

## How Peer California Jurisdictions Fund Government Meeting Broadcasts

*A comparative reference for the Sacramento Metropolitan Cable Television Commission*

**The Commission's current direction treats one funding question as if it had only one answer:** that protecting government meeting transparency requires preserving Metro Cable at full funding, even if doing so eliminates the public and educational components of PEG. Examining how peer California jurisdictions fund government meeting broadcasts reveals that this is not the only path. The table below places Sacramento County alongside three peer California jurisdictions — Marin County, Fresno/Clovis, and San José — each of which has built and sustained a PEG system that supports all three components (public, educational, and government) together.

**Under the current direction, Sacramento County would become an outlier among comparable California PEG systems: a jurisdiction that eliminates the public and educational components to preserve a single, comparatively high-cost government channel.**

### Comparison Table

Jurisdiction	Funding Model for Government Meeting Broadcasts	Treatment of Public & Educational Access	Key Takeaway for Sacramento
<p><b>Sacramento County (SMCTC jurisdiction)</b></p> <p><b>Metro Cable 14 + PEG licensees</b></p>	<p>Government channel (Metro Cable 14) operated by the County, with reported annual operating cost exceeding \$3 million.</p> <p>Funded through cable franchise and PEG fee revenue administered by SMCTC.</p> <p>Recent action: government channel fully funded; public and educational licensee grants reduced by 50% in the final quarter of FY26, with potential elimination in the next fiscal year.</p>	<p>Three independent PEG licensees (KVIE, Access Sacramento, SECC) historically funded together with the government channel under a multi-licensee model.</p> <p>Under the current direction, public and educational components face significant reduction or elimination while the government channel remains fully funded.</p>	<p>The proposed direction would move Sacramento County away from the multi-licensee PEG model used by peer California jurisdictions and toward a government-only structure.</p>
<p><b>Marin County</b></p> <p><b>Marin TV (operated by Community Media Center of Marin / CMCM)</b></p>	<p>PEG services are administered by the Marin General Services Agency, serving the County and 9 cities/towns.</p> <p>Franchise and PEG fees collected from cable providers fund the system; non-program operations are distributed to member agencies.</p> <p>CMCM, a nonprofit, operates the public, educational, and government channels under contract and produces an average of</p>	<p>All three PEG components — public, educational, and government — are operated together by a single nonprofit under contract.</p> <p>PEG fees represent approximately 70% of CMCM's budget, with all components supported in proportion rather than one preserved over the others.</p>	<p>In 2020, Marin eliminated a joint powers authority (MTA) similar to SMCTC to reduce costs and eliminate unnecessary bureaucracy. Now the Marin Government Services Agency, an existing service agency, receives and distributes the PEG funds and franchise fees to CMCM. This approach avoids the unnecessary bureaucracy associated with the MTA and uses an efficient existing organization to deliver government meeting coverage and community/educational access</p>

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	650 local government meetings per year across the county.		through a single, integrated nonprofit operator — preserving all three components together rather than separating government from public and educational access.
<b>Fresno &amp; Clovis</b> <b>CMAC (Community Media Access Collaborative)</b>	<p>PEG services delivered by CMAC, a nonprofit operating under a Joint Powers Authority of the Cities of Fresno and Clovis.</p> <p>Funded primarily through the 1% PEG allocation and a portion of the 5% franchise fee from Comcast and AT&amp;T.</p> <p>CMAC operates three channels: a Public Channel, an Education Channel (with K-12 school districts and higher education partners), and a Government Channel (covering County of Fresno and city meetings).</p>	<p>The CMAC governance structure is explicitly designed to give each PEG component a voice: board seats include designated representatives from the City of Fresno, City of Clovis, Fresno County Superintendent of Schools, Central Valley Higher Education Consortium, and Fresno Building Healthy Communities.</p> <p>All three components are managed under a single cooperative model to reduce duplication and preserve each function.</p>	<p>California's fifth-largest city deliberately built its PEG system around a unified, balanced structure with formal representation for public, educational, and government interests — the opposite of separating one component for preservation at the expense of the others.</p>
<b>San José</b> <b>CreaTV San José</b>	<p>CreaTV, a nonprofit, operates the City's public and education access channels under contract with the City of San José.</p> <p>Funded through a combination of the 1% PEG capital allocation and a portion of the 5% franchise fee for operating support.</p> <p>Separately, City-managed CCTV (San José Channel) carries Council and commission meetings; CreaTV provides staffing for CCTV operations under a separate contract following City budget cuts that eliminated in-house production capacity.</p>	<p>Public and educational access is preserved through a dedicated nonprofit community media center with its own facilities (Open San José, an 18,000 sq. ft. media hub).</p> <p>Government meeting coverage and community/educational access operate as parallel functions, both supported through the franchise framework — not in competition with each other.</p>	<p>California's third-largest city maintains a clear structural separation: government meeting broadcasting is one function, and public/educational access is another. Both are sustained through the same franchise system, demonstrating that supporting one does not require defunding the other.</p>
<b>Saint Paul, MN</b> <b>(National reference)</b>	<p>Five PEG access channels supported through cable franchise PEG fees.</p> <p>City Channel (government) managed and operated by the City of Saint Paul.</p>	<p>Public and educational access is explicitly preserved as a contracted, ongoing service with a dedicated nonprofit operator.</p> <p>Government channel coexists with — not in place of — community access.</p>	<p>A widely cited national model where PEG fees support all five channels together, with a clear contractual structure preserving public and educational access alongside the city-run government channel.</p>

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	Four public and educational channels operated under contract by Saint Paul Neighborhood Network (SPNN), a nonprofit.		

## What the Comparison Shows

Across the three peer California jurisdictions, several consistent patterns emerge:

- **Public, educational, and government access are preserved together.** In each peer jurisdiction, all three PEG components continue to operate as part of a balanced, integrated system — not as competing claimants for a shrinking pool.
- **Multi-component PEG systems are the norm, not the exception.** Marin, Fresno/Clovis, and San José have each built governance structures designed to keep public, educational, and government voices on the platform together. None has chosen the path Sacramento County is currently considering.
- **Government transparency does not require eliminating other PEG functions.** Each peer jurisdiction supports government meeting coverage alongside public and educational access. Government broadcasting is one function among several, not the sole surviving channel.
- **Sacramento County stands out.** Among California PEG systems, the proposal to eliminate public and educational access in order to preserve a single high-cost government channel is a notable departure from the model used by comparable counties and cities.

## The Argument This Supports

Cable subscribers in Sacramento County continue to pay franchise and PEG fees as part of their monthly bills. Those fees were established to support the full PEG framework — public, educational, and government access together — not a single government channel. As cable revenue declines, peer California jurisdictions have responded by sustaining their multi-component systems and adjusting across the board, not by eliminating two of the three PEG components. Proportional, shared reduction across all PEG licensees until revenue is depleted reflects both the original purpose of PEG and the established practice of comparable California jurisdictions. Selective elimination does not.

*Note on sources: The descriptions above reflect publicly available information about each jurisdiction's PEG funding structure and program operations. Specific dollar figures for individual jurisdictions may vary year over year; before citing precise budget numbers in a Commission meeting, those figures should be verified through the most recent published budget for each jurisdiction.*