

Franchising

Bill Marticorena, Jim Friedman
11:00 – 11:30 a.m.

- Identifying the players and challengers: Data, Passthroughs, Overbuilders
- Identifying public benefits, costs, and policy considerations
- Legal framework/instruments
- Handling competition

Revenues & Fiscal Resources

Don Maynor, Bill Morgan
11:30 a.m. – 12:00 p.m.

- Protect and enhance fiscal, revenue flow
- Mechanisms: Best practice recommendations
- UUT: Administrative rulings on applications
- Challenges: Industry requirements for uniformity of applications
- State takeover vs. local control

Lunch – 12:00 p.m.

Keynote Speaker

12:30 p.m.

- City role in regulatory landscape

Wrap-up

1:00 - 1:30 p.m.

- Common themes, successful solutions, regional approaches

Presenters include some of the foremost local policy experts in today's telecommunications policy world:

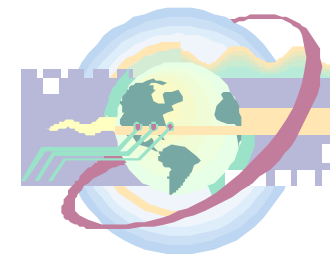
- Denise M. Brady, Deputy Director, City and County of San Francisco
- Jim Friedman, Councilmember, City of Ventura
- Michael Friedman, Vice President and President SCAN NATOA
- Jonathan L. Kramer, Kramer.Firm
- Bill Marticorena, Attorney, Rutan & Tucker
- Don Maynor,
- Bill Morgan,
- Paul M. Valle-Riestia, Assistant City Attorney, Walnut Creek

Westside Summit Cities

present

Conference on Telecommunications Policy and Opportunities 2001

sponsored by
Beverly Hills
Culver City
Santa Monica
West Hollywood



March 29, 2001
Santa Monica, California

CONFERENCE OBJECTIVES

- , Focused discussion of the “real world” telecommunications decisions facing Councils
- , High-level discussions, grounded in technical understanding and practical application
- , An understanding of what is within/outside Council control
- , Get back to basics and identify what is of interest to the community as opposed to financial interests of providers, lobbyists, advocates
- , Identify common ground and successful solutions
- , Identifying the immediate challenges and what is on the horizon longer term
- , Be forward-looking regarding challenges on the revenue and authority shifts to the State and Federal levels

Welcome/Overview

8:30 - 9:00 a.m.

PLENARY SESSION
“Painting the Landscape”
Denise M. Brady
9:00 - 9:45 a.m.

- , The Broadband Revolution: Customers’ needs for telecommunications broadband - local and long distance telephone, cable, internet, satellite, wireless
- , City granting and authority rights
- , Role of local governments in managing local community change as a result of the telecommunications revolution
- , Understanding the competing interests and inter-relationships among phone, cable and internet service providers
- , Identifying the policy determinants facing local elected officials
- , Deregulation, regulatory jurisdiction, maximizing benefits to local communities
- , And more

PRESENTATIONS WITH Q & A

ROW Management: “Time, Place and Manner”
Harry Lorick
9:45 a.m. – 10:15 a.m.

- , What residents want and expect
- , Preservation of the ROW: Minimizing impacts; safe environmental compatible construction
- , Management: Utility coordination; repair standards and quality control; aesthetics; co-location/joint-trenching; above ground facilities
- , Franchising and permitting
- , Compensation/fees

Break – 10:15 a.m.

Antenna/Wireless Issues
Jonathan L. Kramer
10:30 – 11: 00 a.m.

- , Current zoning policies: Land use urban design considerations; environmental issues
- , Industry decentralization
- , Solutions that protect communities and permit deployment
- , Exclusion zones/protected areas