

C. SUMMARY OF DISCUSSIONS AND BRAINSTORMING DURING COMMUNITY FOCUS GROUP SESSIONS

INTRODUCTION

Identification of the community's cable and cable-related needs and interests is critical to the franchise renewal process. In order to determine relevant information specific to the Davis community, the City of Davis held a series of structured focus group workshops designed to reach primary cable users and user groups. A summary of the issues and problems cited by these focus groups appears in Chart C1 on the page that follows.

The use of focus groups has long been established as a valuable method to articulate community needs and interests because they utilize a series of simple, inexpensive sessions, yet by design, they encompass a broad cross-section of the community.

Focus group workshops are structured to ensure that community concerns, interests and needs are well identified. Participants answer questions, which serve to identify future cable-related needs and interests, as well as to determine concerns regarding the current operator's performance. By their nature, focus group workshops also ensure significant involvement of a wide variety of interested groups and citizens in the franchise renewal process.

It is important to note that over 82% of all recognized local non-profit and community organizations in Davis were represented in the focus group workshops. A total of 154 individuals representing 151 organizations and programs participated in the focus groups, some attendees representing more than one group. See Appendix C1 for a complete list of the organizations represented in the focus group workshops. The representatives expressed the views of nearly every type of agency, organization and group in the franchise area, as well as citizens of the community-at-large. Participants expressed their needs and interests regarding the current and future state of cable services in Davis.

METHODOLOGY

The series of nine focus group workshops were conducted through a structured process facilitated under the auspices of the Buske Group. The Buske Group is a company of highly experienced telecommunications consultants based in Sacramento, California. Workshops were held at sites throughout the franchise area over a five-day period from September 3 through September 7, 2002 and each focused on a different aspect of community life. These included:

Chart C1: Issues and Problems

Issues	Problems
Access	Limited access to communication technologies
	Unequal access to modern technology among Davis residents
Availability	Cable services not available in all areas
Distance Learning	Poor access to televised classes do distance learning in Davis
	Educational opportunities inadequate in Davis without more choice offered by distance learning
Diversity	Broadly diverse community programming needed to make divergent viewpoints part of public policy
Economic Development	Lack of modern technology impedes economic development
	Downtown area struggles to maintain competition without adequate cable/telecom services
Environment	Traffic and air quality are significant regional problems
Growth	Growing population and pressures to grow cause isolation, conflict and lack of community
Housing	Lack of affordable housing; what exists is hard to find
Identity	As Davis grows, there is a loss of community and "connectedness"
Interconnection	Poor links between government, schools and university
Intergovernmental issues	City, UCD and DJUSD telecom infrastructures are not fully integrated
	Local schools are not "wired" together
Local news	There is no Davis specific news available from local video sources
Local programs	Not enough programming unique to Davis is produced
Nonprofit outreach	Local nonprofits have problems executing public outreach for valuable community services
On-demand	Cable schedules and residents schedules aren't the same
Origination	Signals only originate from a small number of locations while significant community events originate in many locations
Past performance	The cable company failed in adequate maintenance of the system.
	There is no interconnectivity in the system though it is required in the ordinance.
PEG complicated	PEG channel programming production is too difficult for people to use; people had more "hand holding"
PEG demand	PEG services are not able to meet public demand for service.
PEG infrastructure	PEG studio infrastructure is inadequate; digital equipment is needed to interface with resident equipment.
PEG promotion	Cable customers do not have adequate information about PEG content
	Shortage of time and money to do outreach and promotion
PEG schools	Students can't learn about video and broadcast because there are no facilities at the schools
	School T1 lines are inadequate for broadband
PEG space	Public access studio and office overcrowding causes problems with production
PEG staff	Volunteers have problems completing their programs independently
PEG support	Community institutions should be well-supported
Penetration	Cable penetration rates are low in Davis
Quality	Company failing to require an adequate signal
	Poor quality picture and sound

Rates	Rates are perceived as too high; satellite providers are perceived as having lower costs.
University and Davis issues	Lack of interconnection between the university and the residents.
	Often called "town and gown" issues.
Underserved internet	The city is underserved by broadband providers.

- neighborhood and business groups
- religious and human relations groups
- senior citizens
- education (K-12 and post secondary)
- Davis Community Television and other public media
- non-profit and human service organizations
- arts, historical and cultural groups
- youth and recreation groups, neighborhoods
- government

Each workshop began with a brief summary of the laws and regulations that relate to the cable franchise renewal process. Participants were provided basic information on the current nature of cable services, including video, voice, and data services and capabilities. Current industry developments most pertinent to each targeted workshop were discussed, including experiences of similar groups in other jurisdictions. This was followed by a brainstorming session during which participants clarified the needs and interests of their organizations and determined the services that participants would like to see continued or added to the cable system. At the conclusion of the workshops, participants completed a survey questionnaire identifying user needs and interests related to the franchise renewal process. One hundred twenty-seven of the questionnaires were completed.

The City of Davis notified the public of the workshops through public notices and informational or news articles in the local news media, on the City's and Davis Community Network's (DCN) web pages and on the cable government access channel. In addition to written and electronic publicity, the City held a "briefing" in June 2002, which was attended by representatives from a number of local community organizations. Attendants were informed about the coming focus group workshop process. They recommended several members of their respective organizations to receive invitations from the City of Davis to participate in the workshops. Invitations were then sent to the executive membership of all local community organizations, as well as all individuals that were recommended at the June briefing. The targeted organizations were selected for participation based on the assumption that such institutions: 1) serve the interests of the public-at-large, 2) have a broad constituency throughout the community, and 3) provided diversity of perspective within the identified community sectors.

Each focus group first provided information on what they thought are the key issues or challenges facing Davis today. Secondly, participants advised city staff of the key challenges or barriers their organizations face in communicating with their constituencies. Next, they addressed how their organizations would utilize cable, an I-Net (or institutional network) and

PEG access to communicate with their constituencies. Finally, participants identified what equipment, services, options and capabilities they believe are needed to make it easier to use PEG access or cable systems.

