

COUNCIL POLICY MANUAL

Policy 7.2.16 Telecommunications

POLICY PURPOSE:

It is essential that local governments are aware of the impact of emerging telecommunications on cities and on the citizens they serve. The purpose of this policy is to define the City's roles as regulator, service provider and facilitator for telecommunications resources provided to the community. These roles will enable the City, dependent upon available resources, to retain and maintain regulatory authority within the confines of the state and federal legislation over the rights-of-way and public property, to encourage competition, to review opportunities to implement telecommunications technology to deliver City services and provide information, to work with local businesses and industries in leveraging telecommunications technology to maintain the economic vitality of Sunnyvale and to improve quality of life for the community.

POLICY STATEMENT:

It is the policy of the City to:

1. Retain control of public property within the confines of state and federal legislation to regulate telecommunications services provided to Sunnyvale residents.
 - A. Promote retention of the City's regulatory role in telecommunications.
 - 1) Maintain control of use of local public rights-of-way for telecommunications purposes.
 - 2) Exercise local franchising authority related to provision of telecommunications services.
 - 3) Monitor state and federal telecommunications regulatory activities and communicate the City's views and concerns through formal and informal channels.
 - 4) Advocate for the reinstatement of local regulatory authority in the event of loss of effective competition.
 - 5) Support retention of local zoning authority for cellular towers, satellite dish antennas, and other telecommunications equipment, facilities, and structures.
 - B. Advocate symmetrical regulation for all Sunnyvale telecommunications service providers.

COUNCIL POLICY MANUAL

- 1) Promote use of regulatory oversight to restrain monopolistic practices.
 - 2) Establish fair, reasonable, and nondiscriminatory terms and fees for use of Sunnyvale's public rights-of-way for commercial enterprises.
 - 3) Promote delivery of community-oriented services to Sunnyvale residents by stipulating a reasonable percentage of each system be dedicated to the delivery of such services.
- C. Encourage high quality service and service standards for all telecommunications providers.
- 1) Establish service standards within the confines of state and federal legislation and evaluate services to ensure continued high quality customer service and affordable contemporary technology.
 - 2) Advocate Sunnyvale voice telecommunications carriers to provide access to local 911 emergency services at no charge.
 - 3) Advocate Sunnyvale telecommunications carriers to provide access to voice/non-voice relay services at no charge beyond normal usage charges to all Sunnyvale residents.
- D. Advocate for privacy laws and security standards at the state and federal levels which protect Sunnyvale telecommunications users.
- 1) Advocate the establishment of transaction security for financial and personal transactions.
 - 2) Advocate for confidentiality guarantees of all user information unless otherwise consented to by the user, including access information.
 - 3) Encourage telecommunications providers to educate City users about the implications of privacy and information security issues.
 - 4) Advocate the implementation of a "digital signature" standard that reliably identifies the sender and recipient of electronic transactions.
 - 5) Support the implementation, where feasible and appropriate, of established technical standards for authenticity of City documents and information.

COUNCIL POLICY MANUAL

2. Promote universal access to telecommunications services for all Sunnyvale residents.
 - A. Promote universal service and access for every Sunnyvale resident.
 - 1) Support equitable access to public information for all Sunnyvale residents.
 - 2) Support affordable pricing for basic telecommunications services for all consumers.
 - 3) Advocate that the introduction of advanced telecommunications services do not adversely impact basic service rates.
 - 4) Recognize telecommunications needs of special groups, such as the economically disadvantaged, non-English speakers, minorities, the elderly, and individuals with disabilities.
 - 5) Advocate that all Sunnyvale telecommunications service providers equitably share the responsibility and the costs for maintaining universal service.
 - 6) Advocate that the definition of basic universal service be expanded as new services become essential to participation in the social and economic mainstream.
 - B. Promote the opportunity for Sunnyvale residents to acquire the appropriate skills to participate in a technologically advanced society.
 - 1) Encourage Sunnyvale schools to develop programs that help students acquire appropriate telecommunications skills.
 - 2) Promote life-long learning through the use of telecommunications.
 - 3) Facilitate technical training and telecommunications access for all Sunnyvale residents.
3. Use telecommunications to maintain and enhance information resources and services provided to Sunnyvale residents.
 - A. Use telecommunications to provide public information to Sunnyvale citizens, businesses, industries and schools.
 - 1) Ensure that appropriate printed public information currently available to Sunnyvale citizens will remain free of charge in electronic form.

