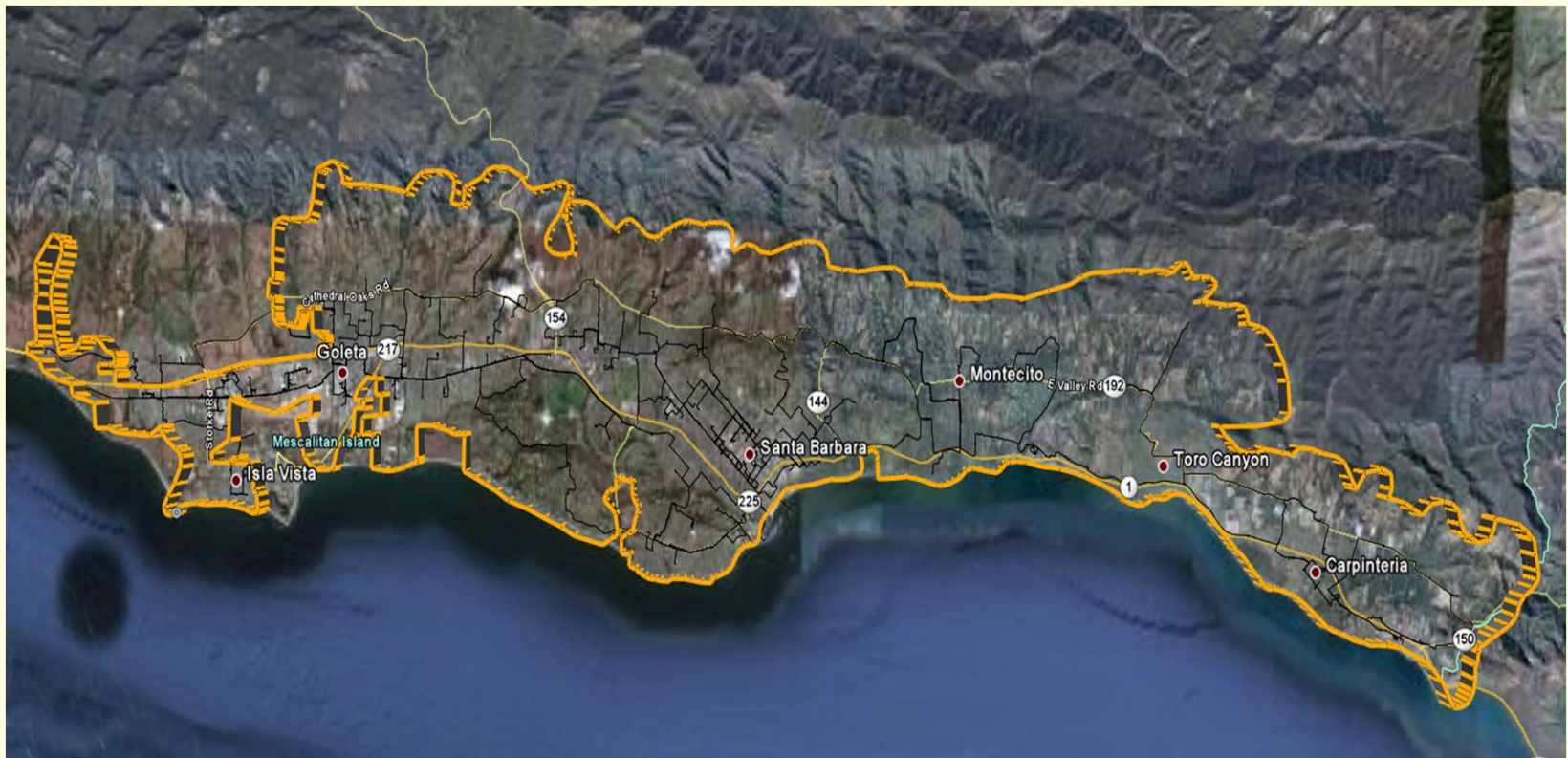

County of Santa Barbara Cable Television Franchise and License Ordinance

Presented to Board of Supervisors
April 12, 2011

Two Cable Franchises in the County

- Comcast serves portions of North County. Their franchise expires on June 2, 2011.
- Cox Communications serves portions of South County. Their Franchise expires on January 10, 2017.

Cox Communication Service Area



Digital Infrastructure and Video Competition Act of 2006 (DIVCA)

- Creates a ministerial process for the granting of franchises to providers of cable and open video system services
- The primary impact of the DIVCA on the County is that the County is prohibited from issuing new cable franchises.
- The Public Utilities Commission (PUC) is now the sole franchising authority for new and future video service franchises in the State.

Organization of Proposed Ordinance

- Deletes specific sections of Chapter 2 of the County Code that have become irrelevant
- Retains Sections 43-1 through 43-39 of the County Code as they still are applicable to Cox Communications
- Adds Sections 43-40 through 43-53 which are aligned with the DIVCA and will apply to Companies that receive a state franchise through the PUC

Highlights of Proposed Ordinance

- Establishes a franchise fee requirement of five percent (5%) of gross revenues and establishes a Public, Education and Government (PEG) fee requirement of one percent (1%) of gross revenues
- Permits the County to audit the records of any State franchisee to ensure compliance with the franchise fee and the PEG fee requirements
- Authorize the County to establish and to monitor customer standards to impose penalties for enforcement of customer service standards
- Addresses emergency alert system requirements

Recommendations

It is recommended that the Board conduct a first reading of the proposed Ordinance, entertain public testimony, and move the Ordinance to a second reading for adoption.

Questions?