



Preliminary Report on Community Cable-Related Needs and
Interests

December 8, 2003

APPENDIX
Attachment I

City of Davis Cable Franchise Ordinance:

**This document is not included in the draft as it is a long document available
online at :**

<http://www.cityofdavis.org/cmo/citycode/chapter.cfm?chapter=8B>

**or is available for viewing at the office of the City Clerk at 23 Russell Blvd.,
Davis, CA 95616**



APPENDIX
Attachment B



Telecommunications Needs
Assessment
Business Survey

If your business is located in the City of Davis, city staff would like your help in assessing the needs of the local business community for expanded and improved broadband cable services. Broadband cable services can potentially include cable television, high-speed Internet access, phone, wireless, cellular and pager services. Please help the City to plan the future of telecommunications in Davis by completing this short survey and returning it with the enclosed business license renewal. Individual responses are confidential. More information about the needs assessment can be found by visiting www.ci.davis.ca.us/pcs/telecomm. Thank you for participating in this needs assessment!

1. How many computers in your business are connected to the Internet?

- None 1-2 3-8 9 and above

2. Are your computers connected to a Local Area Network (LAN)?

- Yes No Don't know Doesn't apply, do not have computers

3. How important is Internet access to your organization?

- Critical Very Important Somewhat important Not at all important

4. Your organization connects to the Internet via:

- Dial-up modem ISDN DSL T1 or faster Satellite
 Other Wireless Other: _____ Don't know

5. How important will the following Internet and video-based activities be for your organization during the next three years? (Place a check mark next to your response)

Activity	Critical	Very Important	Somewhat important	Not at all important	Don't know
Selling services or products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buying services or products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing information to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining a website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet and video hosting and serving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Online employee training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cable and television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecommuting /Telework	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video conferencing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for employees and customers with hearing impairment, visual impairment and other disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(More on Back)

6. If you have access to the Internet, in what ways are you satisfied with your Internet service? (Check the appropriate boxes.)

Element	Very Satisfied	Somewhat Satisfied	Not at all satisfied
Technical support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. In what ways are you satisfied with your current phone service? (Check the appropriate boxes.)

Element	Very Satisfied	Somewhat Satisfied	Not at all satisfied
Cost of phone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choice of long-distance providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of calls within California	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of phone lines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. In what location does your business primarily operate?

Downtown/Central Davis South Davis East Davis West Davis

North Davis

Other: (Please specify) _____

9. What other cable/telecom/Internet needs do you have that the survey doesn't mention?



10. How would you classify your business? Please describe briefly or include your standard industrial classification (SIC) number.

APPENDIX
Attachment C-1

Organizations Represented at the Focus Group Workshops

List of Organizations	Focus Group Workshop Topic
ACLU	Religious & Human Relations
ACS Quantum Strategies, LLC	DCTV/Public TV & Neighborhood & Business Groups
Adult Education	Education, K-12 & Post Secondary
Aggie Village Neighborhood Association	Neighborhood & Business Groups
AHTF	Neighborhood & Business Groups & Religious & Human Relations
Alliance for Community Media	Television
American Association of Retired Persons - Grandparents (AARP)	DCTV/Public TV & Seniors
American Youth Soccer Organization (AYSO)	Arts, Historic & Cultural
American Youth Soccer Organization Board (AYSO)	Youth & Recreation Groups
Aquatics	Youth & Recreation Groups
Arboretum Docent	Youth & Recreation Groups
Arroyo Neighborhood Association	Youth & Recreation Groups & Neighborhood & Business Groups
ArtSmart (Mondavi Center)	Arts, Historic & Cultural & Neighborhood & Business Groups
Astronomical Society of the Pacific	Arts, Historic & Cultural
Audubon Society	Arts, Historic & Cultural
BAYTEL	Neighborhood & Bus. Groups
BECA (Blacks For Effective Community Action)	Non-Profit & Human Services & Religious & Human Relations
Birch Lane Elementary School	Education, K-12 & Post Secondary
Board of Directors for First Northern Bank	Neighborhood & Business Groups
Board of Directors of Yolo Hospice	Non-Profit & Human Services
California Department of Education	DCTV/Public TV & Education, K-12 & Post Secondary
California Native Plant Society	Government
California Parks Foundation	Arts, Historic & Cultural
Californians for Disability Rights (CDR)	Non-Profit & Human Services
Calvary Chapel Baptist Church in Woodland	Religious & Human Relations
Capital Public Radio	Non-Profit & Human Services
CBU	
Cesar Chavez Elementary School (Spanish Immersion)	Non-Profit & Human Services
Chicano Latino Youth Project	Non-Profit & Human Services & Youth & Recreation Groups
Citizens Who Care	Youth & Recreation Groups
City of Davis	Arts, Historic & Cultural & Neighborhood & Business Groups
City of Davis Bike Task Force	Non-Profit & Human Services
City of Davis Peace and Justice Advisory Commission	Non-Profit & Human Services
City of Davis Recreation	Government & Neighborhood & Business Groups
City of Davis, Parks & Recreation, Aquatics	Religious & Human Relations



