

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, December 5, 2017
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Ann Marie Hickambottom (District 1)
Grant Scott McComb, Chair (District 2)
Robert Oltman (District 3)
Perry Helm, (District 4)
Yuny Parada (District 5)
Sally Howell, Vice-Chair (District 7)
Gail Schaper-Gordon, Treasurer (Mayor's Representative)
William Boyer, Secretary (City Manager's Office Representative)
Beth Leyden (PUSD Representative)
Alexander Boekelheide (PCC Representative)

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operations Officer

MISSION STATEMENT

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Item on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at
<http://www.pasadenamedia.org>

Materials related to an item on this Agenda submitted to Pasadena Media after distribution of agenda packet are available for public inspection in the Pasadena Media Administrative office at 150 S. Los Robles Avenue, Suite 101, Pasadena, during normal business hours.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact PCAC at (626) 794-8585. Notification 24 hours prior to the meeting will enable PCAC to make reasonable arrangements to assure accessibility to this meeting.

DISTRIBUTION:

PCAC Board of Directors
City Council
City Manager
City Attorney
City Clerk
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Los Angeles Times
Pasadena Star News
Pasadena Journal
Pasadena Weekly
Pasadena Now

**NOTICE OF REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that a closed session and a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, December 5, 2017**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

CLOSED SESSION

- BOARD OF DIRECTORS CONFERENCE REGARDING PUBLIC EMPLOYEE PERFORMANCE EVALUATION pursuant to Government Code Section 54957
Unrepresented Employee: Executive Director/CEO

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF NOVEMBER 7, 2017 BOARD MEETING MINUTES
 - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- OLD BUSINESS
- NEW BUSINESS
 - Mini-Briefing on Open Meeting and Public Records Laws
 - Information Item
 - Recommendation of the PCAC Board to City Council Legislative Policy Committee to Oppose Efforts to Repeal Net Neutrality Protections
 - Action Item
 - Appointment of Members to PCAC's Citizen's Advisory Committee. Listed are the proposed candidates for the Three-Year Term: Barry Gordon, Robert Gorski, Roberta Martinez, Jan Sanders & Ishamel Trone. Candidates for the Two-Year Term: Geoff Baum, Rabbi Joshua Levine Grater, Phil Hopkins, Tom Selinski & Sheryl Turner. Candidates for the One-Year Term: Ann Erdman, Mic Hansen, Diana Peterson-More, Al Moses & Tim Winter.
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Grant McComb, Chair, PCAC Board of Directors

I HEREBY CERTIFY that this notice, in its entirety, was posted on both the Council Chambers Bulletin Board, Room 247, and the Information Kiosk (in the rotunda area), at City Hall, 100 N. Garfield Ave., Pasadena, CA, in Pasadena Community Access Corporation Suite 101, and a copy was distributed to the Central Library for posting on the 1st day of December, 2017.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR NOVEMBER 7, 2017

MEETING HELD AT PCAC, 150 S. LOS ROBLES AVE., SUITE 101, PASADENA, CALIFORNIA, 91101

REGULAR MEETING

1. CALL TO ORDER/ROLL CALL

Chair Grant Scott McComb called meeting to order at 7:00 p.m.

Board Members Present, Absent or Late, at the time of the call to order:

Ann Marie Hickambottom, District 1, present
Grant Scott McComb Board Chair and District 2, present
Robert Oltman, District 3, present
Perry Helm, District 4, present
Yuny Parada, District 5, present
(Vacant) District 6
Sally Howell, Vice-Chair, District 7, absent
Gail Schaper-Gordon, Treasurer, Mayor's Representative, absent
Beth Leyden, PUSD Representative, present
Alexander Boekelheide, PCC Representative, present
William Boyer, Secretary, City/City Manager Representative, present

Staff:

George Falardeau, Executive Director/CEO, present
Chris Miller, Chief Operations Officer, present
Javan Rad, Chief Assistant City Attorney, present

No public comment

2. APPROVAL OF MINUTES FOR OCTOBER 3, 2017 BOARD MEETING

Motion by Boekelheide, Second by Oltman; Motion approved. No public comment

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

As presented by Mr. Miller for absent Treasurer Schaper-Gordon per Board agenda packet.

