



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Tanisha Jumper, Interim Media and Communications Director  
Jeff Lueders, MCO - Cable Communications & Franchise Services Manager *JL*  
**COPY:** Government Performance and Finance Committee  
**SUBJECT:** Ordinance for Telecommunications Franchise Agreement with NEW CINGULAR  
WIRELESS PCS, LLC (AT&T) for the July 17, 2018 Government Performance and  
Finance Committee Agenda  
**DATE:** June 27, 2017

---

**SUMMARY:**

This memo is written to outline the Ordinance for Telecommunications Franchise Agreement NEW CINGULAR WIRELESS PCS, LLC (AT&T), which will be brought before the Government Performance and Finance Committee on July 17, 2018 for consideration. After a thorough negotiations process between the City of Tacoma and NEW CINGULAR WIRELESS PCS, LLC (AT&T), we have reached this agreement. Staff recommendation is to forward this to the full City Council for adoption.

**STRATEGIC POLICY PRIORITY:**

By allowing Telecommunications Providers to utilize our Right of Way we continue to foster competition in the market place, increase choices for our residents, and allow for the growth of technology in our city.

In addition, this effort aligns with the following City Council priorities:

- Encourage and foster a diverse, productive, and sustainable economy
- Encourage and promote a high-performing, open, and engaged government
- Strengthen and support a safe, clean, and attractive community

**BACKGROUND:**

NEW CINGULAR WIRELESS PCS, LLC (AT&T), has requested a telecommunications franchise agreement to build, operate, and maintain a small cell wireless network in the City of Tacoma.

Revenue will be generated for the Public Works Department depending on the Pole Attachment agreement for devices attached to Street Light and Signal poles. Revenue will also be generated for TPU for devices attached to TPU Poles. These amounts have been determined as fair market value for pole attachment fees and limited negotiations will occur between the parties.

**ISSUE:**

This is a 10-year Telecommunications Franchise Agreement between NEW CINGULAR WIRELESS PCS, LLC (AT&T), and the City of Tacoma. According to Title 16B of the Tacoma Municipal Code a Telecommunications Provider must have a Telecommunications Franchise Agreement with the City of Tacoma in order to gain permits and operate within our public right of way.

**ALTERNATIVES:**

Without this agreement, NEW CINGULAR WIRELESS PCS, LLC (AT&T) will not have access to the public right-of-way to construct, operate, maintain, remove, replace, and repair their small cell wireless infrastructure.

**RECOMMENDATION:**

Our recommendation is to forward this Telecommunications Franchise Agreement between the City of



Tacoma and NEW CINGULAR WIRLESS PCS, LLC (AT&T) to the full City Council for adoption.

**FISCAL IMPACT:** There is no fiscal impact per the franchise agreement but the city will receive revenue per the Pole Attachment agreements with Public Works (Light and Signal poles) and TPU (Power poles).