



STAFF REPORT

CITY of YORBA LINDA

ADMINISTRATION DEPARTMENT

DATE: MAY 3, 2022

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: MARK PULONE, CITY MANAGER
PREPARED BY: GEOFF SPENCER, MANAGEMENT ANALYST

SUBJECT: CONTINUE CURRENT IMPLEMENTATION OF CITY COUNCIL POLICY C-3, USE OF GOVERNMENT ACCESS CHANNEL

RECOMMENDATION

It is recommended that the City Council continue to implement current City Council Policy C-3, Use of Government Access Channel, which includes a fiscal year implementation policy and directs staff to bring back an annual report for the City Council's review.

BACKGROUND

At the October 7, 2014 City Council Meeting, the Council adopted City Council Policy A-6, which permitted programming to "external users" on the graphic bulletin board service; including a fiscal year implementation policy, where the policy will expire on June 30 of the following year and revert back to the original version dated November 6, 2007, unless directed by the City Council to extend it; and directed staff to prepare an annual report for the City Council's review (prior to the policy's June 30th expiration).

DISCUSSION

At the direction of the City Council at the October 7, 2014 City Council Meeting, staff continues to prepare an annual report to review the current practice of City Council Policy A-6, which has been renumbered to City Council Policy C-3.

Since the adoption of the modified policy in 2014, all programming requests received have adhered to the criteria set forth in the City's policy. Additionally, staff has not denied any of the applications received nor have they experienced any issues with the implementation of the current policy. In the last year, staff has received two requests to utilize the graphic bulletin system, both from non-profit organizations in Yorba Linda. Consequently, staff recommends that the current policy, permitting outside programming on Channel 3, continue to be implemented. If future program users or program content requests come into question, staff will report potential concerns to the City Council at a future meeting.

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FISCAL IMPACT

None.

ALTERNATIVES

1. Direct staff to revert to the original version of this policy, adopted November 6, 2007, intended for the sole and exclusive use of the Government Access Channel by the City of Yorba Linda.

ATTACHMENTS

- A. City Council Policy C-3, Current Policy
 - B. City Council Policy A-6 - Dated November 6, 2007
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