

D. ANALYSIS OF INFORMATION GATHERED THROUGH THE REVIEW OF LOCAL STRATEGIC, LONG RANGE, AND TECHNOLOGY PLANS

OVERVIEW

This section reviews information obtained from a review of the following local strategic, long range, and technology plans:

City of Davis

- General Plan
- Public Opinion Telephone Survey by Godbe Research & Associates
- CDBG applications from local Non-Profits

Davis Joint Unified School District (DJUSD)

- Ten-year Facilities Master Plan
- District Technology Plan
- Stated Priorities of DJUSD

Davis Community Television (DCTV)

- DCTV's Strategic Plan

University of California, Davis (UCD)

- Long Range Development Plan (LRDP)
- New Neighborhood Master Plan (NMP)

These planning documents identify general community needs of the primary public agencies in Davis, including the City of Davis, the University of California, at Davis (UCD), the Davis Joint Unified School District (DJUSD) and Davis Community Television (DCTV) the local public access channel. Some parts of these documents specifically identify telecommunications needs, while others are more general needs that could be addressed in some fashion by the cable system. A summary of the issues and problems cited in these reports and studies appears in Chart D1 on the page that follows.

City of Davis

The City of Davis General Plan, adopted by council in May 2001, articulates the community's vision of its long-term physical form and development. The general plan is comprehensive in scope and represents the city's expression of quality of life and community values. It also includes social and economic concerns. General plans are prepared under a mandate from the State of California, which requires that each city and county prepare and adopt a comprehensive, long-term plan for its jurisdiction.

In April 2000, the City of Davis retained the firm of Godbe Research & Associates to conduct a telephone public opinion survey of Davis residents as part of an overall review of city services and community concerns.

In addition to review of strategic, long range, and technology planning documents of local public agencies, this preliminary report on community needs reviews information from local non-profit organizations serving the Davis community. Each year, the City of Davis receives applications from non-profit organizations for Community Development Block Grant funds (CDBG). As part of these applications, non-profit organizations identify their scope of services, priorities, needs, modes of communication and challenges they face in the near future. This information for 2002-

Chart D1: Issues and Problems

Issues	Problems
Access	Limited access to communication technologies
	Unequal access to modern technology among Davis residents
Budget cuts	Local government agencies are facing increasing budget pressures; city can't be expected to meet PEG and I-Net needs on its own
Distance Learning	Poor access to televised classes do distance learning in Davis
	Educational opportunities inadequate in Davis without more choice offered by distance learning
Economic Development	Lack of modern technology impedes economic development
	Downtown area struggles to maintain competition without adequate cable/telecom services
Government services	Lack of an I-Net is impeding efforts for government to improve services.
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
Insufficient Services	Cable company offers insufficient services does not provide additional services
	Limited access to high speed broadband services
Interconnectivity	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
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	Equipment is aging
	PEG funding is uncertain from year to year
PEG Channels	Government channel has insufficient capacity; primetime is "maxed out"
	PEG channels are not available to all viewers
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 equipment	PEG channels operating with out-dated equipment
PEG promotion	Cable customers do not have adequate information about PEG content
	Shortage of time and money to do outreach and promotion
PEG quality	PEG programs are of inconsistent quality
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 staff	Volunteers have problems completing their programs independently
PEG support	Community institutions should be well-supported
Penetration	Cable penetration rates are low in Davis
Shared info	Citizens need more options to share opinions with council
	Not all city facilities are wired to backbone; causes communication problems



Preliminary Report on Community Cable-Related Needs and Interests
December 8, 2003

Social	A variety of social services issues are of significant concern
Strategic plans	Various strategic plans identify community needs
Telecom system	Flow of information in the community is clumsy and slow
University and Davis issues	Lack of interconnection between the university and the residents.
	Often called "town and gown" issues.

2003 fiscal year is recapped here as it illustrates the telecommunication needs of local non-profits.

Davis Joint Unified School District

This preliminary report on community needs reviewed three strategic planning documents from DJUSD. The Ten-Year Facilities Master Plan was adopted by the Board of Education in January 2000. This document contains a summary of the approved revised facilities projects, including technology infrastructure needs through 2010.

The District Comprehensive Technology Plan covers the time period from July 2000 through June 2005 and was the culmination of seven years of input from a number of technology committees comprised of staff and members from the community. This document contains belief statements, a vision, goals and support for the use of technology in Davis schools.

The third document, dated September 1994, states priorities for the educational access channel that were jointly determined by the DJUSD and DCTV identified during a series of meetings in 1994, which were articulated in the Stated Priorities of DJUSD Report.

Davis Community Television

Over the course of two and a half years, DCTV engaged in an assessment and strategic planning process that tapped into a broad cross-section of the Davis community. The findings and conclusions were captured in the 1999-2003 Strategic Plan. This document also contains the DCTV mission statement, statement of values, and their goals, activities and strategies.

University of California, Davis Campus

The University of California, Davis, is entering the final year of a three-year effort to update its Long Range Development Plan (LRDP). The LRDP is similar to a city general plan in that it creates a physical, planning framework to accommodate projected growth. The LRDP is the campus land-use plan for accommodating many new students, faculty, staff and facilities through the 2015-16 academic year.

One major new issue the campus is studying within the current LRDP update is development of a residential neighborhood on campus land south of Russell Boulevard and west of Highway 113. This new neighborhood proposal is discussed in detail in the Neighborhood Master Plan (NMP).

STATE OF CALIFORNIA BUDGET IMPACTS

As of December 2002, the Governor has been restructuring the state budget to reflect an estimated shortfall of as much as \$36 billion to the state coffers since December 2001. Though there is some disagreement regarding the true magnitude of the shortfall, it can generally be estimated to run at a minimum from \$26 to \$28 billion. At this time, the Governor has proposed covering this shortfall largely on the backs of local government. The Governor's plans would reduce the operating budget of the City of Davis by \$2.4 million per year. Such a decrease will have significant consequences on the delivery of city services.

It is apparent from the needs identified in these various strategic planning documents that the cable system in Davis is inadequate to meet even the current needs of the community. This is evidenced by the fact that cable is not even available in all areas within the city limits, let alone the entire community, equipment is inadequate and outdated, training is limited, and the demand for PEG far exceeds current PEG channel capacity.

It is also apparent from the state of the current economy and the budget shortfall facing the State of California that the City of Davis cannot hope to provide for current community cable and I-Net needs on its own. Cable services can only be expanded and enhanced through a successful partnership with the Cable Company thereby expanding the customer service base.

