



LET'S GET CONNECTED!

HIGH SPEED INTERNET

BROADBAND OUTREACH REPORT



The City of Fort Collins reached out to residents in October and November asking what is the community vision and need regarding broadband, and what is the City's role in achieving the vision and meeting the need?

To accomplish this, the City created an online poll at fcgov.com/broadband with a video, matrix and detailed descriptions of each of the four models the City is exploring. The Communications and Public Involvement Office promoted the website with spotlights, social media, posters, and ads.

Staff also went into the community holding interactive Open Houses, including a Spanish speaking presentation, where residents could ask questions and provide input. And with an innovative new Telephone Town Hall, the Mayor, City Manager and Chief Financial Officer called out to 15,000 residents to discuss the future of broadband.

The overarching sentiment staff heard from the community is that they support the full retail option.

COMMUNITY OUTREACH:

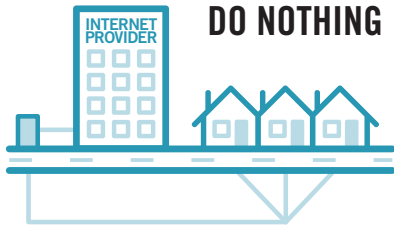
- **FRIDAY, OCTOBER 7**
CITYWORKS - 222 Laporte Ave.
- **WEDNESDAY, OCTOBER 12**
OPEN HOUSE - 215 Community Room
- **WEDNESDAY, OCTOBER 26**
OPEN HOUSE - Police Services
- **FRIDAY, NOVEMBER 4**
CHAMBER OF COMMERCE
- **MONDAY, NOVEMBER 14**
TELEPHONE TOWN HALL - City Hall
- **THURSDAY, NOVEMBER 17**
COMMUNITY ISSUES FORUM - Lincoln Center
- **THURSDAY, NOVEMBER 30**
SUPER ISSUES MEETING - 222 Laporte
- **OCTOBER 1 - DECEMBER 7**
ONLINE POLLING

BROADBAND BY THE NUMBERS:

TOTAL RESPONSES IN PERSON: 160

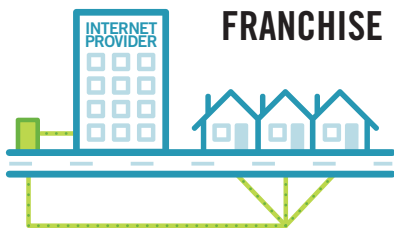
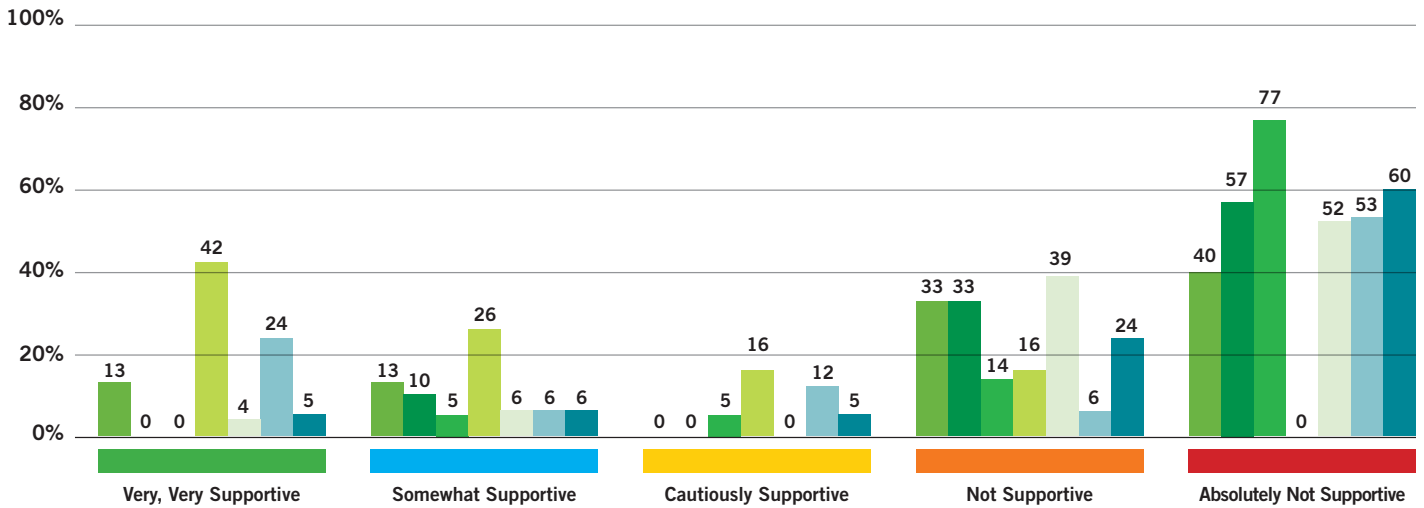
TOTAL RESPONSES ONLINE: 447

The graphs below show side by side comparisons of each outreach groups response across the four options presented.



