

The Future of Franchising

A future-oriented discussion on how traditional franchising must adapt.

Introduction

City of Eugene, Oregon – ROW Ordinance

- Local franchising in Eugene would not disappear.
- Eugene's ordinance treats providers equitably.
- Protective of City General Fund revenue.



Will cable
franchising
continue?

If not, what
replaces it?

Three aspirational ways local governments could pivot (requiring advocacy to change State regulations).



- Utility licenses
- Taxation of streaming services
- Federal law recognition

Impacts on Community Resources

How local governments must address the end of cable franchising to retain community resources.

- Compensation of Property Rights
- PEG and Localism
- Public Safety



Regulatory Change



This is a call to action!

- Coordinate advocacy to strengthen pro-local government State regulations.
- Bridging communication between franchise managers and government relations staff.

Webpage: www.eugene-or.gov/telecom

Email: jrunte@eugene-or.gov