Significantly expanded and enhanced cable and I-Net services are not inherently solutions to all the community needs established in this report. In the community needs assessment process we have reviewed these needs and how cable and I-Net can provide solutions to these problems.

DAVIS PROFILE

The City of Davis is a university and residential community internationally known for its commitment to environmental awareness and for implementing progressive and socially innovative programs. The city's quality of life and progressive, vigorous community is reflected in its small-town style and the quality of its educational institutions. The longtime popularity of the bicycle as local transportation is evident in the record number of bicycles per capita. It is home to the world-renowned University of California, Davis.

UC Davis was established in 1908 as the "University Farm School". From its beginnings as an agricultural community, the Davis campus is now recognized internationally for its contributions to life sciences, agriculture, veterinary medicine, biotechnology, medical technology and engineering. Although remaining outside of the city's corporate limits, the University's presence has been and remains central to the growth, identity and culture of the city.

Davis is separated from surrounding cities in the Counties of Yolo and Solano by ten to fifteen miles of agricultural land and on the east, the Sacramento River flood by-pass separates Davis from West Sacramento and the state capitol in Sacramento.

A recent economic development report for the city concluded that Davis is an attractive residence location for those who work in numerous other local businesses or who commute to Sacramento, neighboring Solano County or elsewhere in the greater San Francisco Bay Area. The primary local Davis trade area includes the City of Davis, the adjacent unincorporated golf course communities of El Macero and North Davis Meadows, and the main University of California, Davis campus [ZIP Codes 95616, 95617 and 95618]. The City of Davis covers approximately ten square miles, with a traditional central downtown (a commercial/retail core area).

The population and income of the Davis population is summarized in Table 1 below.

Table 1

POPULATION AND HOUSEHOLD TRENDS			
DAVIS AREA PRIMARY MARKET			
	1990	2000	Annual Growth '90-00
Population	48,415	61,363	2.4%
Households	17,522	23,462	3.0%
Family Households	8,967	11,920	2.9%
Ave. Household Size	2.5	2.5	
Income			
Median HH Income	\$30,491	\$41,299	3.1%
Median Family Income	\$49,603	\$65,513	2.8%
Per Capita Income	\$15,694	\$22,945	3.9%
Age Distribution			
Under 18	16.7%	17.6%	
18-24	35.1%	25.6%	
25-34	17.3%	15.3%	
35-44	13.1%	15.5%	
45-54	7.5%	12.6%	
55-64	4.6%	6.9%	
65 & Over	5.6%	6.7%	
Total	100.00%	100.00%	
Median Age	24.5	29.5	
Household Type			
Families	51.2%	50.8%	
Non-Families	48.8%	49.2%	
Household Tenure			
Renter	57.7%	NA	
Owner	42.3%	NA	

Note: Davis Area Primary Market is defined as Davis and El Macero

Sources: State of California, Department of Finance, 2000; Claritas Inc., 2000; U.S. Census, 1990; BAE, 2000

In January 2002 there were over 24,000 households containing 63,324 residents in Davis. The median household income in 1999 (most recent data available) was \$39,959. This figure included approximately 10,600 families with a median household income of over \$64,000. The labor force (aged 16 and older) identified by the census in 2000 was 34,640.

The city has long recognized the importance of open space and programming activities for youth through the creation of over 30 city parks, greenbelts and open space (comprising over 412 maintained acres), extensive recreational programs, swimming pools, and playing fields.

Davis' internationally famous system of bikeways has served as a model for cities throughout the nation. Davis also enjoys a reputation for its concern for environmental planning, including a solar energy ordinance that has pioneered the building of solar energy homes in Yolo County.

Internationally recognized speakers and performing ensembles afford Davis residents a rich tapestry of entertainment, arts and cultural events, from community theatrical productions to university-sponsored appearances. Home to art aficionados as well as artists, the City of Davis has an active public arts program that is complemented by privately funded public art and the university's public art. More than thirty-five pieces of publicly accessible art are located around the community and on the university campus. Davis has seven non-profit museums and art galleries, three of which are located on the UC Davis campus that feature regional art and archaeological displays, a local history museum and meeting facility, and one featuring contemporary Native American Art. Other cultural facilities include numerous for-profit art galleries in the downtown area, an artist's cooperative, a multi-purpose educational and performing center, International House, Explorit Science Center, two performing arts theaters managed by the City of Davis, and a variety of facilities on the UC Davis campus, including the new Mondavi Center for the Performing Arts.

There is an abundance of bookshops, coffeehouses, and restaurants catering to the community in a vibrant and bustling downtown. Perhaps one of the city's most distinguishing characteristics is the fact that downtown is truly the heart of the community. It is the focal point not only for retail sales, but also for civic, cultural, and recreational activities.

The city's general plan reaffirms that the downtown core area will remain the primary retail and business district as well as the city's social, cultural and entertainment center. Economic development efforts will target emerging technology and knowledge-based industries. Davis will also continue to promote and support the arts and promote Davis as a regional cultural center. Furthermore, the city advocates equal access to all city programs, facilities, meetings and electronic media. The general plan reflects the city's commitment to promote diversity in the workforce and in the community and equal access to affordable health care and social services programs. The city's general plan echoes the community's commitment to retain its university-oriented, small-town character surrounded by farmland, greenbelts and natural habitat areas and preserves.

If downtown is the city's heart, then the Davis campus of the University of California (UCD) is the city's soul, contributing to the city's reputation for cultural diversity and a highly educated populace. UCD has a significant influence on the demographic makeup in Davis. This is reflected in the significant concentration of young adults in the community. The 2000 census found 25.6% of the population to be aged 18 to 24.

According to the university, approximately 90% of students, 70% of faculty and 40% of staff live within the immediate Davis community including those on campus. (These numbers do not include the UCD Medical Center located in Sacramento.) This amounts to roughly 28,500 to 30,000 students, faculty and staff living in the greater Davis area. Both the university and the city believe that such high percentages of campus citizens who live locally contribute significantly to the strong sense of community both on campus and in the City of Davis.

Today, UC Davis is the northernmost and largest of the UC campuses, occupying 3,600 acres adjacent to the City of Davis and 5,200 acres total. UC Davis is second among UC campuses in budget and total expenditures, and third in enrollment with 27,292 students (Fall 2001).

ACTIVE CITIZENRY

While enriched and enhanced by a strong connection with UC Davis, the residents of the City of Davis are, in their own right, well educated and actively involved in community affairs.