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City youth programs in film production	Government
CommuniCare Health Centers	Youth & Recreation Groups
Community Housing Opportunity Corporation (CHOC)	Education, K-12 & Post Secondary
Community Resources	Government & Youth & Recreation Groups
Community Service Commission	DCTV/Public TV & Youth
Court Appointed Advocates for Kids (CASA)	Non-Profit & Human Services
Critical Mass	DCTV/Public TV
CSAB - Peace Coalition, Seventh Day Adventist	DCTV/Public TV & Non-Profit
CSUS	Non-Profit & Human Services
Davis Affordable Housing Task Force	Non-Profit & Human Services
List of Organizations	Focus Group Workshop Topic
Davis AquaStarz, girls synchronized swimming	Non-Profit & Human Services
Davis Aquatic Masters board	DCTV/Public TV & Education
Davis Athletic Club	Government & Youth & Recreation Groups
Davis Community Cable Cooperative.	Youth & Recreation Groups
Davis Community Church	Youth & Recreation Groups
Davis Community Mediation	Non-Profit & Human Services
Davis Community Network - (DCN)	DCTV/Public Television & Education, K-12, Post Secondary & Youth & Recreation Groups
Davis Community Television Board of Directors (DCTV)	DCTV/Public Television & Education, K-12, Post Secondary & Youth & Recreation Groups
Davis Enterprise	Religious & Human Relations
Davis Food Co-op, Inc.	Government & Non-Profit & Human Services
Davis Friends Meeting	Non-Profit & Human Services
Davis Gymnastics	DCTV/Public Television & Youth & Recreation Groups
Davis Human Relations Commission	Government & Neighborhood & Business Groups & Non-Profit & Human Services
Davis Joint Unified School District	Education, K-12 & Post Secondary & Neighborhood & Business Groups
Davis Little League	Non-Profit & Human Services & Youth & Recreation Groups
Davis Manor Neighborhood Association	Government & Youth & Recreation Groups
Davis Manor Neighborhood Council (DMNC)	DCTV/Public TV
Davis Manor Neighborhood Council Steering Committee	Education, K-12, Post Secondary
Davis Manor Shopping Center Committee	Education, K-12, Post Secondary & Youth & Recreation Groups
Davis Manor Traffic Calming Committee	Neighborhood & Business Groups
Davis Music Teachers Association	Neighborhood & Business Groups & Non-Profit & Human Services
Davis Mutual Housing	Neighborhood & Business Groups
Davis Parent Nursery School	Education, K-12 & Post Secondary & Neighborhood & Business Groups
Davis Peace Action	Arts, Historic & Cultural
Davis Recreation and Park Commission	Arts, Historic & Cultural & Non-Profit & Human Services
Davis Redevelopment Agency Project Advisory Commission	Education, K-12 & Post Secondary & Non-Profit & Human Services
Davis Senior Citizens Center	Religious & Human Relations
Davis Senior High School	Education, K-12 & Post Secondary & Youth & Recreation Groups
Davis Sports Foundation	Government & Youth & Recreation Groups
Davis Star Show (Astronomy Festival)	Education, K-12, Post Secondary & Government
DCM & Yolo County Homeless Coalition	Seniors
DCTV Community Producer	DCTV/Public Television
DCTV Intern/UC Davis Staff	Arts, Historic & Cultural
DCTV Producer	Arts, Historic & Cultural
DCTV Rancho Yolo	Non-Profit & Human Services