Comments from each focus group were recorded. Once the collected information was documented, it was discussed by the Telecommunication Task Force, tabulated and ranked based on the highest incidence of responses. The findings for each of the focus group topics are summarized below.

FOCUS GROUP FINDINGS

A. Key Community Issues or Challenges Facing Davis

When asked what are the key issues or challenges facing the community, participant responses fell into these seven broad categories (listed in rank order of issues most cited by focus groups):

- 1) Affordable Housing
- 2) Growth Related Issues
- 3) City Government Issues
- 4) Communications Infrastructure Improvements
- 5) Socio-Economic Disparity/Equity Issues
- 6) Youth Issues
- 7) Social Needs Issues

Given the housing challenges in Davis, it is not surprising that affordable housing was the most often cited challenge facing the city. Davis is a desirable community to live in, not only for the quality of life and services provided, but also because of its close proximity to the University. Housing supply and demand is discussed at length under the community profile in Section D.

Growth related issues seen as key challenges included urban sprawl and the associated strain on resources typical of urbanization including environmental concerns. Communication between the various community groups is a challenge because there isn't a shared community identity. This leads to social isolation. Participants noted the need to promote a community identity with a city vision that incorporates the interests of both new and long-time Davis residents.

The focus groups cited the relationship between the City of Davis and UCD—also known as town and gown issues—as well as city fiscal issues as key challenges facing city government. Fiscal issues encompass the need to increase the sales tax base through well-planned economic development that is targeted to reduce or eliminate the tax drain on the community. At the same time, accounting for the traffic impacts of both the growing university and increased economic development. Participants noted that transportation concerns and traffic impacts included insufficient parking facilities.

A majority of the focus groups identified the need to upgrade and improve the communications infrastructure in the community as a key issue. Specifically they noted the lack of cable service in the downtown and other under-served areas (apartments, mobile homes, parks), over-scheduling of the PEG system, and the lack of high-speed broadband capability. Participants stressed the need for PEG upgrades in addition to upgrading the overall cable system, including the need to provide cable service to the downtown. Communication infrastructure improvements were viewed as vital to achieve success in solving the key challenge of increased economic development and improving the town and gown relationship. Participants also noted that communication infrastructure improvements would improve access to a wide variety of services for people with disabilities.

Socio-economic disparity between the "haves and have-nots" was also mentioned as an important issue facing Davis. This challenge arises amid concerns about the city's long-term fiscal outlook and its publicized budget issues. Economic development efforts are widely viewed as part of the answer to solving the city's budget problems.

Participants noted a number of additional key issues or challenges facing the Davis community. These included youth concerns over self-image and poor or declining nutrition and social needs challenges, such as public safety issues, a lack of diversity in the community, need for volunteer leadership, and a lack of health care resources.

Various focus groups also identified as key issues the City's relationship with the Davis Joint Unified School District (DJUSD), the relationship between the City of Davis and Yolo County, impacts from the influx of seniors into the community, a shortage of sports facilities, and the need for world peace.

B. Key Challenges Organizations Face in Communicating with Constituencies

The key challenges viewed by organizations in communicating with their constituencies fell into five broad categories listed below (in order of most cited):

- 1) Lack of High-Speed Broadband or DSL Internet Access Capability
- 2) Inadequate Network - Interconnectivity
- 3) Access Not Universal (Digital Divide)
- 4) Barriers to Use of PEG Access
- 5) Infrastructure Barriers
- 6) Other Challenges

It is telling that the key challenge cited most often as a barrier to communication for local organizations is the lack of high-speed broadband or DSL Internet access. The cable company does not provide any broadband service in the Davis area, and DSL services through the phone company are not widely available either. Such lack of high-speed Internet access in a community of this size, located along-side a major prestigious university and within 20 minutes of the state capital hinders city economic and community development efforts.

The second most frequently cited key challenge to communication is that networking is inadequate to meet community communication needs. This is not surprising given that so many in the Davis community are affiliated with the university (90% of UC Davis students, 70% of the faculty and 40% of campus staff live within the immediate Davis community, including those on campus). Currently there is no interconnection between the city and the campus. In addition, community organizations are not connected. This includes the county, the cities within the county, the school district, and local non-profit organizations besides the UC Davis campus.

While the local school buildings are wired internally with connections to the district office, the DJUSD lacks the equipment and connection for communication among the various school sites. There is no capability for communication between parents and teachers in the classroom. Remote government locations are not readily accessible either. "Remote" refers to city-owned facilities not located at City Hall or the Corporation Yard and thus are connected to the city phone and computer systems via remote connections if at all. Remote facilities include the Teen Center, Senior Center, the fire stations in South and West Davis, all city parks, and many others.

Additional challenges to networking and interconnectivity included comments that those databases that could be accessed are inadequate (too few, not the ones they need) and/or out of date. There is also a lack of "real-time" information.

Participants next identified access issues as key challenges to communications. They noted that the cost of cable is set too high for many low-income people, and that specific geographic sections of Davis are without any cable service at all, such as the downtown. They mentioned a digital divide or the lack of equal and affordable access. The cable system does not reach all businesses or residents, especially apartment dwellers.

The fourth most frequently cited challenge encompasses barriers to use of public access cable. Participants identified the lack of live origination drops or "feeds," inadequate promotion of PEG and inadequate equipment as barriers. They noted that cable subscribers have difficulty finding the PEG schedule and that the lack of both equipment upgrades and digital equipment are challenges. Non-profit organizations and the business community were especially concerned about the cost of postage, printing and advertising as challenges to communication.

The fifth most frequently cited challenges were infrastructure barriers. Participants noted the low cable subscribership in Davis. The fact that service is not universally available in the community is considered a contributing factor. This lack of service was viewed as contributing to the lack of a sense of community and as a barrier to newcomer integration. Participants noted infrastructure barriers to PEG use included insufficient staff that is trained to meet community needs. The number of volunteers can't get all the production done. An overall lack of time was mentioned due to high demand and older equipment.