The city is governed by a five-member city council. The council, in turn, is aided by the work of 23 commissions and task forces, with a volunteer membership totaling over 250 residents. There are 8 neighborhood associations, four of which maintain web sites. There are over 200 community non-profit organizations in Davis, at least 40 of which regularly work in partnership with the City of Davis to provide food, shelter, health care, housing and youth recreation services. These non-profit groups report that well over 30% of Davis residents serve as volunteers, providing over 80,000 hours of volunteer service annually which saves local non-profits at least \$800,000 in staffing costs.

The active residents create a strong demand for information and media. In terms of communicating with its citizenry, the City of Davis has stayed ahead of many other cities of like size.

- All council and planning commission meetings are televised on cable television and “streamed” through an internet connection.
- City staff has developed strong media integration among most departments, that is, staff use varying forms of media to execute programs, to reach out to the public, and to communicate within departments and to internally train staff.
- Public issues are increasingly covered by televised programming.
- Staff has developed and maintained special issue web pages.
- Use of technology has led to special issue and commission subscription lists.
- Staff and council are working to use original programming during meetings.

The Davis community has grown to expect the use of integrated media in the distribution of information on community issues. In the spring of 2000, Davis residents were surveyed via telephone to gather information about city services and needs. The firm of Godbe Research and Analysis completed the survey and gathered a statistically significant number of responses from a representative sample of Davis residents. In this survey, residents reported a high level of satisfaction overall when asked to evaluate the city's efforts to communicate with residents.

Although a large majority of residents relied on conventional medial sources, i.e., local newspaper (73%) and the city newsletter (21%), a considerable percentage accessed city news through the Internet (17%) and television (15%). Godbe found that access to the Internet among Davis residents was considerably more prevalent than in other recent resident surveys they had conducted in other cities.

Davis has a very active citizenry. During 1999-2000 there were 567,000 total participant hours in all city parks, cultural and recreational programs. As of January 2003, Davis has 29,841 registered voters, which is over 60% of the adult population (aged 18 and older). The percentage is greater than 60% when voter eligibility is taken into consideration. The Godbe survey concluded the percentage of registered voters in Davis to be just under 80% of eligible voters.

Fifty-six percent of Davis residents said they regularly watch Davis City Council meetings on cable TV. Over two-thirds of residents said they expect the city to place information and interactive forms on the Internet. More than half of Davis residents are interested in the city increasing programming on cable TV to inform residents of issues such as local crime, the city budget and upcoming events. Despite the fact that broadband cable services are not available to Davis residents, eighty-five percent (85%) of residents indicated they had access to the Internet. Almost all of those accessing the Internet (92%) are under age 65. As of October 2002 there were 4,285 subscriptions to various city email lists off the web page.

COMMUNITY PROBLEMS

A. CITY BUDGET AND ECONOMIC DEVELOPMENT

The City of Davis' economic condition is highly dependent on actions within the state government. Only one year ago the state projected revenue growth to far exceed budget estimates. Since that time, the State's experiment with deregulating the power industry has resulted in one of the most complicated and potentially significant political challenges in recent history. Combined with the significant uncertainty created by the energy crisis, economic indicators nationwide portend a slowing of the economy. The stock market has shown extreme volatility during the past year, with the high technology sector particularly hard hit. Of course, many argue that the market was significantly overvalued for much of 1999 and 2000, and therefore the declines of the past six months reflect an expected correction. Regardless, the actions of the market may compound adverse effects of energy costs on the economy. These two issues provide cause for caution about future economic growth in Davis.

Although the national and state economic pictures provide ample cause for concern, the City of Davis faces challenges of its own. Several recent events suggest that with respect to real estate development, the Davis of the foreseeable future will differ significantly from the Davis of the past decade. First, the community voted in favor of Measure J, an initiative that requires voter approval for most general plan amendments and/or annexations of land to the city that would enable significant new development. Measure J specifically applies to the conversion of land designated agricultural to residential. (Note the residential development proposed by UCD in West Davis would not trigger a Measure J vote because UCD, not the city, would change the

land designation.) Second, Measure O created an open space tax that will enable the city to purchase and preserve open space lands around the city. Finally, the preliminary direction provided by the city council in the general plan update reduces the available land for residential development by removing the urban land use designation on the Covell Center property.

Current uncertainties notwithstanding, the greater Sacramento region continues to be a magnet for growth, with the San Francisco Bay Area supplying a significant share of such demand. Skyrocketing real estate prices, physical and political limitations to growth, and attendant growth-related issues such as traffic congestion have spurred significant migrations of state residents inland. The Sacramento region is expected to add another million residents over the next 20 years. Thus, growth pressures will be significant into the foreseeable future.

Nonetheless, commercial development has significantly lagged behind projections since 1987. The City of Davis makes up approximately one third of Yolo County's population, but the city's taxable retail sales are only about one fourth of the total taxable retail sales in the county. In fact, retail sales vs. demand result in an annual retail leakage of more than \$12 million.

Davis residents are concerned about economic development. They want to avoid sprawling retail and focus instead on economic development appropriate to Davis. Successful efforts depend on a strong technological infrastructure in Davis.

B. HOUSING

Finding affordable housing in Davis can be difficult. Housing costs are generally higher than elsewhere in the region (see Table 2) due to: (1) the community's desire for slow growth limiting the housing market through the years, and (2) the high demand by families looking to move to a community with low crime, excellent quality of life, and a premier local school system.

Table 2 Median Home Price March 2001

Davis	\$333,000
Yolo County	\$173,500
Sacramento County	\$209,500

Though the city has an aggressive affordable housing program, there are waiting lists for affordable housing assistance. In addition, affordable housing in Davis and affordable housing programs do not reach the middle class resulting in an affordable housing gap. According to the local newspaper, the median price of homes for sale in October 2002 was over \$400,000. Table 3 below shows how median home prices have risen substantially in Davis over the last four years.

Table 3 Davis Housing Market

1999	\$207,200
May 2000	\$254,000
June 2000	\$319,500
March 2001	\$333,000
October 2002	\$432,000

The 2000 census identified the median mortgage in Davis as \$1,579 with approximately one-quarter of homeowners paying 30% or more of their gross income towards their mortgage. Median rent in Davis was identified by the 2000 census as \$775, compared to \$687 in the county. It showed that more than half of Davis renters pay 35% or more of their income for rent. A \$702 1-bedroom unit is affordable to a household earning \$28,000 annually. As of the Fall 2002, there were 780 names on a waiting list for affordable rental housing assistance - a 12% increase over the year before. The apartment rental vacancy rate was reported at 0.3% by the local newspaper in January 2003.

