

# ATTACHMENT A

## **Cable License Renewal Process**

Notice from Comcast Requesting Renewal of Cable Television license **1/28/08**

City Manager appointed Cable License Renewal Committee from City staff (City Manager's Office, Law Dept, DPW, CCTV, CEA and City TV-8) - **2/2008**

City identified outside counsel with specialty in cable license renewal process - **2/2008**

Met with other City Staff (Electrical, Emergency Communications, IT, Consumer's Council, Library) to gather information and identify concerns - **spring 2008**

Met to discuss renewal process and legal requirements and identified need for outside consultant services for Ascertainment of Needs, Compliance Review, Technical Review and Financial Audit - **summer 2008**

Developed specifications for bid for Consultant services - **Fall 2008**

Cable Television Consulting Services RFP out to bid – **2/2009**

Consultant Bids reviewed and evaluated – **3/2009**

Consulting Contract Awarded to The Buske Group (TBG). Contract signed - **4/1/09**

Fine –tuned License Renewal plan - **spring 2009**

Developed telephone survey instrument, online survey instrument, sought financial info, technical info and other documentation in support of contract compliance review and audits - **summer 2009**

Conducted technical, financial and contractual compliance audits of Comcast – **summer/fall 2009**

Conducted telephone survey – **8/ 2009**

Conducted online survey – **August/September 2009**

Prepared for focus groups, prepared report on telephone and online surveys -**fall 2009**

Engineering subcontractor evaluated Comcast physical plant in Cambridge – **September/October 2009**

Drafted and conducted City departmental cable use survey- **September/October 2009**

Conducted 6 focus groups at various Cambridge locations, to gather information regarding community's cable related needs and interests – **10/2009**

Finalized contract compliance report, franchise fee review, engineering report and Needs Assessment Report – **11/2009**

Provided written Needs Assessment Report – **12/2009**

**Met regarding Needs Assessment Report and compliance review – 1/2010**

**Reviewed materials/equipment/space requirements for PEG channels – 2/2010**

**Presented information regarding cable license renewal process and took public testimony at Public Hearing 2/3/10**

**Reviewed Comcast's response to Needs Assessment Report and Compliance Reviews – 2/2010**

**Developed key deal points for negotiations with Comcast – 2/2010**

**Informal negotiations underway – 3/2010**