Some participants mentioned they've experienced difficulty in getting sufficient volunteer crews when working on PEG productions and they noted high turnover in leadership and among volunteers. Many non-profit organizations and businesses identified barriers specific to their user category. These included the need for technical support for the Internet and the lack of available

training in the use of the technology as a barrier. Participants also identified the need for funding for non-profits as a challenge to communication, while the community-at-large cited the cost of cable itself and how cable services are bundled as a barrier to communication.

Additional challenges mentioned by one or more of the focus groups included:

- Isolation of people with disabilities
- Confidentiality/security and need for standardized/compatible software
- Community challenges: attention span, people are too busy, isolation of people with disabilities, technophobes
- Capacity/technology issues: too few channels for PEG, no "on demand" service, lack of a community radio station
- Censorship of controversial voices, opinions
- Satellite competition
- Lack of cross promotion between PEG & cable: no detailed listings of PEG in cable guide, replay schedule not clear, outreach isn't consistent
- Service standards issues: no "mid-level" or lifeline tier, over-glut of information, lack of multi-lingual programming

C. How would you use Cable and PEG access to communicate with your constituencies? In what ways would your organization utilize PEG and Internet access to communicate?

Groups were asked to identify ways in which enhanced and expanded cable and internet service could be used to improve community service. Uses identified by the focus groups fell into one of these broad categories (categories ranked by those most often cited by the focus groups):

- 1) Information Exchange
- 2) Interconnectivity (real-time and streaming)
- 3) Interactive
- 4) On-demand Programming
- 5) Other

The most often cited response was to exchange information between the schools and parents, and among the community, and between the community and campus networks (including support for cooperation between systems, two-way broadcast, and upload and downloads.). Non-profit health and social services organizations and seniors noted that they would use cable and an I-Net for "Tele-medicine," but that two-way capability would be vital to do so. Participants said they would access and exchange information with other networks outside of Davis if this ability was provided. In all cases, they noted that high-speed broadband or DSL service would be necessary for many of these uses.

The second highest response was to utilize interconnection with UCD, for access to UCD Extension and UCD programs including their streamed applications (UCTV, DCTV, Education, Government, and programs). Participants expressed the desire to use shared databases, but noted this connection need to be seamless and should include "real time" access to the City of Davis,

the DJUSD, UCD and local Non-Profit organizations. Many participants noted they would use the greater interconnectivity to register on-line for classes, programs, and appointments.

Interactive use of cable and PEG channels was the next most cited use by participants. They would utilize the interactive capability to conduct "phone-in" during live public meeting broadcasts, for call-in shows, and for polling. Especially important would be use of cable and PEG for distance learning. In addition to UC Davis, participants would use this function to access distance learning programs at Sacramento Educational Cable Consortium (SECC), Los Rios Community College (LRCC), and Peralta Community College District (a Bay Area educational college district). Participants noted that such interactive capability would improve access for people with disabilities or who require adaptive devices. The majority of the interactive use is expected to come through programs that originate throughout Davis.

Some participants mentioned they would use cable for television on-demand, including PEG programs, especially local government meetings. Some discussed the use of an I-Net to stream public meetings, community events and non-profit outreach programs. See Section F - I-Net Report for a listing of the many programs that would be recorded and streamed to meet community needs.

Educational and government participants noted they would use cable to provide for better internal communication between and within the City of Davis and the schools. This would improve the management and operations of their respective institutions. Some expressed an interest in using cable for telephone communication.

Additionally, some participants advised they would use cable to provide visitor information and assist new arrivals to town. Others would publicize various community and organization events, as well as publicity for non-profit outreach efforts, services and activities on PEG programs. Some participants stated they would use a "hot" studio. Others want to provide training-on-demand (remote training). Still others expressed their desire to maintain and/or expand PEG programming. Also mentioned was the need or desire to have all of the community performance facilities on the Internet for streaming, and that they also have the ability to broadcast live from each facility.

Some participants would use PEG cable services to broadcast recorded sports events or for paid programs (programs that cost to broadcast). It was mentioned that cable Internet access or an I-Net would facilitate non-profit organizations in standardizing software or incorporating open source software to better share information among social and health service providers with better client services as the end result. Some non-profit organizations mentioned they would use cable for their fund-raising efforts. Also mentioned were radio and vocational training. Ancillary to these anticipated uses was the stated need for more paid PEG staff.

These comments represent some of the kind of programming that people think is missing on cable TV in Davis. The high interest and variety of intended uses demonstrates why there is a need for more channels or broadcast capacity in this community. From the public feedback we received, here are some of the programs mentioned that participants believe should be expanded (ranked by those most often cited by the groups):

1. City/Government Issues/Open Microphone/Council
2. Sports/Youth, Social Services and Seniors
3. Arts
4. Education
5. Resource Channel: Environment, Multi-lingual, Community Events, and ADA

It became clear from the focus group input that there are significant unmet communication needs in the school district. The lack of a studio facility for education access, little equipment, limited technology support for education access, and the lack of feeds or broadcast drops for multiple locations to cover events and sports were identified as limitations on better utilization of the education channel.

After brainstorming on how they would use cable and PEG access, the focus groups shifted to a final discussion of what was needed to facilitate their use of cable and PEG.

D. What do you need to make it easier to use cable? What would make it easier for you to use PEG access?

Participants identified a sizable array of possibilities that would facilitate use of cable or PEG access by themselves or their organizations. Generally, those identified by all nine focus groups fell into one of the seven broad categories listed below (in no particular order), followed by a further description under each of category topic.

- Access: Connectivity/Interconnectivity
- Upgrades in Equipment/Technology
- An Institutional Network
- Facility Improvements
- PEG Channel Signal Quality and Promotion
- Staffing Capability
- Increased Funding

Access - Connectivity - Interconnectivity

All nine focus groups specified a need for broadband capability and high speed Internet access. Each focus group also identified the need for a full build-out of the cable system in order to make it easier for them to use cable and PEG. They defined this cable system, to mean cable access to all businesses and residents in Davis, including the city planning area. Many participants identified a need for cable access to extend to the boundaries of the DJUSD.