COUNCIL POLICY MANUAL

- 2) Ensure that essential telecommunications services are available on demand for the public interest.
 - 3) Support easy public access to public information to the widest extent possible.
- B. Use telecommunications to improve the City's efficiency and delivery of public services while reducing operating costs.
 - 1) Enhance Sunnyvale's ability to share public information through appropriate implementation of telecommunications technologies.
 - 2) Explore the potential use of telecommuting by City staff where appropriate and economically feasible.
 - 3) Consider projects which link the public with City staff and services including: on-line access to staff reports, electronic access to building codes and permit applications, and City statistics.
 - 4) Use telecommunications technology to enhance emergency services and coordinate emergency preparedness information to residents.
- C. Use telecommunications to enhance the lives of Sunnyvale residents.
 - 1) Support the use of telecommunications services to protect the property and lives of citizens.
 - 2) Encourage the use of advanced telecommunications systems which support community-oriented information dissemination, library services, and educational services.
 - 3) Encourage the use of advanced telecommunications systems to enhance the lives of Sunnyvale citizens through individual choices, better recreational activities, and other community services.
 - 4) Promote the use of telecommunications technology to deliver learning services and resources beyond the classroom and library to Sunnyvale homes, organizations, and businesses.
 - 5) Use telecommunications technology to enhance rather than preclude personal interactions.
4. Promote use of telecommunications technology, where appropriate and within the scope of available resources, to enhance the economic vitality of Sunnyvale.

COUNCIL POLICY MANUAL

- A. Encourage Sunnyvale businesses and industries in leveraging telecommunications technologies to remain competitive.
 - 1) Encourage Sunnyvale businesses to use telecommunications to achieve greater economic competitiveness.
 - 2) Where appropriate, recommend changes to City ordinances, requirements, or procedures to enable telecommunications technology advances.
 - 3) Market telecommunications services to encourage relocation and retention of businesses in Sunnyvale.
 - 4) Promote development of telecommunications-based applications for teaching, learning, training, and retraining Sunnyvale's workforce.
 - 5) Seek the attraction of information-intensive businesses and point-of-sale operations in order to diversify the City's economic base and City revenues.
- B. Encourage Sunnyvale businesses and industries in conducting business with anyone, anywhere, at any time.
 - 1) Support telecommunications research and innovation, where appropriate, in business and government.
 - 2) Encourage State authorities to explore development of construction requirements which include built-in telecommunications features.
- C. Advocate legislation that identifies telecommunications revenue sources for local governments.
 - 1) Pursue alternate revenue sources to offset any potential revenue loss from the use of telecommunications, such as diminished sales taxes.
 - 2) Explore opportunities to increase telecommunications revenues.
- 5. Facilitate the creation of an advanced telecommunications network infrastructure, within given resources, for Sunnyvale residents, businesses, and industries.
 - A. Advocate that the Sunnyvale telecommunications infrastructure is a reliable broadband interactive digital network that will provide advanced telecommunications services for its community members, businesses, industries and schools.

COUNCIL POLICY MANUAL

- 1) Promote creation of a broadband, high-speed digital infrastructure available to all Sunnyvale citizens, businesses, industries, schools and agencies.
 - 2) Encourage development of telecommunications infrastructure and investments to expand telecommunications services available in Sunnyvale.
 - 3) Use interoperable open standards for the City's governmental telecommunications equipment and services.
 - 4) Promote interoperability, efficient interconnection, and adherence to open industry standards for all elements to facilitate City-wide connectivity.
- B. Promote interconnection and common carrier collaboration among Sunnyvale telecommunications providers and the City.
- 1) Encourage infrastructure joint ventures to maximize the value of telecommunications information to consumers.
 - 2) Advocate fair and equitable consumer billing practices among multi-carrier providers.
 - 3) Promote the concept of a single address for each user, when economically and technically feasible, regardless of location or service provider.
 - 4) Support coordination of a shared common grid of telecommunications systems for education, health care, public agencies, social services, justice and economic development.
 - 5) Seek opportunities for partnerships and collaborations with the private sector to obtain equity in the telecommunications infrastructure to reduce City costs and improve municipal services.
- C. Promote a telecommunication system designed to stimulate competition and innovation.
- 1) Encourage fair, open competition among telecommunications service providers to increase the quality and variety of services.
 - 2) Promote provision of an open platform for innovation by local content and services providers.

COUNCIL POLICY MANUAL

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Lead Department: Information Technology Department