

SACRAMENTO METROPOLITAN

V. Bunnows
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Cable
Cable Television
Commission

1010 8TH STREET, SACRAMENTO, CA 95814 • (916) 440-6661

RICHARD E. ESPOSTO
EXECUTIVE DIRECTOR

January 16, 1991

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CITY OF SACRAMENTO
JAN 17 10 02 AM '91

TO: Councilman Joe Serna, Jr.
FROM: Rich Esposito, Executive Director
SUBJECT: Cable TV Background Information

Attached for your information are selected background statistics on Sacramento Cable Television, and its corporate parent, E.W. Scripps. While the 1988 Lawsuit Settlement blocks our access to detailed fiscal information on Sacramento Cable until 1995, the available data for the industry and E.W. Scripps paints a favorable fiscal picture for them.

If you have any questions, please do not hesitate to give me a call.

RICH ESPOSTO, Executive Director
Sacramento Metropolitan Cable
Television Commission

REE:

cc: Members, City Council

Attachment

91-city

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JAN 22 1991
BY THE CITY COUNCIL
OFFICE OF THE CITY CLERK

Cable TV Data Summary

The E.W. Scripps Company:	<u>1989</u>	<u>1990</u>	
		9 months	Change
Cable TV Revenues	\$177m	\$164m	+12%
Subscribers	557,749	603,000	+11%

Sacramento Cable Television:

Subscribers	167,239	185,000est.	+11%
Monthly Basic Rate	\$18.50	\$19.50	+5%
Cum. Rate Increases 1985-1990			+62%
CPI 1985-1990			+20%
Annual Incremental Revenue from \$1 Rate Increase		\$2.2m	

LIMITED BASIC SERVICE

- ***10% of Sacramento Cable subscribers selected Limited Basic service.***

- ***Geographical areas with highest concentration of Limited Basic:***
 - Elk Grove
 - Laguna/Elk Grove
 - South Land Park
 - Fabulous 40's
 - South East Sacramento
 - Greenhaven

- ***Demographics***
 - Lower and Lower/middle income addresses:***
 - account for 9.5% of all limited basic subscribers
 - 44% subscribe to full basic service
 - Upper and Upper/middle income addresses:***
 - account for 34% of all limited basic subscribers

- ***Rate Increase:***
 - effective on 1/1/91 or anniversary billing date

- ***Disconnected Service following 1/1/91 increase:***
 - 1.2% of the Limited Basic subscribers
 - 3% of the Limited Basic subscribers receiving price increase

**A YEAR IN REVIEW
SACRAMENTO CABLE
1990**

- Increased number of subscribers in 1990 from 167,000 to 197,000.
- All subscribers receive a telephone call verifying the quality of service of all installation and service calls with less than 2% of those contacted reporting any problem.
- Schools in Sacramento County are all in the process of being upgraded to full basic including CNN free of charge with an educators guide to be sent to teachers in all schools on a monthly basis.
- Added 63 customer service representatives increasing the staff available to customers from 70 to 133.
- Increased hours of service by 33 hours per week; currently answering customer requests and concerns from 7 am to 8 pm M-F, and 9 am to 5 pm Saturday.
- Conducted studies to determine where customer problems occurred and during what time periods so that staffing could accommodate peak periods.
- Decreased hold time from a 10 to 40 minute wait to an average of less than 2 minutes.
- Added three pay stations so that customers can make payments and drop off converter boxes at sites strategically placed throughout the county including Rancho Cordova, Florin Road, and Galt.
- Added flextime scheduled hours so that service technicians are available to subscribers from 8 am to 8 pm.
- Itemized billing commenced for every subscriber detailing charges for pay services, remotes, etc.
- Customer service guidelines provide customers with one month of free basic service when an appointment is missed without rescheduling.

A YEAR IN REVIEW

-2-

- Cable Commission complaints comprise less than 1/10 of 1% of the subscriber base.
- Commission complaints include "can you get me an earlier appointment" and "I was unfairly disconnected" when in fact Sacramento Cable was not at fault.
- A new system was implemented for better tracking of all complaints so that problems can be corrected on a priority basis.
- Empowered employees to solve customer problems the first contact and to escalate the problem to senior management as needed.
- Organized numerous employee/management committees to solve the overall problem rather than symptoms occurring in various departments.
- Increased staffing by 30% so that departments have proper resources to assist customers.
- Ordered uniforms for all field personnel installing and repairing cable service to be implemented on 2/1/91 for professional appearance and quick identification purposes.
- Training programs were expanded providing customer service and technical programs to all employees.

