



City of Burnsville

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FOR IMMEDIATE RELEASE

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COMMUNITY ASKED TO PROVIDE INPUT ON CABLE/COMMUNITY MEDIA VIA ONLINE SURVEY

The City of Burnsville wants to hear from residents, business owners and community organizations about their experience with cable and community media in Burnsville. In addition to a series of focus groups held in late February, the City has opened up an online survey for people to provide input on:

- The cable system, cable provider and customer service
- Public, educational and government access television in Burnsville
- Opportunities for community media and technology now and in the future

The survey is available at www.burnsville.org/cablefranchise.

Respondents who provide a means of contact on the survey will be entered in a drawing for one of two \$25 gift cards to a local establishment. Please note that surveys CAN be completed anonymously.

Why now?

The City of Burnsville is preparing for upcoming cable franchise renewal negotiations with Comcast Cable. The renewal process begins years prior to the current franchise expiring. During that time, the City works to anticipate where cable service, community media and technology will be ten years from now – and what is best for the community by completing a “Needs Assessment.” This survey is part of that Needs Assessment process.

What is a cable franchise?

Cable television is regulated through federal and state law along with the local franchise the City of Burnsville holds with Comcast Cable. This franchise agreement allows the company to operate cable television and internet systems in the City, and run cable on and through City-owned right-of-way. The City’s current 15-year franchise expires January 2015, and provides a number of community benefits including local public, education and government video programming, internet connectivity among City facilities and revenue to the City, helping keep taxes low.

For more information or complete the online survey visit www.burnsville.org/cablefranchise by March 31.

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