Just as important to each focus group was the ability to connect to the contiguous community, to UC Davis and the county systems. They pointed out that this interconnectivity would need to extend to new areas as they are developed into the future. Participants also identified the need to interconnect regionally. Several focus groups went further and

identified a need for distance learning capability, especially access to "telecourses" at UCD and in Sacramento. One focus group identified a need for drop locations on UCD's campus.

A majority of the focus groups noted that there is a need for all Internet providers, not just the franchisee, to have access to the system. They also urged retention of PEG in the low tier of channels.

Equipment and Technology Upgrades

Each focus group identified the need to upgrade or rebuild the cable system and equipment in Davis in order to provide more quality services including high speed Internet or broadband and HDTV or digital capability. In addition they specified the need to upgrade PEG access to state-of-the-art equipment and technology, including digital capability. Several focus groups expressed the need for the system and equipment to keep pace with changing technology over time.

Each focus group identified specific needs for PEG access including the need for two-way, real time, interactive capability and the need for live broadcast capability with hot-line equipment for call-in during broadcast. They specified a need for sufficient channel capacity, adding that more PEG access channels are required. One of the focus groups requested a dedicated UC Davis channel for UCTV to facilitate use of PEG.

A majority of the focus groups specified the need for streaming capability of PEG, mobile production capability, including drops and equipment at all sports locations. Most of the focus groups stated a need for satellite uplink and downlink capability for the studios, (DCTV and City Hall) for community use. Archival and on-demand capability for PEG and web storage capacity were also specified by most of the focus groups.

Additional needs identified by one or more focus groups included multiple cameras, dubbing equipment, a cable bulletin board for announcements, and the capability to reach the region with local programming.

Institutional Network

Seven of the focus groups specified the need for an institutional network though all nine groups identified service or capability needs that would be met with an institutional network. They specified the need to connect to all local public agency facilities and specified non-profit organizations, with two-way interactive, voice, video, data capability and people or staff to manage it. Several focus groups specified the need for fiber connections and I-Net drops at all recreation facilities. At least one focus group identified a need for phone service (teleconferencing between government and offices), capability for emergency override and traffic control, and for public kiosks throughout the community.

Facility Improvements

Participants in each of the focus groups identified the need for facility improvements as well as the need to maintain or expand these improvements relative to the growth of the community over time. Among these improvements participants specified a need for a media center, kiosks for visitors and tourists, more viewing centers or facilities with meeting rooms,

bigger, better studio facilities, satellite locations, an education access studio at the high school, and the need for expanded computer resources at the Senior Center.

PEG Channel Signal Quality and Promotion

Participants generally identified the need to have high quality cable and PEG channel signals, and that PEG signals should be the same quality as other cable channels. Each focus group identified the need for promotion or cross promotion of local programs by the cable system. Suggestions for this included listing local programs in the cable guide, program publicity and outreach, and the ability to advertise local programs on cable bill stuffers.

Most of the focus groups were concerned about lifeline rates or the need for free or low cost Internet and/or cable access for low-income families. They identified a need for the cable company to include lifeline availability information in their marketing materials. Several focus groups stated a need for the desired services to be available and for service to be reliable. The need to personalize subscription packages was identified by a few focus groups, as was the need for local, quick response to customers and the availability of technical support. One or more of the focus groups specified the need for free cable access at public venues and for funds to provide free scholarships for access to cable, or the Internet. In addition, participants expressed concerns about digging up the streets to lay conduit and identified the need to establish standards for the restoration of streets, e.g. requirements to share conduit, etc.

Staffing Capability

Participants in each of the focus groups identified the need for additional staffing for PEG. Specified needs included an Internet professional for assistance with on-line management resources, staff to provide production assistance, more training and to cover and/or film community events, for education and outreach, and for multi-lingual coordination or to provide multi-lingual capability. The need for educational credit for students using or creating local programs was identified by one of the focus groups as a means to make it easier for students to use cable and PEG access.

Increased Funding

Each of the focus groups identified a need for increased funding for local PEG access. All specified the need for capital funds to upgrade and replace equipment. After that there was no general consensus on how to spend the needed funds. However, the following funding needs (listed in no particular order) were identified by one or more focus group:

- to provide "media literacy" education in schools
- for paid internships
- to manage education access and an I-Net
- to provide support for the Internet to make it useful to the community
- to expand the budget for DCTV
- to advertise

One focus group stated a need for a direct pass-through to fund PEG operations. Another group expressed the need to establish a 501c (3) organization to seek potential grant funds.

Near the end of each focus group session, participants completed a survey expressing their views about the local cable system and PEG services. The results of this survey are summarized below. A copy of the survey is included in this report as Appendix C-2. A total of 127 surveys were received and tabulated. The focus group results compiled herein include totals for all nine community workshops. The results are especially significant because they represent a significant portion (82%) of local Davis organizations. Furthermore, a majority of the focus group survey respondents (56%) subscribe to AT&T Broadband Cable Service.

E. Survey Summary

The Davis community is very aware of the PEG access channels and have watched a program on one of the channels (100% and 91% of subscriber respondents respectively). 50% of those who watch a PEG program are casual users at 1 to 5 times per month with 46% watching 6 or more times. The programs most watched are, in order, City Council, School Board, and the Davis Planning Commission.

Signal quality on the PEG channels is below the quality of other cable channels. Only 35% of viewers consider the quality to be equal. An upgrade is needed. Close to half (41%) of respondents think the signal quality is poor.

The following are comments written about the local public access station, Davis Community Television (DCTV):

"DCTV offers a very important and unique service for the Davis community."

"I really value the community bulletin board on Channel 5 and use it often."

"People tell me they saw me on TV, I see that people who wouldn't interact come together (homeless, different ethnicities, different classes)."

"DCTV staff was extraordinarily helpful." "Staff at DCTV is extremely knowledgeable, helpful and dedicated to helping with the production of quality programs." "The staff is excellent - all helpful and encouraging." "Very good staff and management very supportive."