**SACRAMENTO CABLE
CUSTOMER SERVICE GUIDELINES
JANUARY 1, 1991**

TELEPHONE AND OFFICE ACCESS

- Customers Service Representatives are available on the telephone and through direct office access a minimum of 60 hours weekly from:
 - * 8 a.m. - 8 p.m. Monday - Friday
 - * 9 a.m. - 5 p.m. Saturday
- By January 1, 1991, customer service representatives will be available to customers for all new service and billing calls from:
 - * 7 a.m. - 8 p.m. Monday - Friday.
 - * 9 a.m. - 5 p.m. Saturday
- Customers reporting repair problems have access to a Sacramento Cable representative 24 hours a day, 7 days a week.
- Toll free lines are provided for repair, billing and new service inquiries.
- By December 31, 1990, the average wait time for a customer service representative will be 3 minutes.
- By July 1, 1991, the average wait time for a customer service representative will be 2 minutes.
- By December 31, 1991, the average wait time for a customer service representative will be 1 minute.
- By July 1, 1992, the average wait time for a customer service representative will be 30 seconds.
- By July 1, 1991, all accounts will be updated with telephone numbers which will be used to draw accounts to the screen. An automated answering system will be utilized to service Pay-Per-View requests allowing customer service representatives more time to deal with subscriber inquiries and requests.

Sacramento Cable will publish performance levels in advertisements in local media every six months commencing no later than July 1, 1991.

CUSTOMER SERVICE GUIDELINES

-2-

INSTALLATION AND SERVICE

- All installation field work, change orders and converter box pickup appointments will be performed within seven business days after the order has been placed by the customer unless otherwise requested. The exception will be during special advertising campaigns which impact the schedule.
- Four-hour morning and afternoon installation appointments will be available to customers six days a week. Customers will be informed of the availability of the four-hour period of time in writing on a bi-annual basis.
- By July 1, 1991, customer service representatives will attempt to notify customers of their impending appointment with a reminder telephone call. A follow-up call will document the satisfaction of service and the quality of the installation.
- By July 1, 1991, same day installation of service will be provided on orders placed prior to 1 p.m. based on available routes.
- By July 1, 1991, all service calls will be scheduled and fielded within 36 hours of receiving the customer's request.
- By July 1, 1991, all service calls will be less than 3% of the subscriber base.
- By July 1, 1991, converter boxes can be returned to two sites in addition to the customer service lobby. These satellite sites will be strategically placed to better serve subscribers in the North and South Sacramento County areas.
- If a service connection or repair is not commenced within the specified period of time, except for delays caused by unforeseen or unavoidable occurrences beyond the control of the company, and the delay was through no fault of the customer, an appointment will be rescheduled within a twenty-four hour period of time unless otherwise requested by the customer.
- Effective January 1, 1991, for each failure of the company to keep a scheduled appointment in the predesignated four-hour block of time or two-hour extension of time, the company will offer one free month of basic service at the monthly rate the customer has subscribed to i.e. Limited Basic \$5.00, Basic \$19.50.

CUSTOMER SERVICE GUIDELINES

-3-

OUTAGES AND DISCONNECTS

- System outage response will be immediate with a standard of two hours as average fix time from the time the declared outage origination is identified. In no event will service be out for more than 24 hours if determined to be a system outage. In the event of circumstances beyond the control of the cable operator, i.e. power outages, severe storms, winds, or floods, the company will not be held responsible for the 24-hour response time.
- By January 1, 1991, planned systems outages will take place between 1 a.m. and 6 a.m. Extensive preventative maintenance will correct system problems which cause outages.
- By July 1, 1991, software will be installed to control the volume of telephone calls received during an outage.
- Customers who voluntarily request a service disconnect, and are available when the disconnect takes place, will, upon request, be reconnected to an antennae hookup that existed prior to the installation of cable service and is still readily available at the television.

BILLING

- By March 1, 1991, itemized bills will provide documentation of individual charges such as proration amounts, services ordered, and informational detail such as how to resolve disputed charges.
- By January 1, 1991, customer's bills will be sent out in a controlled manner in order to reduce the volume of calls received following a bill drop.

