit, on the condition that it would also provide Public Access programming on that channel. LA36 has done so since that date. The City continues to provide annual grant funding currently in the amount of \$505,000 to LA36. At that time, the City Council and Mayor also granted the operational control of the City's other Educational Access channel to the University of California's UCTV at no cost to the City.

The City's Governmental Access channel had been, and continues to be operated by the Information Technology Agency's cable television division, LA CityView Channel 35. On December 3, 2008, the City Council and Mayor also declared that the City's remaining PEG Access channel, then operated by the City's cable TV operators as a Public Access channel until December 31, 2008, was to be operated by Channel 35 as an electronic billboard channel effective January 1, 2009. By motion, the City Council declared that the electronic billboard channel was, "...to be moved to a public access

channel as soon as possible when funding is available.” (See CF No. 06-2818.) Channel 35 has continued to operate that former Public Access channel as a billboard channel with City-based bulletin boards and public announcements, and no funding has been found since January 1, 2009 to establish a Public Access Channel.

The City has initially allocated \$23 million for the design, construction and planned build out of new studios and offices for LA CityView Channel 35’s operations in the El Pueblo de Los Angeles Historic Park. As LA CityView’s responsibilities increase with that build out in the next three years, the use of the second Governmental Access channel will allow for the placement of the increase in programming on that channel. Since there is no real possibility that the City could afford to fund the operations of a Public Access channel, as time has proven, that second Governmental Access channel should be used by LA CityView Channel 35 to expand its programming content for the benefit of City government and its programming needs.

Fiscal Impact

There will be no impact on the City’s General Fund as Channel 35, LA CityView’s funding is derived from Fund 342, Telecommunications Development Account, which funding source is paid to the City by the City’s cable/video TV operators on a quarterly basis from its gross revenues on franchise and PEG Access fees collected from its subscribers under state and federal law.

Recommendation

The Information Technology Agency (ITA) recommends that the City Council and Mayor approve the use of the City’s second Governmental Access channel, now an electronic public service billboard channel, for general Governmental Access programming.

If you have any questions, please contact Jeanne Holm at (213) 978-3311 or William Imperial at (213) 922-8383.

Sincerely,



Ted Ross
General Manager and Chief Information Officer

cc: Honorable Mayor Eric Garcetti
Honorable Ron Galperin, City Controller
Honorable Councilmember & Chair Mitch O’Farrell
Mike Dundas, Office of the City Attorney
Claudia Aguilar, Office of City Administrative Officer
Cheryl Banares, Office of the Chief Legislative Analyst
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