Information item only. No action. No public comment

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau, and staff, per Board agenda packet.

ED Falardeau, celebrating first year in office, highlighted two-page list of accomplishments.

Reminded all that Dec. 8 will be PCAC 35th Anniversary and celebration details forthcoming.

Info item only. No public comment.

6. .OLD BUSINESS

None; no public comment

7. NEW BUSINESS

Action Item:

- Bank Account Transfer Approval: Move Savings Account from Bank of American to Pasadena Federal Credit Union – Parada moved to approve, second by Boekelheide. Approved. No public comment.

Informational Items

- Audit Update as presented in packet. Secretary Boyer and Javan Rad, Chief Assistant City Attorney, to provide some clarifying language for audit.
- Tax Return Update as presented in packet

No public comment

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Misc. announcements per board members

9. ADJOURNMENT

Adjourned 8 p.m.

FUTURE MEETING DATES

- January 2, 2018 –potential conflict with New Year's Day schedules.
- February 6, 2018

Pasadena Community Access Corporation		
Statement of Financial Position		
As of November 30, 2017		
	Total	
	As of Nov 30, 2017	As of Jun 30, 2017 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	227,352	186,803
1130 Bank of America Capital - Restricted (9451)	118,883	68,996
1140 Bank of America Savings (0990)	100,169	100,149
1150 Pex Debit Card	5,366	1,099
Total Bank Accounts	\$ 451,970	\$ 357,246
Accounts Receivable		
1200 Accounts Receivable	2,782	3,432
Total Accounts Receivable	\$ 2,782	\$ 3,432
Other Current Assets		
1190 Undeposited Funds	248	516
1300 Prepaid Expenses	-450	20,832
1330 Prepaid Insurance	3,605	7,957
Total Other Current Assets	\$ 3,403	\$ 29,304
Total Current Assets	\$ 458,155	\$ 389,983
Fixed Assets		
1600 Production Equipment	284,864	284,864
1620 Construction in Progress	20,701	86,401
1650 Accumulated Depreciation	-196,228	-196,228
Total Fixed Assets	\$ 109,336	\$ 175,036
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 568,491	\$ 566,019
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	19,969	0
Total Accounts Payable	\$ 19,969	\$ 0
Other Current Liabilities		
2100 Payroll Liabilities	7,116	19,431
2200 Accrued Vacation	18,790	18,790
2300 Direct Deposit Payable	-16,040	0
2400 Accrued Liabilities	16,253	83,500
2800 Deferred Income	126,161	141,272
Total Other Current Liabilities	\$ 152,281	\$ 262,993
Total Current Liabilities	\$ 172,249	\$ 262,993
Total Liabilities	\$ 172,249	\$ 262,993
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	339,297	339,297
Net Income	93,216	
Total Equity	\$ 396,242	\$ 303,026
TOTAL LIABILITIES AND EQUITY	\$ 568,491	\$ 566,019
Friday, Dec 01, 2017 01:31:50 PM GMT-8 - Accrual Basis		