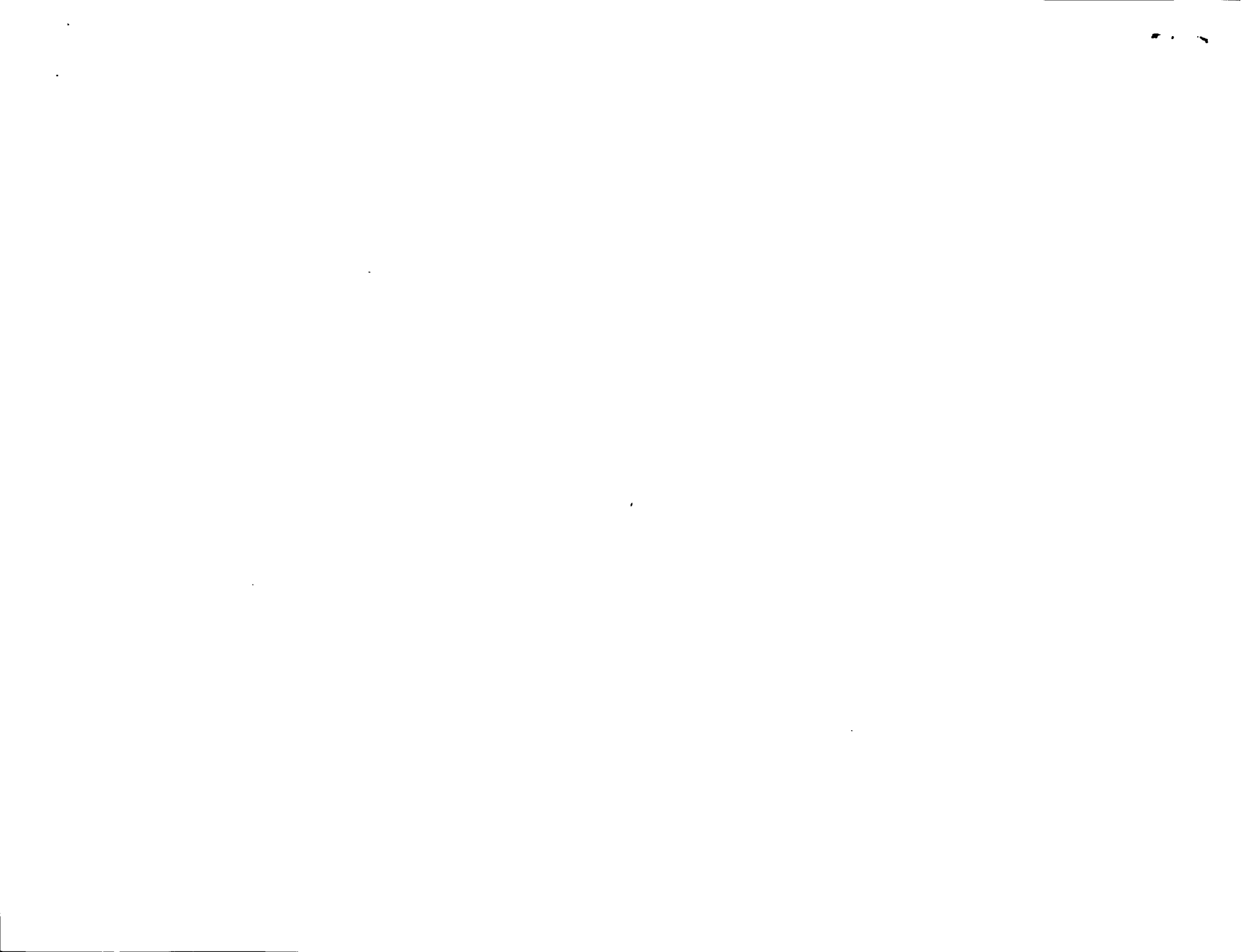
QUALITY OF SERVICE

- All employees of Sacramento Cable will provide courteous, high quality service to customers and will complete every transaction by thanking the customer for their business.
- By July 1, 1991, all field personnel will dress in uniform shirts and jackets clearly representing Sacramento Cable and will prominently display picture identification.

