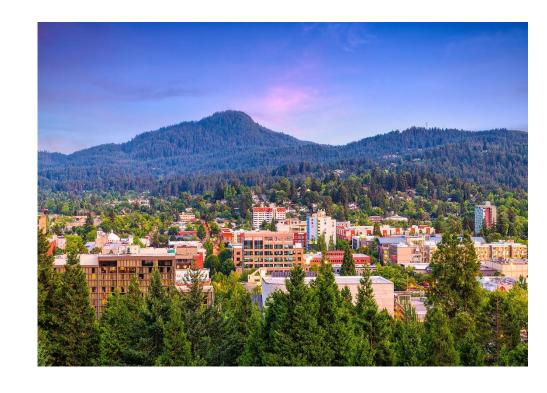
The Future of Franchising

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



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



- 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: <u>jrunte@eugene-or.gov</u>

