

Resolution No. 2023-XXX N.C.S.
of the City of Petaluma, California

**APPROVING A 3-YEAR PROFESSIONAL SERVICE AGREEMENT WITH PETALUMA
COMMUNITY ACCESS TO OPERATE PETALUMA'S PUBLIC ACCESS CABLE CHANNEL,
BROADCAST GOVERNMENTAL AND EDUCATIONAL PROGRAMMING, AND PROVIDE
OTHER SERVICES AS NEEDED**

WHEREAS, the City of Petaluma collects fees from Comcast Cable Communications, through a statewide franchise agreement, to pay for the operations of local public, education, and government (PEG) access channels; and

WHEREAS, since 2001, the City has contracted with the non-profit organization, Petaluma Community Access (PCA), to operate and broadcast content to the local channels using the fees collected through the franchise agreement; and

WHEREAS, as part of the ongoing agreement, the City passes through the funds received through the statewide agreement to PCA to pay for the necessary equipment and operational expenses to operate the channels; and

WHEREAS, PCA provides supplementary services to the City such as recording and broadcasting City meetings on the public access channels; and

WHEREAS, PCA is a non-profit membership organization that supports members wishing to produce and broadcast original content, and recently amended its Articles of Incorporation to include members living outside of Petaluma but within Sonoma County; and

WHEREAS, the City has estimated that this contract will result in the City passing through approximately \$600,000 - \$1,000,000 in franchise fees collected from Comcast and passed through to PCA; and

WHEREAS, these funds are restricted and can only be spent on costs associated with operating, and broadcasting to, local, community access cable channels.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Petaluma as follows:

1. The above recitals are hereby declared to be true and correct and are incorporated into this resolution as findings of the City Council.

2. Approving the 3-year professional service agreement with Petaluma Community Access to operate Petaluma's public access cable channel, broadcast governmental and educational programming, and provide other services as needed.
3. That the City Manager, or their designee, is authorized to execute the agreement on behalf of the City.
4. Finds that the contract is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with CEQA Guidelines Section 15378, in that if funded and the services did constitute a "project" under CEQA it would be exempt pursuant to CEQA Guidelines Section 15061 as it can be seen with certain. That funding these services won't have an impact on the environment.

Under the power and authority conferred upon this Council by the Charter of said City.

REFERENCE:

I hereby certify the foregoing Resolution was introduced and adopted by the Council of the City of Petaluma at a Regular meeting on the 11th day of September 2023, by the following vote:

Approved as to
form:

City Attorney

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

City Clerk

Mayor