SUMMARY OF LIMITED BASIC

<u>System</u>	<u>Location</u>	<u>Service</u>	<u># of Channels</u>	<u>Cost</u>	<u>Date of Increase</u>	<u>Amount of Increase</u>
Warner Cable	Bakersfield	Basic	12	13.95	7/90	1.55
Palmer Cable	Beaumont	Lower basic	12	15.95	1/91	new service
King Video	San Diego	Limited basic	10	14.85	3/90	.35
Falcon Cable	Brookings	Antenna basic	12	13.95	1/91	New service
Viacom Cable	Larkspur	Limited	21	18.25	LY	3.10
Comcast Cable	Loma Linda	Limited	13	10.95	LY	3.00
King Video Cable	San Andreas	Limited	10	14.50	---	---
Sonic	Country Club	Limited basic	12	20.61	1/91	.45
Falcon Cable	Cedar Pines	Antenna basic	12	17.94	3/90	2.00
Continental Cable	Yuba City & Stockton	Lower basic	8	4.80	1/91	.90
Viacom Cable	Redding & Red Bluff	Limited	18	18.50	12/90	2.00
TCI Cable	Lake Tahoe	Limited	21	17.10	1/91	1.45
Viacom Cable	Oroville	Limited	22	17.25	1990	3.00
King Videocable	Jackson	Limited	10	14.50	9/90	1.45
TCI Cable	Rio Vista	Basic	18	16.91	12/90	.96

Sacramento Cable	Sacramento	Limited	25	5.00	1/91	4.75



SACRAMENTO AND OUTLYING AREAS

<u>System</u>	<u>Location</u>	<u>Service</u>	<u># of Channels</u>	<u>Cost</u>	<u>Date of Increase</u>	<u>Amount of Increase</u>
Cable America	Mather AFB	Basic	38	14.00	2/91	1.95
Continental Cable	Yuba City & Stockton	Lower basic	8	4.80	1/91	.90
		Basic	35	16.30	1/91	.90
Chambers Cable	Chico	Basic	24	19.32	1/91	1.25
Sonic Cable	Woodland	Basic	34	18.50	1/91	2.55
Rancho Murieta Assn.	Rancho Murieta	Basic	29	8.00	---	---
Viacom Cable	Redding & Red Bluff	Limited	18	18.50	12/90	2.00
		Basic	31	19.50	12/90	2.00
TCI Cable	S. Lake Tahoe	Basic	30	18.55	1/91	1.90
TCI Cable	Lake Tahoe	Limited	21	17.10	1/91	1.45
		Basic	28	18.55	1/91	1.45
Simmons Cable	Tahoe Paradise	Basic	30	19.45	1/91	1.50
Jones Intercable	Roseville	Basic	27	16.45	10/90	1.00
		Basic Plus	32	17.45	10/90	1.00
Sonic	Auburn	Basic	35	18.50	1/91	1.55
					Installations	+10.00
WestStar Cable	El Dorado County	Basic	29	23.18	7/90	2.06
TCI Cable	Grass Valley & Nevada City	Basic	23	17.55	1/91	1.90
		Expanded basic	29	19.00	1/91	1.90
Viacom Cable	Oroville	Limited	22	17.25	1990	3.00
		Basic	29	18.25	1990	3.00
West Star Cable	Truckee	Basic	29	23.18	7/90	2.06
Sonic Cable	Colfax	Basic	34	18.50	1/91	2.55
King Videocable	Jackson	Limited	10	14.50	9/90	1.45
Viacom Cable	Colusa	Limited	22	17.25	1990	3.00
		Basic	29	18.25	1990	3.00
TCI Cable	Rio Vista	Basic	18	16.91	12/90	.96
		Expanded basic	23	17.71	12/90	.40
Multivision	Fairfield	Basic	35	18.50	1/91	1.00
United Artists	Vacaville	Basic	19	14.87	7/90	1.00
Sonic	Meadowview	Basic	35	18.50	1/91	2.55
West Star	Lake of the Pines	Basic	29	23.18	1/91	2.06
Starstream	Rocklin	Basic	32	18.00	---	---
Pacific West	Sacramento	Basic	17	14.95		

Sacramento Cable	Sacramento	Limited basic	25	5.00	1/91	4.75
		Basic	50	19.50	---	---



