



SUPPLEMENTAL

COUNCIL AGENDA: 3-14-06

ITEM: 3.6

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Ed Shikada

**SUBJECT:** SEE BELOW

**DATE:** 03-13-06

Approved

Date

3/13/06

**SUBJECT** SUPPLEMENTAL INFORMATION RELATED TO AT&T (SBC)  
PROJECT LIGHTSPEED MEMO OF MARCH 3, 2006

## **REASON FOR SUPPLEMENTAL**

To provide information regarding the City of Anaheim's recent approval of an agreement with AT&T, allowing the deployment of Internet-Protocol television services (IPTV) through AT&T's Project Lightspeed. Staff believes that to date, Anaheim is the only California city to execute an agreement for Project Lightspeed.

## **ANALYSIS**

On March 7, 2006, the Anaheim City Council authorized the City Manager to execute an agreement with AT&T to allow the installation and operation of Project Lightspeed. The following discussion provides a brief comparison between Anaheim's agreement and the policy priorities previously discussed with the San José City Council.

### **1. Revenue protection**

The Anaheim agreement does not require AT&T pay the City 5% of subscriber revenue, as AT&T has offered to California cities.

### **2. Maintaining a level playing field among competing services and flexibility for future technologies**

The Anaheim agreement is not a franchise. The terms of the agreement provide that if legislation or other binding order establishes that Anaheim has the authority to require a franchise, AT&T may elect to apply for a franchise or discontinue services.

3. Support for Public, Educational, and Government (PEG) programming

AT&T will carry Anaheim's "City Channel 3," and provide the technology necessary to convert the existing video stream to work within AT&T's IP video protocol.

4. Broad service rollout, ultimately citywide

The agreement does not require citywide buildout, but requires a deployment plan (schedule of installation) that coordinates with Anaheim's street rehabilitation program. AT&T will offer video services throughout their service area within the City of Anaheim through technology of its choosing, including direct to home satellite services, subject to technical and economic feasibility.

5. Customer service standards

The agreement does not specifically address this issue.

6. Utility cabinet size and placement

AT&T will work with Anaheim to site any above ground cabinetry in the least obtrusive manner, and to the extent possible screen such cabinetry from public view. As technology changes, AT&T will either remove, reduce in size, or reduce the number of cabinetry deployed. AT&T will be allowed to begin installing Project Lightspeed facilities subject to Anaheim's current procedures and requirements for procuring permits. This includes street cut restoration and reimbursement for permit expenses.

Staff will continue to monitor news from other cities on this issue.



ED SHIKADA  
Deputy City Manager