While 65% of the housing stock is single-family residential with 35% multi-family, rentals account for 55.4% of housing units with only 44.6% owner-occupied. The student influence is apparent in the number of non-family households in Davis. More than half of the population (50.8%) lives in non-family households compared to 36.9% for the county as a whole.

C. INCOME

In 1999 (most recent data available), 24.5% of individuals were below the poverty line in Davis, compared to only 18.4% for the county. One quarter of Davis households receive only social security or other retirement income.

In 2001, some 31,414 Davis residents received some form of aid or support from local government agencies, health and human service organizations and local non-profits. The city provided fee subsidies for recreation programs to over 175 families. The largest portion of aid received was for the prevention of hunger and homelessness. To this end, assistance was provided to 13,368 low or very low-income individuals. Roughly 30 to 40% of these were children and adolescents. Forty-one percent of the families receiving health care assistance were without any form of health coverage.

Although the large concentration of students in the area contributes to the lower overall or individual household median income, national statistics indicate that monthly discretionary income of approximately \$193 per student, factored across the 26,100 UCD students alone, represents a potential pool of up to \$60 million in annual local discretionary expenditures.

D. UCD GROWTH

UCD enrollment in Fall 2001 was 25,960 students (figure does not include UCD School of Medicine). UCD is also the largest employer in the City of Davis with a total of 16,969 persons employed (that is non-medical faculty and staff) - 10,536 of which are net additional persons (6,433 are student employees). By comparison, the second largest employer in Davis is the DJUSD with 800 employees. The University projects an additional enrollment of 6,600 students plus 2,500 more faculty and staff by the 2015/16 academic year.

Based on information in the University's LRDP Environmental Impact Report, approximately 26% of the student body has historically been housed on the UC Davis campus in residence halls, apartments and group quarters. This percentage is in line with the University's stated commitment to provide on-campus housing for 25% of their students. Approximately 8% of UC Davis students live in other communities and commute to class with the balance, roughly 66% of students, living within the Davis city limits and occupying nearly one third of all housing units in the city. (The average ratio of students per unit is 2.6.) Using the same percentages for the projected growth by 2015/16, the local Davis trade area would need to find additional housing to accommodate 4,400 more students and another 1,250 faculty and staff.

Additional residential capacity in the Davis General Plan is limited through 2010 and would likely not accommodate the projected needs of university students, faculty and staff. Thus UCD has announced plans to develop a predominantly residential neighborhood on about 200 acres of campus land directly contiguous to the city limits, south of Russell Boulevard and west of Highway 113 with a housing mix of multi- and single- family units. The proposed project will include a combination of single-family detached units (from 600 to 800) many with cottage units similar to the Aggie Village project, attached townhouses, and apartments. The latter three would accommodate from 2,200 to 3,900 students. There are also mixed-use commercial centers proposed within the University Neighborhood and Covell Village Projects. The earliest anticipated occupancy is the fall of 2005.

An elementary school facility is proposed for the new development. Negotiations are underway for the K-12 educational needs to be served by the Davis Joint Unified School District. Negotiations are also underway as to whether or not the City of Davis would annex the adjacent property and/or provide typical municipal services to the university development. However, the university has advised they will not provide cable services to the new development. The potential annexation is significant because it provides an opportunity to substantially expand the cable system subscriber base.

With a significant portion of their students, faculty and staff living off-campus but within the City of Davis, UCD finds a substantial need for seamless interconnection for cable and Internet access between their cable provider and that of the city. This need for interconnection will only increase should the city's cable provider supply services to the new residential community envisioned in the Residential Master Plan. Neither UCD nor the City of Davis has sufficient funds to expand cable access across the street.

E. AGING POPULATION, SENIORS

As in the rest of the nation, the population of Davis is also aging. The 2000 census indicates that 6.7% of the Davis population, or over 4,000 residents, are seniors aged 65 or older. In fact, seniors reside in 12.3% of all Davis households. Almost half (or 42.8%) of those aged 65 or older have some disability.

As stated in the Davis General Plan, it is a community goal to *create and maintain a social and service environment supportive of seniors* and to *inform them about human service needs and programs*. The following General Plan policies guide these goals:

- Provide programs which promote the physical and mental well-being of seniors
- Provide services which enable seniors to remain as independent as possible.

The General Plan further specifies several actions to meet the stated goals:

- Support the development of a senior care continuum facility in Davis.
- Maintain and expand current senior programs for the senior center as a focal point of program activities and services.
- Expand the senior center facility to accommodate expanded programming needs.
- Provide retirement/life-planning programs.
- Develop lifelong learning opportunities responsive to seniors including language and computer skills.
- Maintain and develop intergenerational programs with emphasis on senior center/Davis Joint Unified School District involvement.
- Continue and expand information/assistance services for seniors and their families.
- Promote existing and develop new senior daycare/respite services particularly for working families.
- Promote programs to assist caregivers and adult children with aging parents.
- Continue to support and develop in-home supportive services.

The city is making progress in developing programs and assisting citizens to age in place, including provision of door-to-door demand response transit services for the general public, seniors and individuals with disabilities including Davis Community Transit, Davis Senior Transit and through participation in YoloBus. In addition, an expansion of the senior center facility is under design and construction.

However, significant opportunity exists to expand programs and services to seniors that will achieve the stated goals through utilization of an Institutional Network for city sponsored programs and in collaboration with non-profit partners in meeting health and human service needs.

According to the Godbe survey, older Davis citizens already access the Internet and watch televised city council meetings. In fact 43% of Davis residents aged 65 and older access the Internet. Generally, the older the Davis citizen, the more likely they are to watch PEG programs. The same survey determined that more than 60% of Davis residents aged 40 and older have watched televised council meetings compared to only half aged 30 and up. As previously noted, 56% of Davis residents said they regularly watched televised Davis City Council meetings.

F. CHILDCARE, TEENS

Over seventeen percent of the Davis population is under 18 (17.6%), while over a fourth of all households have some member under 18 (27.5%). In over half of Davis households (57.4%), both parents work outside of the home. In a vacuum, these are not problematic statistics. But as the number of young people has grown, so has the number of unsupervised pre-teens and teens grown, and as the population of Davis has grown, the potential problems of an urban environment have also grown.

The City of Davis recognizes the need to keep teens engaged and active. However, a key facility for teens, the Teen Center, is not wired for high speed Internet, and cable coverage of youth sports is needed. Furthermore, though Davis schools are some of the highest rated schools in the state, they have some of the poorest computer labs in the state.