RANDOM SURVEY

<u>System</u>	<u>Location</u>	<u>Service</u>	<u># of Channels</u>	<u>Cost</u>	<u>Date of Increase</u>	<u>Amount of Increase</u>
Cable Co-op	Atherton	Basic	55	23.95	1/91	2.00
Warner Cable	Bakersfield	Basic	12	13.95	7/90	1.55
Palmer Cable	Beaumont	Lower basic	12	15.95	1/91	new serv
		Basic	34	17.95	1/91	1.00
United Artists	Ben Lommond	Basic	60	13.50	12/90	7.14
Westar	Bishop	Basic	20	21.95	1/91	1.95
MultiVision	Boyes Hot Springs	basic	34	18.95	3/90	1.00
King Video	San Diego	limited basic	10	14.85	3/90	.35
Falcon Cable	Brookings	Antenna Basic	12	13.95	1/91	New Serv.
		Basic	18	16.95	9/90	2.63
Comcast of Simi Valley	Camarillo	Basic	29	18.50	7/90	1.55
Sonic	Capitola	Basic	16	16.00	4/91	?
Century Mendocino	Caspar	lowertier	29	15.45	---	---
Dimension Cable	Laguna Niguel	Basic	48	19.77	LY	1.00
Total TV of Cal.	Lake Mathews	Basic	33	14.95	---	---
Viacom Cable	Larkspur	limited	21	18.25	LY	3.10
Continental	Lennox	Basic	40	15.95	---	---
Comcast Cable	Loma Linda	Limited	13	10.95	LY	3.00
TCI Cable	Heget Bay	Basic	27	18.55	1/91	1.90
Southland Cable	Highland	Basic	25	17.50	2/91	2.00
Palmer Cable	Indian Wells	Limited	12	15.95	1/91	New Serv.
		Basic	30	17.95	---	---
King Video Cable	San Andreas	Limited	10	14.50	---	---
Continental Cable	Los Angeles	Basic	43	16.75	LY	?
Foothills Cable	LA County	Basic	24	19.50	---	---
Sonic	Forest Hill	Basic	36	18.50	1/91	2.55
TCI Cable	Fremont	Basic	27	18.55	12/90	1.80
Hi-Desert Cable	George AFB	Basic	32	19.95	---	---
Jones Intercable	Green Valley	Basic	37	17.95	LY	1.00
Viacom	Dublin	Basic	31	19.00	12/90	2.25
Century Cable	El Centro	Basic	36	18.45	LY	2.00
Bay Cablevision	El Cerrito	Basic	53	17.50	1/91	2.00
Multivision	El Verano	Basic	34	18.95	3/90	1.00
Siskiyou Cable	Etna	Basic	15	16.00	3/91	?
Ventura Cable	Fillmore	Basic	29	16.90	7/90	1.00
Sonic	Country Club	Limited basic	12	20.61	1/91	.45
		Basic	26	22.35	1/91	.45
Continental Cable	Culver City	Basic	46	18.95	LY	---
United Artist	Davis	Basic	39	19.38	2/90	.45
D.H.S. Cablevision	Desert Hot Springs	Basic	17	17.00	TY	?
Falcon Cable	Cedar Pines	Antenna Basic	12	17.94	3/90	2.00
		Basic	18	19.94	3/90	2.00
Chinvalley Cable	Chino	Basic	44	17.95	---	---

<u>System</u>	<u>Location</u>	<u>Service</u>	<u># of Channels</u>	<u>Cost</u>	<u>Date of Increase</u>	<u>Cost of Increase</u>
Concord Cable	Clayton	Basic	32	19.94	1/91	1.60
Northland Cable	Coarsegold	Basic	16	19.75	4/90	1.00
United Artists	Contra Costa	Basic	36	15.50	4/91	2.00
					Installation fee was raised instead of Cable packages	
Chambers Cable of SoCal	Corning	Basic	22	17.50	1/91	1.25
Falcon Cable	Malibu	Basic	22	17.50	1991	?
Televents	Martinez	Basic	32	15.95	7/90	2.30
Simmons Cable	S. Lake Tahoe	Basic	12	18.00	1/91	1.50
South Bay Cable	Monte Sereno	Basic	28	18.00	1/91	1.50
Ultronics Cable	National City	Basic	46	11.85	---	---
West Valley Cable	Northridge	Basic	50	20.95	---	---
Cable Oakland	Oakland	Basic	45	18.50	1/91	1.55
Volcano Vision	Pioneer	Basic	28	15.95	---	---
Feather River Cable	Quincy	Basic	13	15.99	---	---

Sacramento Cable	Sacramento	Limited basic	25	5.00	1/91	4.75
		Basic	50	19.50	---	---