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DCTV Volunteer Producer	Non-Profit & Human Services
Democratic Party	DCTV/Public TV
Director, Davis Senior Center	Youth & Recreation Groups
Diversity Coalition	Arts, Historic & Cultural & DCTV/Public TV
Downtown Business Association	Government
DSHS Field Hockey team.	Seniors
DSHS Football team	Religious & Human Relations
Elderly Nutrition Program	Neighborhood & Business Groups & Non-Profit & Human Services
Emeriti Association	Neighborhood & Business Groups & Youth & Recreation Groups
Explorit Science Center	Youth & Recreation Groups
Friends of the Library	Non-Profit & Human Services
Friends of the UC Davis Arboreteum	Non-Profit & Human Services
Future Davis High School Community	Non-Profit & Human Services
List of Organizations	Focus Group Workshop Topic
Ganesh Works	Arts, Historic & Cultural
Girlscouts of America	Arts, Historic & Cultural
Gospel Stage	Arts, Historic & Cultural
Government Channel	Education, K-12 & Post Secondary & Government & Neighborhood & Business Groups
Grandparents	DCTV/Public TV
GRANNY MUFFINZ TRAVELIN' PUPPET SHOW	Youth & Recreation Groups & Religious & Human Relations
Green Party	
Holmes Junior High School	Government & Seniors
Holy Rosary Catholic Church	Religious & Human Relations & Youth & Recreation Groups
Institute for Solar Living	Youth & Recreation Groups
International House	Government
Internet Users Group	Education
Jepson Prairie docent	Religious & Human Relations
KDVS	Neighborhood
KVIE	Arts, Historic & Cultural
League of Women Voters of Davis	Non-Profit & Human Services
Los Rios Community College District	Arts, Historic & Cultural & DCTV/Public TV
MAKE A DIFFERENCE DAY	DCTV/Public TV
Meals on Wheels Program	DCTV/Public TV
Mondavi Center	Arts, Historic & Cultural
Mosswood Spring Opera	Education, K-12, Post Secondary & Non-Profit & Human Services
National Association of Media Arts & Culture	Arts, Historic & Cultural & Non-Profit & Human Services
National Organization for Women	Arts, Historic & Cultural & Non-Profit & Human Services
Pacific Bell	Arts, Historic & Cultural
Parent of Rec Participants w/Disabilities	Arts, Historic & Cultural
Parent Rep, DCTV	Arts, Historic & Cultural
Patwin Elementary School	Education, K-12 & Post Secondary & Non-Profit & Human Services
Peace Coalition	Neighborhood & Business Groups & Youth & Recreation Groups
Peacemaking Committee	Youth & Recreation Groups
Peralta Telecommunications Class	Arts, Historic & Cultural & Education, K-12, Post Secondary
Pine Tree Gardens, Inc.	Non-Profit & Human Services & Religious & Human Relations
Planned Parenthood	DCTV/Public TV & Religious & Human Relations
PPNS, Nursery School Board	Youth & Recreation Groups
Priest Associate, St. Martin's Episcopal Church, Davis	Education, K-12, Post Secondary & Religious & Human Relations