Pasadena Community Access Corporation							
Pro Forma P&L - November 2017							
FY 2018 YTD Actual vs FY 2018 Budget							
		vs. 5 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2018 Budget	\$	%
Income							
City of Pasadena	470,000	470,000	-	0.0%	940,000	(470,000)	-50.0%
Contributions & Grants	673	2,083	(1,410)	-67.7%	5,000	(4,327)	-86.5%
Production Services	6,438	8,458	(2,021)	-23.9%	38,300	(31,863)	-83.2%
Program Services	1,150	2,500	(1,350)	-54.0%	10,000	(8,850)	-88.5%
Other Revenue	339	208	131	62.9%	500	(161)	-32.1%
Total Income	478,600	483,250	(4,650)	-1.0%	993,800	(515,200)	-51.8%
Expenses							
Payroll Expenses	205,165	212,862	7,698	3.6%	553,442	348,277	62.9%
Payroll Taxes	15,204	20,009	4,805	24.0%	52,024	36,820	70.8%
Employee Benefits	40,005	40,766	761	1.9%	108,616	68,611	63.2%
Occupancy Expenses	105,334	83,718	(21,617)	-25.8%	181,007	75,673	41.8%
Accounting & Audit	10,717	6,450	(4,267)	-66.2%	12,500	1,783	14.3%
Advertising & Marketing	639	1,458	819	56.2%	3,500	2,861	81.7%
Automobile Expense	473	625	152	24.3%	1,500	1,027	68.5%
Bank & Payroll Processing Fees	327	625	298	47.7%	1,500	1,173	78.2%
Board Materials & Expenses	147	250	103	41.3%	600	453	75.5%
Cable Drop Fees	565	1,781	1,215	68.3%	4,274	3,709	86.8%
Contract Labor	570	1,667	1,097	65.8%	4,000	3,430	85.8%
Dues and Subscriptions	80	80	-	0.0%	2,270	2,190	96.5%
Legal & Professional Fees	-	-	-		28,000	28,000	100.0%
Licenses, Permits & Other Fees	150	1,708	1,558	91.2%	4,100	3,950	96.3%
Meals & Entertainment	450	625	175	28.0%	1,500	1,050	70.0%
Office Expense	1,701	4,583	2,882	62.9%	11,000	9,299	84.5%
Production Expense	2,932	8,242	5,310	64.4%	14,500	11,568	79.8%
Professional Development	365	500	135	27.0%	2,500	2,135	85.4%
Travel & Lodging	10	1,600	1,590	99.4%	4,000	3,990	99.8%
Total Expenses	384,834	387,549	2,715	0.7%	990,833	605,999	61.2%
Net Operating Income	93,766	95,701	(1,935)	-2.0%	2,967	90,799	3060.3%
PEG Capital Income Recognized	64,998	83,333	(18,335)	-22.0%	200,000	(135,002)	-67.5%
PEG Capital Equipment Expense	65,548	83,333	17,785	21.3%	200,000	(134,452)	-67.2%

EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting

Tuesday, December 5, 2017 - 7:00 PM

KEY HIGHLIGHTS:

- George Falardeau finalized the candidates for PCAC's Citizens Advisory Committee. Worked on this endeavor with Phil Hopkins who will be presenting candidates for approval at tonight's meeting.
- Attended the SoCalGas Company's Community Advisory Council meeting at their headquarters in LA. This effort resulted in a \$500 donation to Pasadena Media.
- Attended the unveiling of the Jackie Robinson statue at the Rose Bowl. This event was covered by Pasadena Media and will air on KPAS at a later date.
- George Falardeau and Aaron Wheeler attended Councilmember Gene Masuda's District 4 meeting at the AGBU Vatche and Tamar Manoukian High School and Cultural Center. Presentation was well received.
- George Falardeau was named Director of the Pasadena Chamber of Commerce Foundation.
- Pasadena Media successfully completed two interview sessions with Mayor Terry Tornek for IMPACT Pasadena and former mayor Bill Bogaard for the New City Beat.
- Pasadena Media received a letter of appreciation from Councilmember and Vice Mayor John J. Kennedy thanking our team and myself for all the work we've done during District 3 Community meetings.

Attached: Operations Report, Community Development Report and Production Services Report

Operations Report - November 2017

Notable Operations Projects and Their Statuses - Prepared by Chris Miller, Chief Operations Officer

Fiber Installation: Testing Continues

We have utilized existing gear to bypass playout equipment at City Hall for both KPAS and Arroyo for the past six weeks using the City's Dept. of Information Technology temporary test switches on each end. We have purchased our own equipment to replace DoIT's. We are testing other delivery methods before purchasing the last round of equipment that will add PCC TV transmission and the ability to send live video from City Hall to Pasadena Media. When completed, we will keep the legacy equipment ready to use as backup for the primary system at Pasadena Media.

