

(R-85-611)

RESOLUTION NUMBER R- 261778

ADOPTED ON OCT 22 1984

WHEREAS, The City of San Diego has, by ordinance, granted to several cable television companies, franchises to operate cable television systems within The City of San Diego; and

WHEREAS, each franchise establishes the Council as the authority to regulate rates and charges and to establish rules and regulations relative to their application; and

WHEREAS, the policy of the Council is that cable television rates and charges be uniformly applied within a service area; and

WHEREAS, Cox Cable-San Diego has requested that it be given permission to offer discounts on installation as a promotional incentive to subscribers; and

WHEREAS, the Transportation and Land Use Committee has reviewed this request and the City rate analyst's evaluation of it; NOW, THEREFORE,

BE IT RESOLVED, that the Council of The City of San Diego does hereby authorize cable television companies operating under franchises granted by the City to offer discounted installation rates as a promotional tool to increase subscribership on condition that full-price revenues be assumed for ratemaking and franchise fee purposes.

BE IT FURTHER RESOLVED, that cable television companies are encouraged to report data on the results of any discounting promotion to City staff for analysis and report to the Transportation and Land Use Committee.

APPROVED: John W. Witt, City Attorney

By



JWW:c
10/4/84
Or.Dept:T&LU
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Passed and adopted by the Council of The City of San Diego on JUL 22 1984,
by the following vote:

Councilmen	Yeas	Nays	Not Present	Ineligible
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
William Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dick Murphy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uvaldo Martinez	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mayor Roger Hedgecock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

ROGER HEDGECOCK
Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

(Seal)

By Barbara Baxter, Deputy.

Office of the City Clerk, San Diego, California

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