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Pro Se LGD	Neighborhood & Business Groups & Non-Profit & Human Services
Putah-Cache Bioregional Project	Non-Profit & Human Services
Rancho Yolo	
Rivendell Nursery School	Education, K-12 & Post Secondary & Religious & Human Relations
Rodness Karate Center	Non-Profit & Human Services & Youth & Recreation Groups
Sacramento City College	Arts, Historical & Cultural & Education, K-12 & Post Secondary
Sacramento/Yolo Peace Action	Education, K-12 & Post Secondary & Government & Neighborhood & Business Groups
San Francisco AIDS Foundation	Non-Profit & Human Services & Youth & Recreation Groups
Senior Center Davis Art Center	Arts, Historic & Cultural & Seniors
Senior Citizen Center	Education, K-12, Post Secondary
Senior Citizen's Commission	Religious & Human Relations
Senior Learning Unlimited	Non-Profit & Human Services
Seventh Day Adventists	Arts, Historic & Cultural
Short-Term Emergency Aid Committee (STEAC)	Neighborhood & Business Groups & Non-Profit & Human Services
Siamsa le Cheile (Irish & Scottish performance group)	Youth & Recreation Groups
List of Organizations	Focus Group Workshop Topic
Sierra Club	Non-Profit & Human Services & Seniors
Slide Hill Park Neighborhood Association	Religious & Human Relations & Seniors
Solano Steelhawks	Arts, Historic & Cultural & DCTV/Public TV
Solar Community Housing Association	Arts, Historic & Cultural & Non-Profit & Human Services
Steven Ministry	Neighborhood & Business Groups & Youth & Recreation Groups
Suicide Prevention, Domestic Violence Center	Neighborhood & Business Groups & Non-Profit & Human Services
Sutter Davis Hospital.	Non-Profit & Human Services
Tanke Law Office	Non-Profit & Human Services & Religious & Human Relations
The Belfry Campus Ministry	Non-Profit & Human Services & Religious & Human Relations
The County Gospel Singers	Non-Profit & Human Services & Religious & Human Relations
Tour guide with Mondavi Center	Neighborhood & Business Groups
UC Davis	Education, K-12, Post Secondary & Neighborhood & Business Groups & Religious & Human Relations
UC Davis Alumni Association	Religious & Human Relations
UC Davis Staff	Education, K-12, Post Secondary
UC Davis Women & Gender Studies Program	Arts, Historic & Cultural & Non-Profit & Human Services
UCD Alumni	Arts, Historic & Cultural & Education, K-12, Post Secondary
University of California Statewide Small Farm Program	Education, K-12, Post Secondary
University of California Television	Education, K-12, Post Secondary
URC	Non-Profit & Human Services
URCAD	Education, K-12, Post Secondary
WCC	Seniors
Yolo County	DCTV/Public TV & Education, K-12, Post Secondary
Yolo County Fair	Arts, Historic & Cultural & Seniors
Yolo County Homeless Coalition	Non-Profit & Human Services
Yolo County Mediation	Seniors
Yolo Family Service Agency	Non-Profit & Human Services & Religious & Human Relations
Yolo Hospice	DCTV/Public TV & Government
Youth School Sports and Performing Arts	Arts, Historic & Cultural



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APPENDIX
Attachment C-2

FOCUS GROUP QUESTIONNAIRE/SURVEY



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COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

This questionnaire is designed to gather information about community needs and interests related to cable communications, and to determine your knowledge and/or use of the Public, Educational and Government (PEG) Access resources that are available to Davis residents. The information gathered will be used to assess whether current services and resources are adequate and appropriate, and help to identify changes, if any, that might be made to meet future cable-related needs and interests.

1. Do you currently subscribe to the AT&T Broadband cable TV service in Davis?

Yes No If "No," go to Question 13 on page 3 of this questionnaire

2. If "Yes" to Question 1 Please rate the cable company's performance for each of these cable TV service areas:

	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	<u>DON'T KNOW</u>	<u>DOES NOT APPLY</u>
a. The quality of the picture and sound you receive at home	---	---	---	---	---	---	---
b. Providing cable service with few or no interruptions	---	---	---	---	---	---	---
c. Quickly restoring service when it goes out	---	---	---	---	---	---	---
d. Providing a good <u>variety</u> of programming services	---	---	---	---	---	---	---
e. Providing bills that are accurate and easy to understand	---	---	---	---	---	---	---
f. Keeping you informed about changes in your service	---	---	---	---	---	---	---
g. Providing courteous staff who are readily available when you need assistance	---	---	---	---	---	---	---
h. Arriving at a fair resolution of disputes (if you have had a dispute with the cable company)	---	---	---	---	---	---	---
i. The overall <u>quality</u> of the cable programming services	---	---	---	---	---	---	---
j. The overall <u>value</u> of the cable TV service	---	---	---	---	---	---	---



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COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

- 3. Have you tried to telephone the cable company during the past year?
 Yes No / Don't Know *If "No / Don't Know", go to Question 7, below*

- 4. **If "Yes" to Question 3** When you last tried to telephone the cable company were you able to get through to a company representative right away or not?
 Got through Didn't get through Don't remember / Don't know

- 5. During the past year, have you been placed on hold when you telephoned the cable company?
 Yes No / Don't Know *If "No / Don't Know", go to Question 7, below*

- 6. **If "Yes" to Question 5** Would you estimate that you were on hold for less than thirty seconds, or between thirty and sixty seconds, or between one and five minutes, or more than five minutes, or were you never connected?
 Less than 30 seconds 1 - 5 minutes Never connected
 30 - 60 seconds More than 5 minutes Don't remember / Don't know