Youth in crisis can often be a danger to themselves and/or to others. Studies emphatically connect the stresses of adolescence in socially immature and emotionally isolated youth with delinquent behavior (Dryfoos, *Safe Passage, Making it Through Adolescence in a Risky Society*, 1998). The precipitating crises vary (examples: divorcing families, abusive homes, drug use, rebellion, etc.) but the results can be as severe as participation in gang activities, running away from home or suicide. A teen may see such an act as the only way out. A teen's behavior can have dire consequences for themselves and others. Truancy, failing grades, substance abuse, fighting, and poor self-esteem are manifestations of a young person having difficulty resolving problems and coping with the stresses of growing up.

Teen years are often a stressful time for both parent and child. The problems are exacerbated when a family is unstable either emotionally or economically. Without the support they need to make good choices, teens "act-out" by engaging in risky behavior such as drug and/or alcohol use, truancy, poor academic performance, getting involved in gang activities or becoming estranged from their family.

Without appropriate crisis intervention and professional help, the behavior problems of troubled youth can escalate into self-destructive situations that can have a severe impact on society, on the life of the teen and in many situations, the lives of others. Dealing with anti-social and criminal behavior and incarceration, substance abuse and addiction, suicide, and truancy by children in the community is costly to Davis - both financially and to the emotional well-being of the community.

The Davis General Plan identifies several goals to engage the youth in our community:

- Ensure that high quality formal and informal learning opportunities exist for youth
- Encourage participation by youth in a variety of community service and public policy activities.
- Recognize and celebrate youth and their accomplishments.
- Promote, encourage and support environmental education with a special focus on youth involvement.

- Work with the DJUSD and private school operators to provide for public schools and educational facilities that serve as neighborhood focal points and maintain a quality learning and recreational environment.

The availability of online services, such as recreation program registration services are all helpful in meeting community needs. The Davis response to curbing the potential problems has been significant and reinforces that Davis is a great place in which children can grow and flourish. Davis has more recreational programs and opportunities than any comparably sized city in the state. In addition, community organizations like Suicide Prevention, Allied Services for Kids and Yolo Family Services Agency all receive city funding to help meet community needs that impact children. Furthermore, the education system in Davis is well supported and successful.

G. TECHNOLOGY PROBLEMS

Telecommunication infrastructure and services have been identified by the city council as important community resources, which are likely to be as important to the continuing economic development of the community as are basic infrastructure such as water, sewer and road systems. As far back as 1990, the city council recognized that the use of advanced telecommunications technologies were a means to reduce traffic and consequently air pollution (through telecommuting and telework), to strengthen existing business and attract potential high-tech businesses (economic development) to Davis, as well as increase citizen participation in local government (electronic democracy) and improve the overall quality of life and opportunity for all.

According to Godbe Research and Associates, Davis has among the nation's highest penetration rates for home computers and Internet use. Results of the 200 public opinion survey conducted by Godbe showed that 88% of residents and 79% of businesses indicate they have access to a computer at home, work or school, with access to the Internet at one or more of these locations. However just under 50% percent (49.6%) of Davis residents (approximately 12,000 of the 24,183 households) subscribe to cable TV service through AT&T Comcast Broadband (referred to hereafter as "AT&T").

There are significant issues in Davis that currently restrict the growth potential for cable services. These include:

Inadequate Access to Cable

Not Wired: Cable service is not available citywide. Certain geographic areas have no cable service at all—Olive Dr. parts of South Davis, El Macero, Old East Davis, and the downtown. It is also important to note that significant areas of town do not have access to other broadband services such as DSL.

It is becoming problematic that the downtown is not wired for cable. The city has made a significant commitment to mixed-use development in the downtown resulting in a growing residential component. Furthermore, nationally known software developers, like Silicon Defense, are located in the downtown.

Not all city facilities are wired to the city's fiber backbone including two of the city's three fire stations. This factor significantly inhibits the performance of government in Davis. In addition, the local schools are not connected. Though most of the main school buildings in the Davis Joint Unified School District are wired within the building, they are not connected to one another in the District. Yet the District desires to provide community links that extend the classroom beyond the walls of the school allowing students and classrooms to communicate locally and globally.

Old/Outdated Cable System and Equipment

The existing cable system and equipment are old technology. It is based on a 450 MHz system. This is clearly not capable of promoting economic growth or an increase in cable subscribers in the Davis community. The city and DJUSD are using T-1 lines that are inadequate for their streaming needs. The DJUSD is not wired for broadcast. The government channel has insufficient channel capacity. Its "Prime Time" capacity is currently "maxed out," and with no more channel capacity the city is unable to broadcast all the programs that citizens want to see and/or have rebroadcast. Staff is cobbling together equipment that is not compatible, and it is taking an increasing amount of staff hours to keep it running. We anticipate the high ratings for the government channel will slip if we don't improve the cable system and equipment.

Broadband availability is limited in the city. More than 50% of complaints received about cable services and the cable provider have to do with lack of available services. Our business and residential community feels this acutely with no cable service available in the downtown.

Furthermore, the reality that over 66% of UC Davis students live off-campus but within the city limits of Davis has led to dynamic needs for state-of-the-art technology. Students living on-campus have high-speed connections in computer labs, libraries, recreation halls and classrooms. On-campus housing has fiber connections and direct access to the campus computer and cable networks. Students living off-campus in Davis have limited access to high quality cable and broadband services. Most students live in apartments, each with varied relationships to cable, satellite and broadband services. The lack of availability of broadband and high-quality cable service puts off-campus students at a significant technological disadvantage to their on-campus peers.

UCD utilizes various sites within the city for classes and other programs that have the same cable and technology constraints as the rest of the city and the same off-campus disadvantages. In addition, they have plans to expand development of the University Research Park. The city is also planning to build into this research park. Adequate wiring into this research park is required.

Lack of Interconnectivity - Open Access

There is no interconnectivity. The cable system in Davis does not connect to the University's cable system, or even to the county's. Interconnectivity is required per the city cable ordinance. In addition, the Los Rios Community College District (LRCCD) has requested

University land be designated for a Davis campus for Sacramento City College. The campus would likely create program linkages between the DJUSD, LRCCD, and the University.