Charter Cable Issues: Ongoing

During October several issues with our equipment and Charter's channel signals caused us to accelerate our fiber testing timeline and begin troubleshooting with Charter technicians. The most notable of these issues were low and distorted audio signals on KPAS and Arroyo, as well as video with heavy interference. We have regularly adjusted our equipment during this process while keeping Charter informed. While Charter has not been as responsive as in the past, we continue to work with them and await a chance to perform a calibration of both their equipment and ours. In anticipation of this calibration, this week we replaced all of the cabling and modulators that interface with Charter equipment to ensure we are sending them the best signal possible. This has increased the quality of KPAS to pre-October levels while Arroyo quality remains sub-par. We will continue to work with Charter to maintain high quality on all channels.

Community Development Report

November 2017

Members	New Members	Returning Member(s)	Total Paid Members	Total Active Volunteers
Volunteers	17	0	57	235
Trainees	New Trainees	Returning Producer(s)	Total Active Producers	Productions in Progress
Producers	17	0	55	51

Bi-Annual Membership Meeting: number of Attendees 36

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
0	70	9	3

Media Training Courses:

Orientation	21	Studio Camera	12	TD & Media Mgmt.	12	Teleprompter	0	Editing A	3
Producing Training	18	Floor Manager	12	Lighting	10	Character Generation	0	Editing B	3
Director	12	Audio	11	Field Production	3	Arroyo Profiles TV Training	7		

Community Outreach & Networking:

Meet with Pasadena Playhouse Director Danny Feldman

Alibaba Pictures and the Pasadena Community Foundation: 'Big Heart Small Film' short film event

Ideal Youth's 2018 City of Pasadena NBA Experience Pre-Production Meeting

Gene Masuda District 3 Meeting

Pasadena Media CoLAB: Total Members: 123

Pasadena Media's Official Media Collaboration Meetup Group

Meetup page: www.meetup.com/PasadenaMediaCoLAB

2018 Advance CoLAB Workshops (TBA):

JT Nelson, Blender Expert & Developer - Topic: Blender for Dummies

Roe Moore, Script Supervisor - Topic: TV Screenwriting

Benjamin Budzak, TV Effect - Topic: Adobe After Effect

Pasadena Media Website Analytics

Month of November 2017

Total Visitors	Peak Visitors:	Device Usage
1160	Nov.17th - 78	Computer 89% / Mobile & Tablet 11%

Past 12 months - 11/2016 to 11/2017



Nov. 2016 Total Visitors	12 Months Total Visitors	12 Months Total Device Usage
928	13993	Computer 89% / Mobile & Tablet 11%

Social Media Marketing:



1647
Followers



1102
Likes



1070
Followers



78,420
Channel Views

Pasadena Media Production Report - November 2017

Studio Productions:

11/2: "Kingdom Unity TV"- Anthony McFarland	11/2: "Life After Death"- B.J. King (Pre-pro)
11/3: "Animals & Friends"- Pasadena Humane Society	11/3: "SMILE & Spread a Little Joy"- Debra Johnson
11/4: "Sounds Within"- L.V. Smith	11/6: "The New City Beat"- Pasadena Media (Pre-pro)
11/7: "The New City Beat"- Pasadena Media	11/8: "Is It Reasonable"- Walter Brown
11/8: "Life After Death"- B.J. King	11/9: "Eddie's Gospel Hour"- Eddie Fulton
11/9: "SkeeLove House of Hip Hop"- Lonnie Lee	11/9: "Casa Martinez"- Roberta Martinez
11/13: "Anybody Can Play Guitar"- James Jones Jr.	11/14: "Creative People Podcast"- Keno Deary Jr.
11/15: "Tongues of Fire"-Rob Reyes	11/15: "Yahusha Call"- Myra Waiters
11/16: "Choices"- Marion Cathcart	11/16: "Thursday Night Live"- M.C. Franklin
11/17: "The People's View"- Macheo Shabaka	11/17: "The Power of One"- Brian Biery
11/18: "The Nowman Show"- Dan Niswander	11/20: "The Sure Truth"- Alice Muhammad (Pre-pro)
11/20: "Late Nite Bride"- Peggy Kelley (Pre-pro)	11/20: "The Rhythm of Life"- Sophia Russell
11/21: "Animals & Friends"- Pasadena Humane Society	11/21: "Late Nite Bride"- Peggy Kelley (Pre-pro)
11/21: "The Sure Truth"- Alice Muhammad	11/21: "Behind the Curtains"- Eric Bailey
11/22: "From the Corner Office"- Gail Schaper-Gordon	11/22: "Late Nite Bride"- Peggy Kelley
11/22: "Anybody Can Play Guitar"- James Jones Jr.	11/28: "Nuclear Popcorn"- Maurice Smith
11/28: "The Conner Bubble"- Joe Conner	11/29: "Impact Pasadena"- Pasadena Media
11/30: "The Melody Trice Show"- Melody Trice	11/30: "Arroyo Profiles"- Pasadena Media

