

TO: General Government Committee  
FROM: Ann Cook, Communications Manager  
DATE: January 5, 2022  
SUBJECT: Cable Franchise Agreement and Designated Service Provider Update

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1) Recommended Action:

This is a discussion of the status of selecting a PEG (Public, Education, Government) service provider. Staff from the applicable jurisdictions are recommending an Interlocal Agreement (ILA) to authorize a Request for Proposals to provide those services.

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2) Background:

In 2021, the City Council approved a 10-year cable franchise agreement with Comcast Cable Communications Management, LLC. The franchise agreement has provisions that provide the City access to cablecast video either with a designated service provider or directly. TCMedia is the current designated service provider for Thurston County, and the cities of Tumwater, Lacey, and Olympia. There has been no competitive process to select the service provider and the staff is recommending the jurisdictions use a Request for Proposals (RFP) process to ensure we have the best service provider.

Negotiations over for this renewal were protracted due to changes in federal law that were challenged in court and provisions in the agreement specific to the designated service provider. As part of negotiations, the jurisdictions agreed to future improvements funded by an increase in PEG fees to provide TCMedia use of the PEG Studio at no cost through December 1, 2021. The current franchise agreement does not provide funding or support for a studio. Those costs are now the responsibility of the designated service provider.

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3) Policy Support:

Refine and Sustain a Great Organization

- Be fiscally responsible and develop sustainable financial strategies
  - Continue to expand and explore effective methods to market Tumwater, tell our story, and engage citizens and businesses in City government and civic organizations
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4) Alternatives:

- ☐ Renew service provider agreement with TCMedia
  - ☐ Suggest an alternative
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5) Fiscal Notes:

The City uses PEG fees to partially cover the costs of providing PEG services in the community, including broadcast equipment in the Council Chambers.

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6) Attachments:

No attachments.