"This (my internship with DCTV) was an invaluable experience: it was informative, fun and put me in better touch with my community."

"Good efforts, good production assistance, good political coverage on election nights."

"...was very surprised and disappointed at the almost complete lack of teaching/supervision for children, on the other hand, the event that was filmed by DCTV went smoothly and turned out beautifully."

"Fine management and staff: producers need qualified staff to run control/audio room in studio - this should be contracted as part of an urgent need to help local Davis active members put on a show without total reliance on volunteers."

"Great - waiting room is sometimes congested." "Overall, good - more space needed."

"Great experience, useful for our organization, ... equipment is old and the facilities small, the wait to use equipment can be long, we want digital equipment, few people know about shows unless you get the [local newspaper]."

"Helpful, kind, but limited with what they can offer because of no pair control/audio help."

"I love DCTV, they just need more modern equipment, also - put I-Net drops in all affordable housing communities and social service agencies."

"There is much interest in producing programs at DCTV - often, there are not enough volunteer crew members or crew who know how to use the technical equipment well."

"We need financial support for a) equipment to go digital - streaming, b) paid technical staff to allow Davis community leaders to put on and produce a show without having to rely on volunteers only..."

The community is satisfied with the quality of services provided by the DCTV staff. The following is a summary of the levels of satisfaction with DCTV services expressed by the focus group participants.

Table C1
Efforts to inform residents about DCTV facilities, services and programming

Excellent	47%
Good	33%
Total Favorable Quality Rating	80%

Table C2
Introduction to DCTV facilities and services

Excellent	44%
Good	44%
Total Favorable Quality Rating	88%

Table C3
Assistance in planning the creation of programs (respondents appeared on or participated in the production)

Excellent	37%
Good	53%
Total Favorable Quality Rating	90%

Table C4
Production of programs
(respondents appeared on or participated in the production)

Excellent	40%
Good	51%
Total Favorable Quality Rating	91%

Table C5
Maintenance of production equipment to keep it in good working condition

Excellent	32%
Good	38%
Total Favorable Quality Rating	70%

Table C6
Promotion of programs
(respondents appeared on or participated in the production)

Excellent	29%
Good	38%
Total Favorable Quality Rating	67%

Table C7
Playback of programs on cable Channel 5

Excellent	50%
Good	40%
Total Favorable Quality Rating	90%

A series of questions were also asked about community participation in DCTV services. Over 71% of respondents are interested in learning to make a program to show on local cable TV channels. A significant number of respondents (86%) were aware that community organizations could have programs about their services and activities appear on community cable TV. Over half (59%) of respondents said they have appeared on or participated in the production of a show on Channel 5. Of those who participated in such a production, 51% did so 1 to 5 times and one-third (33%) have done so more than 10 times.

This interest in DCTV programs is indicated independently through reports of participation in DCTV activities. Since its inception in 1985, over 1,800 Davis residents have participated in training classes, over 19,000 programs have been produced and sponsored, and the number of hours of studio use, numbers of portable equipment loans and programming hours have steadily increased each year. This represents significant public participation, especially compared with stations in communities of similar size.

A majority of subscribers want the provider to offer more channels. Approximately 50% of respondents preferred additional programming include Arts/Cultural (56%), Local news, activities, events, etc. (54%), Educational (48%), and Documentaries (48%). Over one-third of

respondents suggest that Children's programming (39%) and News and Information (37%) be more readily available. 98% of respondents agreed that cable TV channels that feature programs about Davis residents, organizations, events, schools and government are important to the Davis community. As the local government and education channels are at capacity during prime-time viewing hours, the demand for more programming cannot be accommodated on local PEG channels using available channel capacity. The demand for local news, activities and events, and for educational programming, could best be met through the provision of additional channels. There is a high degree of interest (“interested” and “very interested”) in the following types of local programs:

Table C8
Levels of Interest in Certain Types of Programming

Type of Program	Percent "Very Interested"	Percent "Interested"	Total %
Programs about issues facing city government	52	45	97
Information regarding public emergencies	59	37	96
City government meetings	61	32	93
Programs about city government services	30	63	93
Special events and activities from area colleges and universities	59	32	91
Courses from UC Davis	54	37	91
Events and activities sponsored by the city	26	63	89
Local public safety information	42	44	86
Local business news and information	36	50	86
Community festivals, neighborhood events	33	52	85
Programs about Davis arts, history and culture	41	43	84
Local health and wellness programs	33	49	82
Informational programs about services and activities of local organizations and clubs	29	53	82
Environmental programs	33	46	79
Ethnic and cultural programming	40	36	76
Senior citizens activities and concerns	30	37	67
Consumer protection programs	26	41	67
School board meetings	26	27	63
K-12 music and drama productions	23	39	62
Programs about activities and concerns of persons with disabilities	27	29	56
Local sports and recreation activities (Little League, baseball, hiking, etc.)	25	31	56
Foreign language programs	22	33	55
K-12 school programs and activities	27	26	53

Three-quarters of respondents indicated they would consider paying extra for additional channels devoted to those types of programming. Only one quarter initially voiced opposition. After queries on additional cable-related services (telephone, movies-on-demand, interactive shopping/video games, and teleconferencing), 80% of respondents would consider paying an additional fee for these services while now only 20% (down from 25% before) were still opposed to an additional fee.

Following queries on specific improved services for government, education, non-profits, arts and culture, and informational types of programming, the survey asked participants how much of their monthly cable bill should be set aside to support these types of programming. 83% of respondents thought that at least \$1 of their monthly cable bill should be set aside for this purpose. Close to three-quarters (73%) support \$2 or more and over half (53%) support \$3 or more. More than one third (35%) support \$4. The average of all responses was \$3.60 of the monthly cable bill to support development of local programming. There were no respondents indicating support of \$0.

Internet access in Davis is very high. 97% of survey respondents have a computer in their home to access the Internet. 80% of them access the Internet 5 or more hours a week. Almost forty percent (38%) access the Internet from home over 15 hours/week. More than one third (37%) of those accessing the Internet from a home computer have created a personal or business web site with their home computer.