Total Number of Studio Productions/Pre-production Meetings: 36

KPAS/City/Outside Productions:

11/1: Map Your Neighborhood	11/2: League of Women Voters Meeting
11/2: What's Up Pasadena!	11/3: What's Up Pasadena!
11/6: Pasadena City Council Meeting	11/7: Pasadena Public Library Author Event Amor Towles (Audio Only)
11/8: Planning Commission Meeting (Audio Only)	11/11: Veterans Day Ceremony
11/13: Pasadena City Council Meeting	11/15: FPRS Meeting (Audio Only)
11/15: District 3 Community Meeting	11/16: District 4 Community Meeting
11/17: Chocolate Storytime at La Pintaresca Library	11/18: One Arroyo Day
11/19: What's Up Pasadena!	11/20: Map Your Neighborhood
11/20: What's Up Pasadena!	11/21: Altadena Town Council Meeting
11/27: Community Forum on the Future of Elections in Pasadena	11/28: Design Commission Meeting (Audio Only)
11/28: Pasadena Water & Power PSA	11/29: Jackie Robinson Statue Unveiling

Total Number of KPAS/City/Outside Productions: 22



PASADENA MEDIA

AGENDA REPORT

December 5, 2017 PCAC BOARD OF DIRECTORS MEETING

TO: Mr. Grant McComb, Board Chair, Pasadena Community Access Corp.
PCAC Board of Directors
Mr. George Falardeau, Executive Director, PCAC

FROM: William Boyer, Public Information Officer, City of Pasadena, and PCAC Board Secretary

SUBJECT: **Recommendation of the PCAC Board of Directors to the Pasadena City Council's Legislative Policy Committee to Oppose Efforts to Repeal Net Neutrality Protections**

RECOMMENDATION:

It is recommended that the PCAC Board of Directors:

1. Find that the request for the action proposed herein is not a "project" as defined in the California Environmental Quality Act (CEQA), Public Resources Code Section 21065 and Section 15378(b)(2) of the State CEQA Guidelines and, as such, is not subject to environmental review.
2. Approve request that the Pasadena City Council's Legislative Policy Committee include in the City's 2018 Legislative Platform language that opposes any attempt to repeal existing Net Neutrality Protections; and supports national or local efforts that strengthen Net Neutrality.
3. Authorize the PCAC Executive Director to forward a letter pertaining to the Board's request to the Legislative Policy Committee to be considered at the Committee's Meeting on Dec. 12, 2017, and
4. Authorize the PCAC Executive Director to share the Board's request and letter with other access centers and organizations as appropriate.

BACKGROUND

The Pasadena Community Access Corporation (PCAC), also now doing business as Pasadena Media, is established by Chapter 2.155 of the Pasadena Municipal Code as one of the City's three operating companies and has been in operation for nearly 35 years.

