

**EXECUTIVE SUMMARY OF
THE VALUE AND IMPORTANCE OF CABLE TELEVISION
FRANCHISE RENEWALS**

The Northwest Suburbs Cable Communications Commission (“NWSCCC”) is a joint powers entity created by Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale to serve as the franchise authority on their behalf for cable television services. The current cable television provider is Comcast. Comcast has requested the renewal of an existing franchise that had been granted by the NWSCCC in 1982 and renewed in 1994.

The attached memorandum summarizes the value and importance of the cable television franchise renewal process that will be followed by the NWSCCC. It includes:

- Questions with answers to important considerations.
- The importance of creating a record of information and decisions.
- A summarization of important subjects to be reviewed and addressed.

Based on requirements of both state and federal law, the NWSCCC has initiated a process to renew Comcast’s franchise that will include review of the past performance of Comcast and identify the future needs for cable television services important to each member city. In order to be sure that the NWSCCC gathers information from each of the separate member cities including residents, businesses and industries, the NWSCCC will be coordinating its renewal process with each member city. This will be accomplished within each city by working together gathering information from key sources within each city including residents, community leaders from government, business, institutions, and from existing records concerning cable services.

Surveys will be used concerning past performance and future needs and will include questions about Comcast’s rates, mix and availability of programs and services, quality of services, customer satisfaction and future needs and interests and Comcast’s compliance with the terms and requirements under its existing franchise.

At the conclusion of the information gathering process, the NWSCCC will create a renewed franchise agreement incorporating needed changes to the existing franchise to ensure that on a going forward basis the franchise agreement will contain the most modern terms and conditions for the member cities benefit.