High speed Internet access is essential to the community. Significant demand exists for access to library resources (92% rated this important to very important), access to an interactive "community bulletin board" about Davis activities and resources (94%), access to government information (95%), access to public safety information (92%), and access to Davis non-profit organizations (86%), as well as for the ability to vote, to renew drivers' license, or to obtain government permits, to send and receive e-mail and information to and from teachers, school administrators and board members (84%), and for interactive distance learning (79%).

A majority of respondents expressed a need for additional cable-related services. 51% identified telephone services as important or very important. 64% identified video teleconferencing as a high need and interest. Respondents expressed little need for interactive shopping and video games (25% and 13% respectively). The low interest expressed for video games more likely is reflective of the make-up of the focus groups than the community as a whole. Note that there were no children participating in the focus groups and few focus group participants were college-aged. Recall that participants were representative of more than three-quarters of all Davis non-profit and community organizations rather than any single or major segment of the community.

While a majority of subscribers were pleased (59%) with the providers' efforts to keep them informed about changes in services, contacting the provider is problematic. A majority of those who tried to contact the provider (56%) did not get through right away and were put on hold (57%). Close to two-thirds (63%) had to wait up to 5 minutes with over a quarter (26%) waiting longer than that. Over one-fourth had more than a five-minute wait.

While the subscriber may select a morning, afternoon or evening appointment, only 56% of the respondents were offered this choice. When making appointments for a technician to install or make a repair, just over one-fourth of respondents (28%) were offered an appointment within 24-hours. A simple majority (56%) was offered their choice of a morning/afternoon or evening appointment, but only 13% were offered a Saturday appointment.

To their credit, the provider kept the scheduled appointment 92% of the time. However, two or more visits were required 44% of the time to successfully complete the install or repair and 4%

were never completed. Approximately one-quarter of the jobs (24%) required 3 or more visits to complete.

Subscribers are generally satisfied with the picture and sound quality, minimal service interruptions, and clear and accurate billing (60% or more of subscriber respondents rated the provider “good” to “very good” for these features). A third of subscriber respondents, however, were “not satisfied” with the picture and audio quality. A dissatisfaction rate of one-third of respondents is unacceptably high and is likely an indication that the cable system is not keeping up with system maintenance and repair.

A simple majority rated the overall "quality" of cable services as “good” to “very good” (52%) and fifty-four percent believe the provider offers a good variety of programming services. However, a significant number of subscribers found both the variety and overall "quality" of cable programming services to be less than good (44% and 54% respectively). Furthermore, a majority of subscribers (54%) consider the overall "value" of cable TV service in Davis to be only “fair” to “very poor”. Nearly three-fourth of subscriber respondents (72%) had no complaints about service interruptions. A majority (54%) considers the overall value to be less than good. Again, this dissatisfaction rate relative to variety, quality, and service interruptions is unacceptably high. This relatively low-quality level of service could be a contributor to low cable penetration rate and the stiff competition in Davis from satellite service providers.

This dissatisfaction is reflected in the fact that a majority of respondents who expressed an opinion on customer service questions rated the provider as “fair” to “very poor”. Though more respondents who had had a dispute with the provider rated the resolution as “fair” to “very poor”, nearly three-quarters of the subscriber respondents (74%) had had no dispute or did not express an opinion. This low satisfaction with customer service is also likely a contributing factor in low cable penetration rates and competition with other services.

Just as participation in the focus group workshops by 82% of the local community organizations reflects the depth of community interest in the franchise renewal process, the survey responses articulated above reflect an impressive use of, interest about and participation in public access programming in Davis.

It is also important to note that the findings from the nine focus group workshops described throughout this section support the data or findings collected from other preliminary report on community needs instruments including the on-line and written business surveys.

SUMMARY OF RECOMMENDATIONS

The following is a summary of the problems discussed in this Section and the needs identified by each of the issues and problems:

(See Chart C2 on the following page.)

Chart C2: Issues, Problems and Needs

Issues	Problems	Needs
Access	Limited access to communication technologies	PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
	Unequal access to modern technology among Davis residents	High-speed internet and PEG channels throughout Davis.
		There is a need to ensure that public access television services are available to all.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		Need easy access to DCN and open access to broadband Internet services. Substantial need for, and interest in, "open access" in this community.
		An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.
		There is need for an I-Net to provide access to the Internet and city systems from public facilities and other local community service locations for those who may not have access to these emerging technologies.
Availability	Cable services not available in all areas	Needs to be updated. Needs to be available citywide. Need cable service available throughout the community to businesses and to residences. Need service to be provided to any location requesting it on a timely basis, without the customer being charged for costs to extend the system to provide them service.
Distance Learning	Poor access to televised classes do distance learning in Davis	PEG access channels must occupy the same numerical location on all cable systems serving the city, should additional cable systems enter the market.
	Educational opportunities inadequate in Davis without more choice offered by distance learning	As usage warrants, additional PEG channels may be allocated beyond that initially required, as determined by an agreed upon threshold of use.
		Initial equipment upgrades and replacements. Existing equipment for PEG is aging and has fallen out of pace with current technologies. It is also not sufficient to meet current demand and expressed community needs. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.

		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		Locally produced programming and channels
		Mobile programming capability
Diversity	Broadly diverse community programming needed to make divergent viewpoints part of public policy	Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.
		As usage warrants, additional PEG channels may be allocated beyond that initially required, as determined by an agreed upon threshold of use.
		Continued provision of downlink services for the PEG channels.
		Initial equipment upgrades and replacements. Existing equipment for PEG is aging and has fallen out of pace with current technologies. It is also not sufficient to meet current demand and expressed community needs. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.
		Initial facilities expansion and upgrades. Facilities for PEG are not presently sufficient to meet demand; the education and public channels may require relocation. Community Chambers are in need of upgrades. Additional PEG studio facilities are needed, as well as the ability to televise events and meetings from additional locations. Transport and on-location vehicles are also necessary.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		Locally produced programming and channels
		Mobile programming capability
		PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
		Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.
		Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.