Pursuant to the provisions of the Municipal Code, PCAC is the umbrella, non-profit agency that oversees the PEG (Public, Education and Government) cable TV access network of television stations and the local production studio facility serving Pasadena, including KPAS (City of Pasadena); Arroyo Channel (public access); PCC-TV (Pasadena City College) and KLRN-Pasadena (Pasadena Unified School District).

PCAC also serves as the City's officially designated front-line representative for all residents and businesses to help resolve consumer/customer concerns and complaints about their cable service, which is regularly bundled together with Internet access as one service by the local providers, primarily Charter and AT&T, and considered one bill for both Internet service and cable. PCAC's telephone number is required to be on Pasadena customers' bills for complaint resolution assistance.

In addition, as local cable access operations like PCAC have matured over the years, a significant portion of the video programming developed and freely distributed by PCAC to the public on behalf of the City is done so via the Internet through video streaming sites and social media platforms. This includes vital public information that furthers the goals of the City of Pasadena, contributes to citizen participation in government and offers transparency in the government decision-making processes and expenditures of public taxpayer monies. Examples of such programming includes City Council meetings on the City budget and contracts; emergency public information; public service announcements and information about programs, services and opportunities on other public meetings or events like the recent One Arroyo Day and the new Jackie Robinson statue at the Rose Bowl Stadium.

A similar scenario is directly applicable to the other organizations that use cable access channels in Pasadena as part of the local PEG network serving Pasadena, specifically the Arroyo Channel (public access); PCC-TV (Pasadena City College) and KLRN-Pasadena (Pasadena Unified School District).

All four entities—The City, PCAC, Pasadena City College and the Pasadena Unified School District—have a vested interest to ensure all of the public and businesses they serve have equal access to the Internet in the interests of free speech, government transparency, public education, economic growth, emergency public information and access to real information. PCAC, as the City's official representative for its citizens and businesses regarding access to cable/internet, is at the forefront of the issue of Net Neutrality locally.

NET NEUTRALITY

The basic premise of Net Neutrality is that everybody is in control of their own Internet and online experience. Net Neutrality's guiding principle is to preserve our right to communicate freely online.

When you go online, there is an expectation that you can be connected to whatever website you want. You expect that your cable or phone company—the Internet Service Provider (ISP)—does not have the right to interfere with your free speech rights and is connecting and displaying all of the websites, applications and content you choose.

Net Neutrality prohibits an ISP like AT&T, Charter, Comcast and Verizon from speeding up, slowing down or blocking any content, applications or websites you want to use. Without Net Neutrality, any ISP would be able to block content and speech without your knowledge; reject apps or websites that compete with their own offerings, and prioritize Web traffic by reserving the fastest loading speeds for the highest bidders and sticking everyone else with the slowest, or worse, blocking access. Just as your phone company cannot decide who you call and what you say on that call, Net Neutrality prevents an ISP from interfering with the content you view or post online.

After a decade-long battle over the future of the internet, the Federal Communications Commission (FCC) in 2015 adopted strong Net Neutrality rules based on Title II of the Communications Act, giving internet users the strongest protections possible, keeping the Internet free and open. Title II gives the FCC the authority it needs to ensure that companies like AT&T, Charter, Comcast and Verizon can't block, throttle or otherwise interfere with web traffic. Title II preserves the internet's level playing field, allowing people and businesses to share and access information of their choosing.

WHAT WOULD HAPPEN IN PASADENA IF NET NEUTRALITY WAS LOST?

The effects of any repeal of Net Neutrality would not just impact Pasadena alone. Pasadena's residents, business, the City itself and all educational institutions would potentially experience the same negative outcomes as others across the nation. Some of the impacts and changes that can be expected include:

- Increase consumers' costs paid for cable and Internet services; this would have a greater impact on low-income families or seniors on a fixed income
- Limit online content that is available at homes, businesses, schools and public libraries, sometimes without knowing that the content is being arbitrarily blocked, censored or limited.
- Allow greater misuse of "fake news" by entities willing to pay large sums of money to ISPs to push out their agenda, i.e., a "Pay for Play" regardless of the accuracy of the content
- Increased costs to the City's General Fund that is used to pay for the City's Internet access
- Limit the public's access to Pasadena government information, including City Council meetings, library information and emergency public information that is

streamed online because an ISP would be able to hold back content asked for or content delivered by the City's stream if a business wanted to pay for more bandwidth, thereby potentially reducing content from others.