DAVIS JOINT UNIFIED SCHOOL DISTRICT (DJUSD)

Primarily the Davis Joint Unified School District provides educational services for primary and secondary (K-12) public education in Davis. In addition to DJUSD, there are four private schools in Davis serving K-3 and K-8. DJUSD is a premier California school district that covers an area of 126 square miles and serves approximately 8,800 students in grades K-12 and 2,400 students in an adult education program. The district operates nine elementary schools, one for grades K-3 and eight for grades K-6, including one school in the unincorporated county area west of Davis, with a total enrollment of 4,050. The oldest of these facilities was constructed in 1953, with the newest added in 1992. There are two junior high schools, built in 1979 and 1966, that serve grades 7-9 with an enrollment of 1,847. One high school, built in 1960, serves grades 10-12 with an enrollment of 1,631. There are also an alternative high school, an independent study program for grades 1-12 and an adult education center. Two elementary schools house the District's Spanish immersion program (one K-6 school is entirely Spanish immersion), and a Montessori program was added at one of the elementary schools in 2001-02.

A tenth elementary school and a third new junior high school (under construction) is scheduled to be built within the next 2 to 4 years. A proposal for yet another elementary school to be located in the university's proposed new housing development and operated by DJUSD is in the planning stage. The district has an interest in four additional sites in Davis (two of which they own) and are prepared to use the sites in the future as elementary schools if necessary.

The district offers a variety of special programs and services, including school improvements, assistance to limited speakers of English, resource specialists in reading, drug, alcohol and tobacco prevention education, secondary counseling, extended library hours for secondary schools and a school-to-career program. The District also provides a special education program, Gifted and Talented Education (GATE) Program and summer school programs for grades K-12.

DJUSD has a highly qualified professional staff of approximately 900 who provide a sound learning environment. The community traditionally has provided strong financial support to the District through the passage of special tax and bond elections. Each year, approximately 90 percent of Davis Senior High School graduates enroll in post-secondary institutions. In their recently adopted DJUSD District Technology Plan for 2000-2005, the District identified the following needs:

- Ability to:
 - Access multimedia resources and products
 - Access remote information
 - Communicate with others in support of direct and independent living
 - Pursue personal interests

- Design, develop, publish and present products (e.g. Web pages, videotapes) using technology resources to audiences inside and outside the classroom.
- Collaborate with peers, experts and others using telecommunications and collaborative tools - audiences in and out of the classroom, and for teachers to network with each other.
- For technology experts to train and support staff, and for ongoing professional development designed to meet changing student needs.
- For technology training opportunities to be offered to parents and guardians so they are equipped to help their children, as well as, training plans for community involvement and in an ongoing process, provide state of the art equipment in a training room.
- To access the state of California's CTAP to test teacher technology skills annually.
- To design and construct facilities infrastructure to support technology integration. DJUSD approved a technology infrastructure for schools being updated and for new schools. The technology standards are 6 strand fiber to each classroom, with fifteen to thirty 100 MBPS network connections per classroom.
- To select and standardize equipment.
- For firewalls, network infrastructure, including adequate bandwidth on all segments of the LAN's.
- For online access to curriculum and other learning resources.
- Access/connection to central district office and to the school sites for both administrative and instructional needs. (Similar connectivity to the county Office of Education and the Internet are already in place.)
- For a fiber connection to be provided between all schools, district administrative sites, city offices, and UCD there is a need for this fiber backbone infrastructure to provide high-speed and superior capacity for the Davis schools' network.

In a series of meetings from February to September, 1994, DCTV staff met with various school officials, administrators and teachers to brainstorm about DJUSD's needs and visions vis-a-vis educational uses of its cable channel. The district determined that there is a lack of educational programming on the local cable channels, that there is a demonstrated need and clear desire for educational programming on the part of both the community - for school-related programming, and the district - for disseminating information. The following priorities emerged from this series of meetings:

- Distribute public information regarding school governance, instruction and policy.
- Provide coverage of public meetings regarding school district governance.
- Facilitate the cablecast of school events, performances and athletics. Deliver community bulletin board announcements regarding school information and activities.

- Train teachers and students in the use of video equipment and technology.
- Distribute instructional materials identified and/or provided by the teachers and administrators.
- Develop a Homework Hotline/Helpline program.
- Use cable communications technologies to assist in staff development and training.

The district and DCTV proposed the following solutions to meet DJUSD's stated needs and goals:

- A regular program for the superintendent/school board to highlight district news.
- Training for teachers, parents, students to facilitate additional coverage of events.
- Coverage of school board meetings.
- Coverage of selected events.
- Coverage of school board elections.
- Management of School Information Bulletin Board on Channel 14.
- Work with officials to determine critical issues and create programs about those issues.
- Downlinking and recording of satellite programs on educational subjects/issues.
- The city, DJUSD and DCTV wish to see enhanced and/or expanded services to the community vis-a-vis the local community access television channels.

DAVIS COMMUNITY TELEVISION - DCTV

Over the course of two and a half years beginning in December of 1997, DCTV engaged in an assessment and strategic planning process that tapped into a broad cross-section of the Davis community. Their findings and conclusions provided the key elements of DCTV's 1999-2003 Strategic Plan. The time period covered by this strategic plan and the goals discussed below were intended to extend through the life of the current franchise agreement, which originally ended in June 2003. Please see Section E. of this preliminary report on community needs on *PEG Access Facilities, Equipment and Operations* for a discussion of DCTV's current and future goals, needs and issues.

This strategic planning process contained three steps.

- A community preliminary report on community needs that included focus groups and a community-wide forum;
- A comprehensive internal analysis that involved an extensive internal analysis by staff and a retreat in 1999 of the board, key staff and two advisory members; and,

- Based on the first two steps, determine a new mission statement, a clarified vision, and a set of goals, strategies and activities to best position DCTV to serve the community and meet a favorable future.

The community preliminary report on community needs identified as major needs or concerns a shortage of volunteers, time and money needed to do outreach and promotion and an ongoing problem in promoting awareness and visibility of the user group's issues. (All groups reported they struggle with visibility, recognition and validation for their issues). Additional needs identified include:

- DCTV's schedule should be on the cable company's preview channel.
- It's too hard to produce shows and workshops are overwhelming.
- It needs to be more visually appealing, improve production values.
- Air UC Davis lectures.
- Programs need to be educational rather than informational.
- More coverage of community and campus events.
- Local news, politics and the business community.
- Coverage of real things happening.
- Provide a regular "Business Hour" program.
- Provide a regular "environmental issues" program.
- Preview city council meetings.

