

**City of Minneapolis**  
**Request for Committee Action**

**To:** Ways & Means  
**Date:** 3/28/2016  
**From:** Communications Department  
**Prepared by:** Bridgette Bornstein  
**Presented by:** Bridgette Bornstein, Communications Deputy Director; Mike Bradley, Attorney, Bradley Hagen & Gullikson; Tyler Middleton, CenturyLink VP of Operations  
**File type:** Receive & File  
**Subcategory:** Presentation

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**Subject:**

First quarterly meeting with CenturyLink Cable TV

**Description:**

Receiving and filing a presentation and report on the first quarterly meeting with CenturyLink Cable TV, as mandated by the approved CenturyLink franchise agreement with the City. This presentation will highlight information provided, demonstrating compliance with build-out requirements to date.

**Previous Actions:**

May 15, 2015: Council approval of CenturyLink cable franchise

April 27, 2015: Public hearing before Ways and Means on CenturyLink franchise proposal

March 20, 2015: City Council (1) received and filed the City Cable Officer's report on the CenturyLink cable franchise application, (2) directed staff to engage in negotiations with CenturyLink regarding a cable franchise, consistent with the City Cable Officer's report, (3) gave notice of intent to introduce a cable franchise ordinance

February 23, 2015: Public hearing before Ways and Means on CenturyLink's franchise cable application to the City.

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**Background/Analysis:**

The CenturyLink Franchise addresses build-out as follows:

- Complete Equitable Build-Out. Goal is to build-out the entire city over 5-year term, based on market success, with a significant investment targeted to areas below the median income in the city.
- Initial Minimum Build-Out Commitment. 15% of the city over two years.
  - CenturyLink must make its best effort to complete the initial deployment in a shorter period of time.
  - Deployment to households in every Ward.
  - Must include a significant number of households below the medium income of the city.
  - CenturyLink permitted to serve more households than the initial commitment.
- Quarterly Meetings. Starting January 1, 2016, CenturyLink must meet with Cable Officer and show to the City's satisfaction:

- Number of households capable of being served and actually served.
- Compliance with anti-redlining requirements.
- Maps and documentation “showing exactly where within the city the Grantee is currently providing cable service.”
- Additional Build-Out Based on Market Success. Starting January 1, 2016, CenturyLink build-out commitment will increase if its penetration rate is at least 27.5% in the areas that it is offering service.
  - Example: If offering service to 60% of the City and CenturyLink has penetration of 30% in that area, then the build-out commitment will increase by 15%, to cover 75% of the city.
  - Additional build-out commitment continues until all households are served.

**Financial Review:**

**No financial impact.**