		Telecom Infrastructure adequate to meet community needs
		Two-way activated, bi-directional link between all PEG facilities and headend.
Economic Development	Lack of modern technology impedes economic development	Revenue from sales tax needs to increase through economic development.
	Downtown area struggles to maintain competition without adequate cable/telecom services	Residents need to be able to find local business websites and information on-line, and local businesses need to be able to post sufficient information on their websites.
		Businesses need email, high speed internet access in order to be competitive, to sell/buy services on-line, for on-line employee training, for marketing, to provide information to/for customers.
		Davis needs Internet capabilities that will foster commercial activity within Davis and between the city and other regions, and the world.
Environment	Traffic and air quality are significant regional problems	System needs to support increased telecommuting by area workers to reduce traffic and air quality impacts.
Growth	Growing population and pressures to grow cause isolation, conflict and lack of community	Locally produced programming and channels
		There is need for broadcast of public meetings--interest in seeing commission meetings, school issues meetings, as Davis has grown--need to do community meetings that can help explain issues to newcomers
		As usage warrants, additional PEG channels may be allocated beyond that initially required, as determined by an agreed upon threshold of use.
		Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.
		Telecom Infrastructure adequate to meet community needs
		Maintenance of existing channel numbers. PEG channels have a long-established and ingrained channel identity having resided for over a decade in the same location -- channel 5 (public access), channel 7 (government access) and channel 14 (educational access). PEG access channels must not be moved without approval of the City and PEG access management entities, with provision for advanced notification and payment of fee to cover costs incurred by access management entities. If moved, the channels must remain in lowest range and in consecutive or near consecutive order.



Housing	Lack of affordable housing; what exists is hard to find	Ways to reach residents without computers will enhance the quality of affordable housing projects and aid families to self-sufficiency
Identity	As Davis grows, there is a loss of community and "connectedness"	Strong local PEG channels aid in informing new residents about community issues; locally produced programming can be done by and for new residents about issues of interest to both new and long-time residents.
Interconnection	Poor links between government, schools and university	Need ability to interconnect with other communities in the Sacto metro region and adjacent service areas to enhance ability of PEG to reach constituencies outside of franchise area. Particularly adjacent unincorporated areas. Need for all PEG channels originating within the franchise area to be interconnected and carried "on-channel" in unincorporated areas adjacent to franchise.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		I-Net: An Institutional Network connects government, educational and government-related institutions via a broadband fiber connection, thus enables government and educational groups to communicate quickly and effectively and to move voice, data and audio to locations throughout the city.
		Need to receive and cablecast signals in same form received.
		Two-way activated, bi-directional link between all PEG facilities and headend.
Intergovernmental issues	City, UCD and DJUSD telecom infrastructures are not fully integrated	Community clearly expects more progress, greater accessibility and an improved flow of information to and from the community. There is a need for parents to communicate with teachers in the classroom.
	Local schools are not "wired" together	Locally produced programming and channels
		I-Net: An Institutional Network connects government, educational and government-related institutions via a broadband fiber connection, thus enables government and educational groups to communicate quickly and effectively and to move voice, data and audio to locations throughout the city.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		Maintaining signal quality on PEG channels equal to all other channels on the system; regular maintenance of return links and modulators for all PEG stations.
		Telecom Infrastructure adequate to meet community needs
		Two-way activated, bi-directional link between all PEG facilities and headend.
Local news	There is no Davis specific news available from local video sources	Basis/Basic tier should be promoted Low-power radio station

Local programs	Not enough programming unique to Davis is produced	Continued provision of downlink services for the PEG channels.
		Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.
		Ability of system to accept any signal format provided by the PEG channels.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Initial equipment upgrades and replacements. Existing equipment for PEG is aging and has fallen out of pace with current technologies. It is also not sufficient to meet current demand and expressed community needs. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		It's essential that PEG maintain ongoing exposure in all available media and desirable that PEG and the cable operators work cooperatively for mutual benefit. PEG needs free ad available time, listing of PEG program schedules in all printed and electronic guides and the ability to insert bill-stuffers in subscriber bills. Promotion/cross-promotion.
		Locally produced programming and channels
		Mobile programming capability
		PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.
Nonprofit outreach	Local nonprofits have problems executing public outreach for valuable community services	PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.

		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		Telecom Infrastructure adequate to meet community needs
On-demand	Cable schedules and residents schedules aren't the same	Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		As usage warrants, additional PEG channels may be allocated beyond that initially required, as determined by an agreed upon threshold of use.
		Initial equipment upgrades and replacements. Existing equipment for PEG is aging and has fallen out of pace with current technologies. It is also not sufficient to meet current demand and expressed community needs. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.
		PEG spectrum can be used for any PEG purposes -- video, audio or data.
		Telecom Infrastructure adequate to meet community needs
Origination	Signals only originate from a small number of locations while significant community events originate in many locations	Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.
		I-Net: An Institutional Network connects government, educational and government-related institutions via a broadband fiber connection, thus enables government and educational groups to communicate quickly and effectively and to move voice, data and audio to locations throughout the city.
		Mobile programming capability
		Two-way activated, bi-directional link between all PEG facilities and headend.
Past performance	The cable company failed in adequate maintenance of the system.	There is a need for cable installations to comply with safety codes and where found not in compliance, to be rectified in reasonable time.
	There is no interconnectivity in the system though it is required in the ordinance.	Installation of an I-Net in Davis was an established need in the previous franchise negotiations and was included in the agreement.
		Based on past customer interests and needs, it is reasonable to expect that the system will have to be upgraded again in the future.
		City needs to be able to confirm that franchise fees reflect the number of subscribers.

