



## Legislation Details (With Text)

**File #:** HCC-7-FY21    **Version:** 1    **Name:**  
**Type:** Consent Item    **Status:** Passed  
**File created:** 7/10/2020    **In control:** City Council  
**On agenda:** 7/20/2020    **Final action:** 7/20/2020  
**Title:** Hyattsville Resolution 2020-06: Authorize Negotiations for Verizon Franchise Agreement  
**Sponsors:** City Administrator  
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**Code sections:**  
**Attachments:** 1. 07.01.20.Franchise.Renewal.Agreement, 2. 07.01.20.Letter.Franchise.Agreement.Renewal

| Date      | Ver. | Action By    | Action   | Result |
|-----------|------|--------------|----------|--------|
| 7/20/2020 | 1    | City Council | Approved | Pass   |

Submitted by: Laura Reams  
Submitting Department: City Clerk  
Agenda Section: Consent

**Item Title:**  
**Hyattsville Resolution 2020-06: Authorize Negotiations for Verizon Franchise Agreement**

**Suggested Action:**  
I move the Mayor and Council introduce and adopt Hyattsville Resolution 2020-06, a resolution authorizing the City of Hyattsville to negotiate the renewal of the Franchise Agreement with Verizon Maryland, Inc., and to join Prince George's County and other municipalities in negotiating the renewal of the Franchise Agreement with Verizon Maryland, Inc.

**Summary Background:**  
The City has an existing Franchise Agreement with Verizon Maryland, Inc. for a Public-Educational-Governmental (PEG) channel used for programming and airing of content including Council meetings and other originally produced City programming. The term of the Franchise Agreement ends in January 2022.

The City received notification from Verizon requesting the commencement of franchise renewal negotiations. The City expects to work with other municipalities and Prince George's County in a coalition on these negotiations, as it has done with previous franchise negotiations. The coalition benefits the City through pooling of financial and other resources to reach an agreement is beneficial for the municipalities. As part of the process the City is required to pass a resolution commencing negotiation.

**Next Steps:**  
Once the resolution is passed, the City will contact Verizon that it has been done and we will begin the negotiating process.

**Fiscal Impact:**  
The City receives PEG funds through the franchise agreement averaging \$100,000 annually. The funds are restricted for use to support channel programming.

**City Administrator Comments:**

Recommend Support

**Community Engagement:**

The adopted resolution will be posted on the City's website. The channel benefits residents by providing access to City Council meetings and other governmental programming.

**Strategic Goals:**

Goal 1 - Ensure Transparent and Accessible Governance

**Legal Review Required?**

Complete