The following needs or concerns were identified through the internal analysis:

- Low production values are a turn-off. Acquire better equipment that enhances production values.
- Insufficient resources.
- Aging, failing equipment.
- There are other technologies that are now more accessible (Internet).
- New technologies mean new opportunities in community media, can expand "toolbox."
- Increase staff-produced programming.
- Uncertainty of funding, need to diversify funding and raise more money.
- Match community programming requests/needs with volunteers better.
- Enhance community partnerships, improve existing ones.
- Make it easier to make a program.
- Simplify administrative and scheduling processes.

- Increase visibility in community.
- Diversify and expand media opportunities.
- Serve as a model for community and diversity.
- Equipment technology advancing faster than we can keep pace or can afford.
- Low cable penetration (people don't subscribe to cable).

After the community needs and internal assessments were concluded, DCTV determined what their goals and strategies would be for the next four years. Goals were broken down into two groups as follows:

HIGHEST PRIORITY GOALS

- To provide public access television services that meet the needs of the Davis community.
- To establish the use of public access television as a vehicle for solving community problems, facilitating community collaborations and encouraging the sharing of resources.
- To ensure that public access television remains a viable resource for Davis individuals and groups.
- To build a broad and diverse support base and constituency for public access television.
- To maintain a strong organization.

OTHER PRIORITY GOALS

- To establish the use of public access television as a means for free expression and the dissemination of information.
- To ensure that public access television services are available to all.
- To create awareness for the diverse cultures, interests and views of Davis.
- To build large and diverse audiences for public access television programming.
- To "create community" at DCTV among volunteers, among staff and volunteers, and between staff and the board.

DCTV established the following key strategies to facilitate achievement of their stated goals:

- Provide and maintain production equipment and facilities sufficient to meet the demand for community television production.

- Provide video, television and media literacy training for individuals and organizations.
- Provide support and assistance to volunteers who are producing programming.
- Coordinate the creation of programming that meets community needs.
- Facilitate the acquisition of programming that meets community needs (import, down-linked)
- Coordinate the cablecasting of programs.
- Coordinate the community bulletin board.
- Provide other services to meet needs and demands.
- Build partnerships with key community institutions and organizations (other media, local institutions, area non-profit and community-based organizations)
- Build a strong staff that: possesses the expertise to effectively run the organization, represents and is knowledgeable about the Davis community, is committed to the mission of DCTV.
- Plans are in place to modernize and upgrade equipment, as funds become available.

DCTV's ability to implement these strategies depends heavily on PEG revenues, enhanced and upgraded equipment, and other needs identified in *Section E. PEG Access, Facilities, Equipment and Operations* of this preliminary report on community needs.

NON-PROFIT ORGANIZATIONS

Local area non-profit organizations submit business plans to the City of Davis with applications for annual CDBG funding. Staffs review of the 26 business plans that were submitted for CDBG funding in 2003, identified some specific telecommunications needs and some common needs that could be addressed by the cable system. These needs are discussed below.

Non-profit organizations use public access media to conduct outreach, advertise and perform fundraising events, publicize offered services, disseminate information, provide both comprehensive and a variety of community educational programs, conduct interviews and form two-way interaction with potential clients and volunteers.

The primary challenges facing non-profit organizations are:

- Growing client needs in an environment of shrinking resources.
- Outreach and dissemination of information to constituents.
- An economically disadvantaged clientele - means they lack home computers.
- Difficulty in reaching the whole community with one medium.

- Time consuming nature of communications for "stretched" staff, difficulty or lack of knowledge and time in using public access television (too hard to use, too time consuming or too distant).

The primary characteristics of effective communication vehicles for non-profit organizations are *universal availability* (easily accessible to all, low cost or free), *visual orientation*, *high level of interest and appeal* (provides a balanced perspective, is multi-lingual, high quality, and locally-focused), and *time sensitivity* (timely). It must be advertised so that recipients know when and where to tune in, and it must be interactive.

Current vehicles used by non-profits to communicate with potential clients and volunteers include local newspapers and radio, word-of-mouth, broadcast television, posters and flyers, public access television, telephone and faxes, church and civic organization publications, interest group newsletters, meetings of community-based organizations, door-to-door volunteer efforts, and email/Internet. When communicating with the community-at-large, non-profit organizations use radio public service announcements and newspapers as their primary communication methods followed by cable access television, bulk mailing, and brochures.

Non-profit organizations have three common communication priorities: Access and Outreach, Provision of Services, and Collaboration.

ACCESS & OUTREACH

Generally non-profits need access to the media, the community and religious institutions for:

- fundraising, seeking donations, marketing/announcement events (craft & bake sales) and direct requests for funds.
- public awareness.
- to inform potential clients of available services.
- recruiting volunteers.
- to encourage community interest and support.
- outreach efforts to potential employers (business, organizations, private individuals).
- for service notifications provided to local community access programming on local television and cable stations.

PROVISION OF SERVICES

There is the potential for non-profit organizations to better utilize cable and cable-related services to provide:

- Students at school with confidential, ready access to psycho-educational programs and counseling services via health care service providers, social service non-profits, local law enforcement, community based organizations, local city and county public agencies.
- For distance learning and/or topic/issue specific education.

- Employment search and job placement assistance, follow-up, and employment & educational services through resource centers.
- For continue training for job development coaching, local, state and federal training workshops.
- Community education - presentations and training sessions addressing caregiver needs parenting classes, life skills training.
- Resource library and counseling services.
- Educational and emotional support systems for in home (family) caregivers.
- Specialized transportation services, call for, order, door-to-door assistance, etc.
- Evening access hours.
- Multiple languages (translation).

COLLABORATION

All non-profits collaborate with other institutions, e.g., religious, social services, health care providers, city and county governments, educational institutions, the business community, UCD, state and federal governmental agencies, other cities in Yolo County, and for outreach with local media etc. Collaboration is a high priority to the City of Davis. Local Community Development Block Grants are given to organizations with a high degree of collaboration. Some collaborative examples included:

- Coordinate with other social service organizations, law enforcement and mental health agencies on a countywide basis.
- Access city, county and other social service agencies for referrals, participate in a network of referrals including local law enforcement.
- Develop and maintain relationships with community agencies, organizations and governments in Yolo County and the local schools.
- Resource referral and the ability to share data necessary to provide services through social service providers, health care providers and city/county entities, hospital discharge planners, skilled nursing facilities, multiple residential care facilities, churches, physicians, area support groups, etc.

