

**CITY OF OAKLAND  
CITY COUNCIL AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2004 JAN -8 PM 3:49

TO: Office of the City Manager  
ATTN: Deborah Edgerly, Interim City Manager  
FROM: Cultural Arts & Marketing Department  
DATE: January 13, 2004

RE: **SUPPLEMENTAL REPORT ON THE REQUEST AND  
RESOLUTION TO APPROPRIATE \$600,000 TOWARD CAPITAL  
IMPROVEMENT PROJECT: EMERGENCY SATELLITE  
UPLINK/DOWNLINK SYSTEM**

---

**SUMMARY**

This report provides additional information and clarification on the Emergency Satellite Uplink/Downlink System as requested by the Finance Committee on December 9, 2003:

**Funding Source:**

The satellite system will be purchased with a portion of the funds from the AT&T Cable Franchise Non-compliance Settlement dated July 2, 2002. According to the City Attorney's Office, these funds are specifically designated for technology related needs benefiting the citizens of Oakland.

**System Components:**

The Emergency Satellite Uplink/Downlink System consists of a 10 ft dish, cabling and operating controls to be located at the City's Emergency Operations Center. The system's signal can be routed to various City departments through the fiber optics system currently in place.

**System Functions:**

1. **Emergency Communications:** Establishes state-of the art, direct communication between the City of Oakland and regional and national emergency response organizations such as FEMA, Department of Homeland Security, etc. This system will enable police and fire agencies to have a direct, real-time audio/video link to federal and state authorities which can be encrypted and secured. Historically, during times of emergency, standard communications systems have been overloaded and inaccessible at emergency dispatch points. The City would be able to coordinate immediate response with other government agencies, bypassing public and commercial systems such as telephone/cellular, computers/internet and fax systems.

3  
**FINANCE & MANAGEMENT CMTE.**

JAN 13 2004

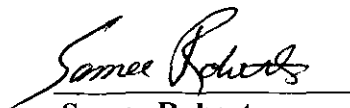
2. **Revenue Generation:** Has the potential to generate revenue for the City through rental of the KTOP Studios as a full-service uplink facility. Typically, corporations—including television networks—pay \$1,200 or more per hour for facilities that provide uplink satellite capabilities. The City would realize a net profit of approximately \$600 per hour. A business plan will be implemented to market and develop the KTOP Studios as an uplink teleport.
3. **Citywide Training:** Enhances citywide training by making available a broad variety of interactive training programs via satellite. Police, Fire, Personnel and other City departments will be able to create, access and broadcast training programs to personnel at locations throughout the city. For example, the Fire, Police and Public Works facilities throughout Oakland can be linked to the KTOP Studios where instructional personnel are stationed, this eliminating the need for instructors to travel to individual locations. In addition, teleconferences can be an essential part of this service.
4. **KTOP Programming:** Enhances KTOP programming through the ability to download free, quality programs available only through satellite downlink services. The need for more quality programming is an on-going issue due to the lack of an acquisitions budget to pay for licensing and duplication of outside programming. This need will soon become acute when Comcast relocates the California Channel to a separate channel, thereby leaving a void of over 32 hours of KTOP programming per week. Examples of the free programming that would be available through downlink services include: FEMA/EENET (public safety and emergency issues); Annenberg (Corporation for Public Broadcasting/PBS programs); NASA (programs about space and the cosmos); Worldlink TV (international issues and concerns) and Classic Arts (arts & culture).

#### **ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that City Council approve the request and Resolution to appropriate and expend \$600,000 to initiate purchase and installation of the Emergency Satellite System.

Included in this budget, staff will use a portion of the funds, not to exceed \$10,000, to have an independent analysis and evaluation of the bids from a qualified telecommunications consultant. Contracts will be forwarded to the City Council, as required.

Respectfully submitted,

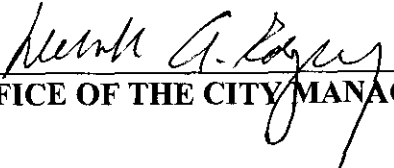


**Samee Roberts**  
Marketing Manager,  
Cultural Arts & Marketing Department

Prepared by:

Ashley James, Station Manager  
KTOP-TV

APPROVED FOR FORWARDING TO THE  
FINANCE COMMITTEE:

  
OFFICE OF THE CITY MANAGER

**3**  
FINANCE & MANAGEMENT CMTE.

JAN 13 2004