- 7. Has a cable company technician visited your home to install a new service or make a repair during the past year?
 Yes No / Don't Know *If "No / Don't Know", go to Question 13 on page 3*

If "Yes" to Question 7 As you answer the following questions, please think about the last time a cable company technician came to your home:

- 8. Were you offered an appointment that was within 24 hours of the time that you called for service?
 Yes No / Don't Know

- 9. Were you offered a choice of a morning, afternoon, or evening appointment?
 Yes No / Don't Know

- 10. Were you offered a choice of a Saturday appointment?
 Yes No / Don't Know



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COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

11. Did the cable company technician keep the scheduled appointment?

Yes No / Don't Know

12. How many visits to your home were needed before the cable company technician successfully completed your installation or made the repair?

One Two Three
 More than three Never completed/repaired Don't remember / Don't know

13. Do you think AT&T Broadband should offer more channels?

Yes No Maybe

14. a. What types of programming do you think should be more readily available on the cable company's channel line-up? **Check all that apply.**

- Arts/Cultural Local news, activities, events, etc. News & Information
- Children's Documentaries Sports
- Classic Movies Educational Religious
- Comedy Music Recent Movies
- Other: _____

b. If you checked any of the above, would you be willing to pay extra to receive additional channels devoted to those types of programming?

Yes No Maybe

15. a. Do you have a computer in your home that is used to access the Internet?

Yes No **If "No," go to Question 16 on page 4 of this questionnaire**

b. **If "Yes" to Question 15a** In an average week, how long is your home computer used to access the Internet?

Under 5 hours 5 - 15 hours Over 15 hours

c. Has a personal or business "Web site" been created with your home computer?

Yes No



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COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

16. Please indicate how important you think it is for you to receive the following special services from the cable company, if such services are offered in the future:

	Very Important	Important	Not Very Important	Not Important At All
a. Telephone service	___	___	___	___
b. Movies on demand	___	___	___	___
c. Interactive shopping	___	___	___	___
d. Interactive video games	___	___	___	___
e. Video teleconferencing (2-way video)	___	___	___	___
f. If you indicated "Very Important" or "Important" regarding any of the above special services, would you be willing to pay an additional fee to obtain them? ___ Yes ___ No ___ Maybe				

17. Certain improved services could be received through your television or home computer by using a high speed connection to the Internet provided by the cable system. Please indicate how important you think it is to receive the services described below *through your TV or home computer*.

	Very Important	Important	Not Very Important	Not Important At All
a. Access to Library resources (card catalog magazine articles, encyclopedias, etc.)	___	___	___	___
b. Ability to vote, renew your driver's license or obtain government permits from home	___	___	___	___
c. Access to information about Davis nonprofit organizations (meeting dates, events, etc.)	___	___	___	___
d. Access to an interactive "community bulletin board" about Davis activities and resources	___	___	___	___
e. Ability to send and receive e-mail and information to and from teachers, school administrators, and School Board members	___	___	___	___
f. Access to <u>government</u> information (City government meeting agendas, a listing of City services and how to obtain them, government reports, etc.)	___	___	___	___
g. Access to public safety information (e.g., from police and fire departments)	___	___	___	___
h. Ability to participate in interactive distance learning classes from your home	___	___	___	___



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COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

IF YOU DO NOT CURRENTLY SUBSCRIBE TO THE AT&T BROADBAND CABLE TV SERVICE IN DAVIS, GO TO QUESTION 25 ON PAGE 7.

18. Community Cable Channel 5, Government Channel 7, and Educational Channel 14 feature programs about Davis community organizations, residents, events, City government, and schools. Are you aware of these channels?

Yes No *If "No," go to Question 23 on page 6 of this questionnaire*

19. **If "Yes" to Question 18** Have you ever watched a program on channels 5, 7 or 14?

Yes No *If "No," go to Question 23 on page 6 of this questionnaire*

20. **If "Yes" to Question 19** How often did you watch programs on channels 5, 7 or 14 during the past month?

More than 10 times 6 - 10 times 1 - 5 times Never

21. Is the signal quality for programs on channels 5, 7 or 14 equal to the signal quality for programs on the other channels of the cable system?

