



**Bruce Harrell**  
**Seattle City Councilmember**

Date: February 5, 2013  
To: North Beacon Hill Council Community Members  
From: Councilmember Bruce A. Harrell  
Subject: Improving broadband service in Beacon Hill neighborhood

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As chair of the Public Safety, Civil Rights, and Technology committee, I have pushed the city to work collaboratively with Internet Service Providers to achieve the city's goal of broadband affordability and better broadband service. My office is working with CenturyLink to address and change the outdated and impeding rules/policies to facilitate deployment of new broadband infrastructure. Specifically, the SDOT Director's Rule has precluded CenturyLink from deploying new broadband technologies offered by the company.

CenturyLink has a legacy network that includes a connection to virtually every house/business in Seattle. CenturyLink needs the ability to place electronics and extend fiber into existing neighborhoods in order to connect to existing fiber infrastructure.

Strategically, the City should aggressively incentivize the private market providers to enter. This approach smartly uses the healthy market forces of competition and private investment to drive better service and pricing points. It allows the core competencies of technology companies to penetrate an emerging market and compete for our business. As chair of Technology, I will examine legislation that addresses artificial barriers to market entry and expansion of private broadband networks and help initiate CenturyLink's pilot program in the Beacon Hill community to deliver better broadband service and faster speeds. The pilot will serve as template for CenturyLink's broadband expansion throughout Seattle.

CenturyLink pilot program proposal:

*CenturyLink is asking the City of Seattle to modify SDOT's Director's rule that impedes deployment of broadband equipment so that the company can invest in next generation broadband services. CenturyLink has a five-year investment plan to upgrade the citywide legacy network it acquired from Qwest, deploying broadband devices that are capable of speeds ranging from up to 80Mbps up to 100Mbps. To kick off the five-year plan, the company is seeking permission to initiate a pilot on Beacon Hill, one of the many communities negatively impacted by the current permitting impediments. Under the pilot, the company will build two sites, one in an area of the community served with aerial facilities and one area that is served with underground facilities. The company is evaluating several sites in Beacon Hill - the total number of household/businesses served by the sites initially under consideration range from 150 to 430. Following successful deployment of the pilot sites, CenturyLink intends to expand the deployment to other areas within Beacon Hill, as well as other underserved communities throughout the city, such as the Central District, Capitol Hill, Ballard and West Seattle.*

Sincerely,

**Bruce A. Harrell**  
Seattle City Councilmember  
Chair: Public Safety, Civil Rights, and Technology Committee

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