



# AGENDA ITEM MEMORADUM

**Public Information Office**

**Steve d'Oliveira**

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> May 22, 2012	May 11
<input type="checkbox"/> June 12, 2012	June 1
<input type="checkbox"/> June 26, 2012	June 15
<input type="checkbox"/> July 10, 2012	June 29
<input type="checkbox"/> July 24, 2012	July 13

\*Subject to Change

- Presentation     Reports     Consent     Ordinance  
 Resolution     Quasi-Judicial     Old Business     New Business

FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

**SUBJECT TITLE: Broadcasting Channel 78 on AT&T U-Verse**

**EXPLANATION:** At its meeting on July 12, 2011, the Town Commission decided not to contract with AT&T to broadcast our government channel on U-Verse. The Commission did not believe there were enough U-Verse subscribers in Town to justify the one-time equipment costs of \$7,000 and a recurring annual fee of \$7200 for a dedicated T-1 Line and a router to transmit our video data. There are some other minor equipment costs associated with this project estimated at \$800. There would also be an installation cost.

Commissioner Mark Brown recently asked Town staff to address this issue again, since he has run into an increasing number of residents who subscribe to U-Verse who do not have access to our government channel. While AT&T was reluctant to share the number of customers it has in Lauderdale-By-The-Sea, the company representatives I spoke with estimated that the firm had about 300 subscribers in Town who receive U-Verse. AT&T said its U-Verse channel is becoming more and more popular as an alternative to Comcast cable services.

If we proceeded, our Government Channel would be listed on U-Verse Channel 99 as one of several cities and counties between North Broward and Key West. Residents would then need to select Lauderdale-By-The-Sea from among a menu of available government broadcast channels. Some of the cities utilizing U-Verse include Coral Springs, Pembroke Pines and Miami Beach. Broward County is also reportedly expected to sign-up soon.

While the estimated equipment costs are the same, the costs for a dedicated T-1 line and managed router have dropped considerably, since we no longer contract with AT&T for T-1 lines. With our current telecommunications contractor, adding an additional line and router would only be an extra \$200 per month (\$2400 per year). We do not need to contract with AT&T for the T-1 extra line and router necessary to broadcast Channel 78 on U-Verse.

In summary, our one-time equipment costs would be about \$7000. The annual recurring costs would be \$2400.

**RECOMMENDATION:** Direct staff to proceed with broadcasting Channel 78 on U-Verse.

Reviewed by Town Attorney  
 Yes     No

Town Manager Initials CA