Yes No Don't Know

22. Please describe or provide the names of the programs that you have watched on channels 5, 7 or 14:



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COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

23. Please indicate your level of interest in seeing each of the following types of local programs that could be provided on cable TV channels in the future.

	VERY INTERESTED	INTERESTED	NOT VERY INTERESTED	NOT INTERESTED AT ALL
a. City government meetings	----	----	----	----
b. Community festivals, neighborhood events	----	----	----	----
c. Consumer protection programs	----	----	----	----
d. Courses from UC Davis	----	----	----	----
e. Environmental programs	----	----	----	----
f. Ethnic and cultural programs	----	----	----	----
g. Events/activities sponsored by the City	----	----	----	----
h. Foreign language programs	----	----	----	----
i. High School equivalency courses	----	----	----	----
j. Informational programs about services and activities of local organizations/clubs	----	----	----	----
k. Information regarding public emergencies	----	----	----	----
l. Kindergarten through 12th grade instructional courses	----	----	----	----
m. Kindergarten through 12th grade music and drama productions	----	----	----	----
n. Local business news and information	----	----	----	----
o. Local health and wellness programs	----	----	----	----
p. Local public safety information	----	----	----	----
q. Local sports and recreational activities (Little League baseball, biking, etc.)	----	----	----	----
r. Programs about activities and concerns of persons with disabilities	----	----	----	----
s. Programs about City government services	----	----	----	----
t. Programs about issues facing City government	----	----	----	----
u. Programs about K-12 schools and school activities	----	----	----	----
v. Programs about Davis arts, history and culture	----	----	----	----
w. Religious programming (local churches)	----	----	----	----
x. School Board meetings	----	----	----	----
y. Senior citizen activities and concerns	----	----	----	----
z. Special events and activities from UC Davis	----	----	----	----
aa. Indicate other types of local programs that you would like to see: _____				



COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

24. How much of your monthly cable bill should be set aside to support the development of TV programs about Davis residents, organizations, events, schools, and government?

- ___ FOUR DOLLARS ___ THREE DOLLARS ___ TWO DOLLARS
___ ONE DOLLAR ___ NOTHING ___ OTHER: _____

25. How important do you think it is to have cable TV channels that feature programs about Davis residents, organizations, events, schools, and government?

- ___ Very Important ___ Important ___ Not Very Important ___ Not Important at All

26. Would you be interested in learning how to make a program to show on a local cable TV channel, using equipment provided free of charge?

- ___ Yes ___ No

27. Prior to this focus group workshop, were you aware that the community organizations that you are involved with could have programs about their services and activities appear on Community Cable Channel 5 (managed by Davis Community Television -- "DCTV") on the AT&T Broadband cable TV service?

- ___ Yes ___ No [If "No," go to Question 32 on page 8 of this questionnaire]

28. [If "Yes" to Question 27] Have you ever appeared on or participated in the production of a program to show on DCTV's Community Cable Channel 5?

- ___ Yes ___ No [If "No," go to Question 32 on page 8 of this questionnaire]

29. [If "Yes" to Question 28] How many Community Cable Channel 5 programs have you appeared on or participated in the production of during the past two years?

- ___ More than 10 ___ 6 - 10 ___ 1 - 5 ___ None



COMMUNITY NEEDS & INTERESTS QUESTIONNAIRE

30. Please rate the quality of the following services provided by the DCTV staff:

	EXCELLENT	GOOD	FAIR	POOR	VERY POOR
a. Efforts to inform area residents about the DCTV facilities, services, and programming	---	---	---	---	---
b. Introduction to the DCTV facilities and services	---	---	---	---	---
c. Assistance in planning the creation of the program(s) on which you have appeared or for which you have participated in the production	---	---	---	---	---
d. Production of program(s) on which you have appeared or for which you have participated in the production	---	---	---	---	---
e. Maintenance of the production equipment to keep it in good working condition	---	---	---	---	---
f. Promotion of the program(s) on which you have appeared or for which you have participated in the production	---	---	---	---	---
g. Playback of programs on cable channel 5	---	---	---	---	---

31. Please use the space below to describe your experiences when you have appeared on or participated in the production of programs to show on Community Cable Channel 5.

32. Thank you very much for your assistance. You are invited, but not required, to provide any of the following information about yourself and/or the organization you are associated with:

Name: _____

Organization: _____

Address: _____

Telephone Number: _____