

Before the  
**FEDERAL COMMUNICATIONS COMMISSION**  
Washington, DC 20554

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In the Matter of )  
Implementation of Section 621(a)(1) of )  
the Cable Communications Policy Act of 1984 )  
as amended by the Cable Television Consumer )  
Protection and Competition Act of 1992 )

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MB Docket No. 05-311

**COMMENTS OF THE CITY OF REDDING, CALIFORNIA**

These Comments are filed by the City of Redding in support of the comments filed by the National League of Cities and the National Association of Telecommunications Officers and Advisors ("NATOA"). Like NLC and NATOA, the City of Redding believes that local governments can issue an appropriate local franchise for new entrants into the video services field on a timely basis, just as they have for established cable services providers. In support of this belief, we wish to inform the Commission about the facts of video franchising in our community.

**Cable Franchising in Our Community**

**Community Information**

Redding is a city with a population of 87,000. Our franchised cable provider is Charter Communications. Our community has successfully negotiated cable agreements since 1964.

**Competitive Cable Systems**

Our community has never been approached by a competitive provider to offer service; however, an SBC representative has spoken to City staff about plans they have as a company to provide video services. As such, City staff took the initiative to invite SBC to the table to negotiate a franchise if they indeed are planning to roll out video services in Redding. Along with this invitation, a commitment was made to bring such a franchise agreement to closure as quickly as possible so that SBC would have the opportunity to rapidly deploy this service in our community. Our City would not deny any provider the opportunity to provide service. As indicated above, Redding stands ready, and has the mechanisms in place, to offer a comparable franchise to a competitor upon request.

**Conclusions**

The local cable franchising process functions well in Redding. We are experienced at working with cable providers to both see that the needs of the local community are met and to ensure that the practical business needs of cable providers are taken into account.

Local cable franchising ensures that local cable operators are allowed access to the rights of way in a fair and evenhanded manner, that other users of the rights of way are not

unduly inconvenienced, and that uses of the rights of way, including maintenance and upgrade of facilities, are undertaken in a manner which is in accordance with local requirements. Local cable franchising also ensures that our local community's specific needs are met and that local customers are protected.

Local franchises thus provide a means for local government to appropriately oversee the operations of cable service providers in the public interest, and to ensure compliance with applicable laws. There is no need to create a new Federal bureaucracy in Washington to handle matters of specifically local interest.

Finally, local franchises allow each community, including ours, to have a voice in how local cable systems will be implemented and what features (such as PEG access, institutional networks or local emergency alerts, etc.) will be available to meet local needs. These factors are equally present for new entrants as for existing users. Moreover, our City is bound by the terms of its existing franchise with Charter Communications to ensure other video service providers are required to fulfill substantially equivalent terms. Such terms would require, among other items, the provision of an institutional network and significant PEG support. Failure to impose compliance with such terms and conditions on a competing video service provider would invoke a current franchise clause by Charter Communications to modify the franchise agreement (lower the requirements on Charter) to ensure fair and equitable treatment.

The City of Redding therefore respectfully requests that the Commission do nothing to interfere with local government authority over franchising or to otherwise impair the operation of the local franchising process as set forth under existing Federal law with regard to either existing cable service providers or new entrants.

Respectfully submitted,

City of Redding

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