GOALS AND SOLUTIONS

The Telecommunications Task Force reviewed the common communication issues faced by non-profits and identified the following potential technology solutions and goals:

- Free or low cost access to an I-Net would greatly facilitate collaboration efforts.
- Two-way voice, data and possibly video communication for many uses including in-home telemedicine, counseling, distance learning, assisting seniors to age in place, etc.
- Voice, data, and video information sharing between non-profits, not-for-profits, government, health care service providers, and associated health care providers (such as, pharmacies, United Way, health care and social services agencies,

Medical/Medicare, medical social workers, therapists, physicians, dentists, skilled nursing facilities, etc.).

- Link homebound individuals with their community.
- Ensure intergenerational interaction.

VISION OF DAVIS' FUTURE

The City of Davis has long had a well-deserved international reputation, in part, as an example-setting “eco-community.” As it embarks upon the twenty-first century, the City of Davis and its residents are taking decided steps to become equally deserving of designation as an exemplary telecommunications based community.

Such labels are understood as simplistic, yet they are indicative of the democratically conceived, over-arching civic intentions of city government, the business community, local institutions and the responsibly involved citizenry of Davis.

The practical implementation of these intentions becomes vitally important now, as the city is involved in the cable franchise renewal process. Generally, the Davis community needs and desires the highest quality cable television services, pervasive broadband infrastructure and access, appropriate pricing structures, more 'open' Internetworking and digital service offerings, healthy public-private working relationships, including an institutional network, additional PEG channel capacity, upgraded equipment and a cable system upgrade.

CITY TECHNOLOGY ELEMENT OF THE GENERAL PLAN

A general plan articulates a community’s vision of its long-range development and physical form and serves as a basis for local decision-making. State law requires each city and county to prepare a general plan. The Davis General Plan consists of nine sections. Section V. covers “Community Facilities and Services” and contains eight chapters or topics. One of these is Computers and Technology and is the basis of the following discussion. Changes in technology, combined with changes in the business environment, make it imperative to amend Davis' existing technology plan. To capitalize on current technological developments, the city has established a set of priorities and objectives for telecommunications in Davis. With this context in mind, the Davis General Plan (May 2001) specified that public interest will be optimally served if the city is able to satisfy the following goals:

- Encourage the development of a telecommunications infrastructure and service that allows all Davis citizens to utilize new technologies to communicate with individuals and institutions locally, regionally, nationally and globally.
- New residential and commercial development projects should include the infrastructure components necessary to support modern communication technologies such as conduit space within the joint utility trenches for future high speed data

equipment and flexible telephone conduit to allow for easy retrofit for high speed systems.

- Davis should develop a telecommunications infrastructure that is not dependent on any single medium, but incorporates a variety of media such as wireless and fiber optics as appropriate.
- Make information regarding city government and city decision-making local services and opportunities to participate in city governance available to Davis citizens in electronic form.
- Pursue telecommunications as a means to reduce transportation impacts that can improve air quality and personal convenience and reduce dependency on non-renewable resources.

As members of the city have suggested, there exists an opportunity for the city to reach substantial numbers of residents through the Internet in the near future. *"To the extent that the city can use conventional media sources to improve residents' awareness of the city's home page and the types of information available to residents via the Internet, the city may be able to strengthen its communication link with its citizens. Promotion of the city's home page may also enable the city to obtain feedback from subgroups of Davis residents, such as teenagers, that may not take advantage of conventional avenues of reaching city representatives."*

SUMMARY OF NEEDS

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

(See Chart D2 on the following page.)

Chart D2: 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.
Budget cuts	Local government agencies are facing increasing budget pressures; city can't be expected to meet PEG and I-Net needs on its own	There is a need to reduce costs for installation of high-speed links between government and key community sites to achieve feasibility.
		There is a need to achieve cost savings in government through a greater shift to automated systems or to a more cost-effective network infrastructure than currently exists.
		There is a need to reduce or eliminate recurring costs for hundreds of separate data and communications system links by combining into a single I-Net backbone.
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
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.
Government services	Lack of an I-Net is impeding efforts for government to improve services.	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.
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
Insufficient Services	Cable company offers insufficient services does not provide additional services	Strong interest in staying abreast of future technology advances, e.g., HDTV, ATV, and cable-based telephony. City needs robust systems that will stand the test of time without expensive upgrades. Need for system and equipment to be flexible and adaptive
	Limited access to high speed broadband services	Cable system with cable modem service adequate to meet student demands for speed reliability and upload download services.
		Davis needs an upgraded cable system with cable modem services, two-way communication for every user and upgradeable, state-of-the-art technology.
Interconnectivity	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.



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		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
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	Equipment is aging	Initial equipment upgrades and replacements. 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 funding is uncertain from year to year	Annual PEG support. Supporting the operational and staffing needs of PEG is critical to the ongoing viability of the services PEG provides.
		There is a need to train more volunteers and to train city staff, and district staff and faculty to make training programs.
		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.
PEG Channels	Government channel has insufficient capacity; primetime is "maxed out"	There is a need to increase PEG channel capacity now and into the future to be able to rebroadcast programs during primetime and to broadcast additional programming citizens want to see.

	PEG channels are not available to all viewers	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 is needed to open video systems.
		Basis/Basic tier should be promoted
		Cooperative partnership in marketing
		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 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
PEG equipment	PEG channels operating with out-dated equipment	Need to upgrade and modernize the equipment and acquire additional equipment that will simplify the process, enhance production values, and improve quality and consistency of programming.
		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 promotion	Cable customers do not have adequate information about PEG content	An interconnected bulletin board system used by all PEG entities to streamline the process of producing, maintaining and coordinating community outreach and information dissemination.
	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 quality	PEG programs are of inconsistent quality	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.
		Need direct, real-time access to cable staff for restoration of service.

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 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.
Shared info	Citizens need more options to share opinions with council	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.
	Not all city facilities are wired to backbone; causes communication problems	Interconnection between all cable operators serving the community; adjacent cable systems; open video systems. This facilitates program sharing and cooperative use of resources.
		Mobile programming capability
		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.
Social	A variety of social services issues are of significant concern	A vibrant and modern cable system using local PEG channels to communicate about available social and community services.
		Peg system designed for use by diverse audiences--using equip, technologies, accessible hours, accessible training, operation
Strategic plans	Various strategic plans identify community needs	Problems and needs for government, DJUSD, DCTV and Non-Profits are listed in Section D in detail.
Telecom system	Flow of information in the community is clumsy and slow	Need an improved flow of information to and from the community.
		Davis needs a system with true two-way communication possible for every system user, for entertainment, shopping and commercial uses for marketing and selling goods and services.
		Based on past customer interests and needs, it is reasonable to expect the system will have to be upgraded again in the future.
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.