		There is a need for interconnectivity to register on-line for classes, programs and appointments. There is a need to interconnect regionally to share local programming of regional interest and for distance learning.
PEG complicated	PEG channel programming production is too difficult for people to use; people had more "hand holding"	Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		24-hour access to technical support service from the cable provider, through a method other than the public customer service system.
		Initial equipment upgrades and replacements. Existing equipment for PEG is aging and has fallen out of pace with current technologies. It is also not sufficient to meet current demand and expressed community needs. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.
		Maintaining signal quality on PEG channels equal to all other channels on the system; regular maintenance of return links and modulators for all PEG stations.
		PEG access capacity to be converted to digital when basic is converted to digital format.
		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.
		Telecom Infrastructure adequate to meet community needs
PEG demand	PEG services are not able to meet public demand for service.	Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.
		Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.
		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation

<p>PEG infrastructure</p>	<p>PEG studio infrastructure is inadequate; digital equipment is needed to interface with resident equipment.</p>	<p>Mobile programming capability</p>
		<p>An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.</p>
		<p>Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.</p>
		<p>As usage warrants, additional PEG channels may be allocated beyond that initially required, as determined by an agreed upon threshold of use.</p>
		<p>I-Net: An Institutional Network connects government, educational and government-related institutions via a broadband fiber connection, thus enables government and educational groups to communicate quickly and effectively and to move voice, data and audio to locations throughout the city.</p>
		<p>Initial equipment upgrades and replacements. Existing equipment for PEG is aging and has fallen out of pace with current technologies. It is also not sufficient to meet current demand and expressed community needs. Equipment will need to transition to digital formats. Enhanced digital storage for archival and streaming purposes is increasingly needed. PEG must increase its capacity for distance learning.</p>
		<p>PEG access capacity to be converted to digital when basic is converted to digital format.</p>
		<p>Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation</p>
		<p>Remote origination sites are needed at a broad range of community facilities in order to increase the variety of locations at which programming can originate. Key locations throughout Davis include: Veterans' Memorial Theater/Center; Davis High School; county library; Third and B; The Davis Joint Unified School District; the Davis Senior Center, among others.</p>
		<p>Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.</p>
		<p>Telecom Infrastructure adequate to meet community needs</p>
		<p>Two-way activated, bi-directional link between all PEG facilities and headend.</p>
<p>PEG promotion</p>	<p>Cable customers do not have adequate information about PEG content</p>	<p>An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.</p>

	Shortage of time and money to do outreach and promotion	It's essential that PEG maintain ongoing exposure in all available media and desirable that PEG and the cable operators work cooperatively for mutual benefit. PEG needs free ad available time, listing of PEG program schedules in all printed and electronic guides and the ability to insert bill-stuffers in subscriber bills. Promotion/cross-promotion.
		Maintenance of existing channel numbers. PEG channels have a long-established and ingrained channel identity having resided for over a decade in the same location -- channel 5 (public access), channel 7 (government access) and channel 14 (educational access). PEG access channels must not be moved without approval of the City and PEG access management entities, with provision for advanced notification and payment of fee to cover costs incurred by access management entities. If moved, the channels must remain in lowest range and in consecutive or near consecutive order.
		PEG access channels must occupy the same numerical location on all cable systems serving the city, should additional cable systems enter the market.
PEG schools	Students can't learn about video and broadcast because there are no facilities at the schools	Initial facilities expansion and upgrades. Facilities for PEG are not presently sufficient to meet demand; the education and public channels may require relocation. Community Chambers are in need of upgrades. Additional PEG studio facilities are needed, as well as the ability to televise events and meetings from additional locations. Flash and/or autopilot studios. Transport and on-location vehicles are also necessary.
	School T1 lines are inadequate for broadband	An I-Net is a critically need to connect local schools to other public institutions for educational, public safety and managerial purposes.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Replacement facilities and equipment over the life of franchise. Ongoing maintenance of equipment and facilities, and replacement and upgrading as necessary, is essential.
PEG space	Public access studio and office overcrowding causes problems with production	Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		There is a need for facility improvements including bigger, better studio facilities, on-site meeting space, and educational studio at the high school and expanded computer resources are needed at the Senior Center.
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.

		Initial facilities expansion and upgrades. Facilities for PEG are not presently sufficient to meet demand; the education and public channels may require relocation. Community Chambers are in need of upgrades. Additional PEG studio facilities are needed, as well as the ability to televise events and meetings from additional locations. Transport and on-location vehicles are also necessary.
PEG staff	Volunteers have problems completing their programs independently	Peg system designed to be used by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
PEG support	Community institutions should be well-supported	Telecom Infrastructure adequate to meet community needs
		Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		As usage warrants, additional PEG channels may be allocated beyond that initially required, as determined by an agreed upon threshold of use.
		Maintenance of existing channel numbers. PEG channels have a long-established and ingrained channel identity having resided for over a decade in the same location -- channel 5 (public access), channel 7 (government access) and channel 14 (educational access). PEG access channels must not be moved without approval of the City and PEG access management entities, with provision for advanced notification and payment of fee to cover costs incurred by access management entities. If moved, the channels must remain in lowest range and in consecutive or near consecutive order.
		Mobile programming capability
		PEG access capacity to be converted to digital when basic is converted to digital format.
		PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
		Telecom Infrastructure adequate to meet community needs
Penetration	Cable penetration rates are low in Davis	Davis needs an upgraded cable system with cable modem services, two-way communication for every user and upgradeable, state-of-the-art technology.
Quality	Company failing to require an adequate signal	Citizens desire improved picture and sound quality.



	Poor quality picture and sound	Davis needs an upgraded cable system with cable modem services, two-way communication for every user and upgradeable, state-of-the-art technology.
Rates	Rates are perceived as too high; satellite providers are perceived as having lower costs.	There is a need to provide basic life line rates.
University and Davis issues	Lack of interconnection between the university and the residents.	Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources. Need for seamless interconnection for cable and I-Net between cable provider and city, between on and off campus.
	Often called "town and gown" issues.	PEG access capacity to be located on the lowest cost tier of cable service. Davis residents rely on live and rebroadcast local meetings and other community programming in the lowest tier of service. If PEG channels are offered only as a premium service, it limits local participation in government and community affairs.
Underserved internet	The city is underserved by broadband providers.	There is a clear need for high-speed broadband capability in Davis.