- Limit transparency and public participation for the City, Pasadena City College and Pasadena Unified School District regarding public meetings
- Stagnate growth of local start-up businesses. As noted in the New York Times, Net Neutrality currently helps start-up businesses' access to the Internet at a critical time when they cannot pay for "fast-line" access like big companies can, which will negatively impact a local start-up's ability to grow, and is in conflict with the City's Economic Strategic Plan to foster local high-tech start-ups.

<https://www.nytimes.com/2017/11/29/technology/internet-dying-repeal-net-neutrality.html>

BOARD POLICY CONSIDERATION

Although PCAC is locally at the forefront of Net Neutrality issues in Pasadena for cable and Internet customers, the Board should know that the issue also has the potential to negatively impact more than 1.5 million people who each year visit or use the Pasadena Public Library system, in person or via the Internet. In 2016, more than 340,000 free Internet sessions were launched by patrons using the Pasadena Public Library resources. The Pasadena Public Library and members of the City's Library Commission also believe Net Neutrality rules should remain in place to ensure equal access to education and information, according to the Library Director.

In addition to protecting local consumers and businesses, as well as its own needs, the PCAC Board should also consider protecting the Public Library's Internet needs and those of local public and private educational institutions such as Pasadena City College, Caltech, Fuller Theological Seminary and the Pasadena Unified School District.

Many local governments and PEG cable access organizations similar to PCAC, as well as professional organizations such as the National League of Cities and the National Association of Telecommunications Officers and Advisors (NATOA) Board of Directors have adopted statements in favor of keeping Net Neutrality. NATOA, recently declared it to be "organization dedicated to promoting community interests in communications" and "has reinforced its long standing policy statement regarding the non-discriminatory access by all users to all forms of communications services."

NATOA's current policy states:

- NATOA supports the effective and efficient use of all communications technologies including voice, video, data, and information services over wired and wireless transmission technologies.
- Local governments support implementation of Federal, State and Local laws and rules that encourage open and interconnected services and technologies that are universally available to all citizens.

https://www.natoa.org/web/site_policy/page_detail/51

As such, it is well within the purview of the PCAC Board of Directors to approve a request to the City's Legislative Policy Committee that it include as part of the City's 2018 Legislative Platform opposition to efforts to repeal Net Neutrality and to support efforts to strengthen Net Neutrality protections.

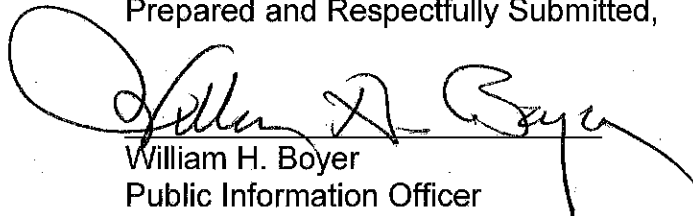
ENVIRONMENTAL ANALYSIS:

The Policy Recommendation by the Pasadena Community Access Corp. (PCAC) is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines. The request for the action proposed is not a "project" as defined in the California Environmental Quality Act (CEQA), Public Resources Code Section 21065 and Section 15378(b)(2) of the State CEQA Guidelines and, as such, is not subject to environmental review.

FISCAL IMPACT:

There is no negative fiscal impact as a result of this action, but support of Net Neutrality and opposition to its repeal can help prevent the City, the public, businesses, new start-ups, schools and other local government agencies from paying more for Internet services in the future.

Prepared and Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'William H. Boyer', is written over a horizontal line.

William H. Boyer
Public Information Officer
City Manager's Office
Secretary, PCAC Board of Directors