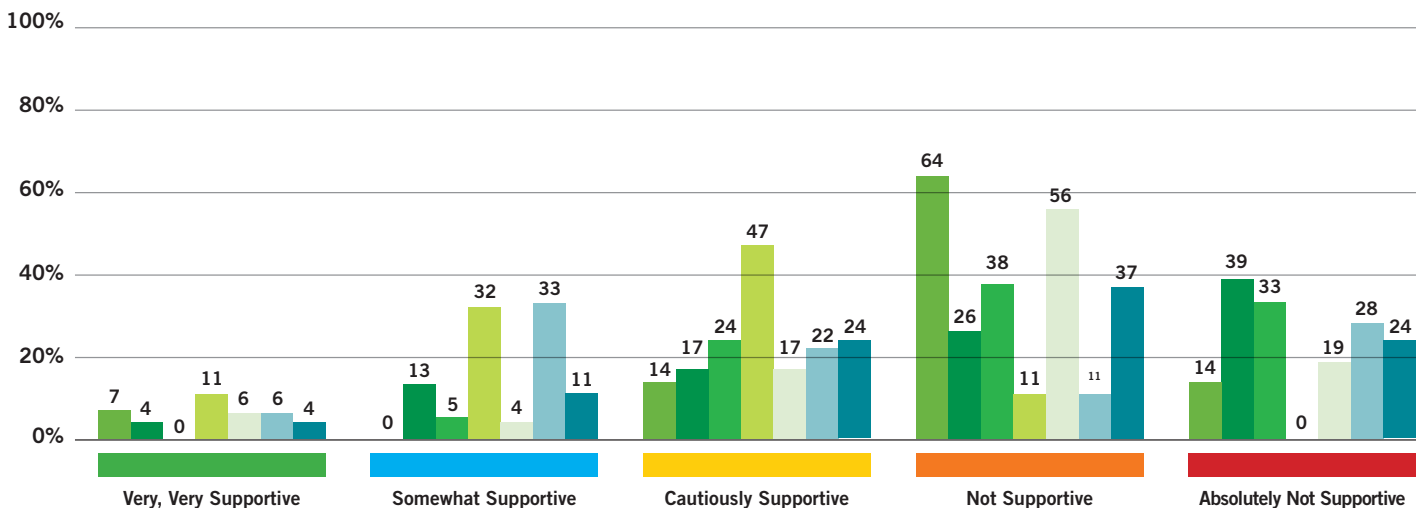
DO NOTHING

OPTION DETAILS: In any policy decision, the “null” or “do nothing” option is always available. Doing nothing in this scenario leaves the market to be driven by existing incumbents and any new service provider that may wish to enter the market. Price, service options, and service build out are completely dependent on private providers. There would be no ownership or role by the City.



FRANCHISE

OPTION DETAILS: This model has the City negotiating a franchise agreement (and fee) with a private provider. The private company would build the infrastructure and provide the service. The City would receive the fee and would negotiate construction requirements, right of way access, and build out requirements. This model does not have any capital financial risk to the City. There is a risk, similar to the wholesale model, in the quality and the success of the provider.



OUTREACH KEY:

**Broadband Only Meeting*

1 CITYWORKS:
20 attendees

2 OPEN HOUSE - 215 COM:*
24 attendees

3 OPEN HOUSE - POLICE:*
25 attendees

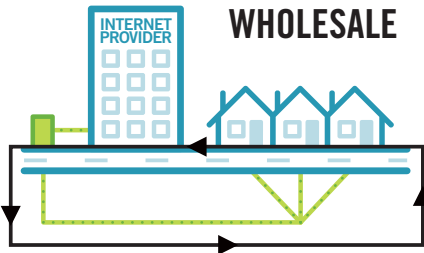
4 CHAMBER OF COMMERCE:
20 attendees

5 COMMUNITY ISSUES FORUM:
60 attendees

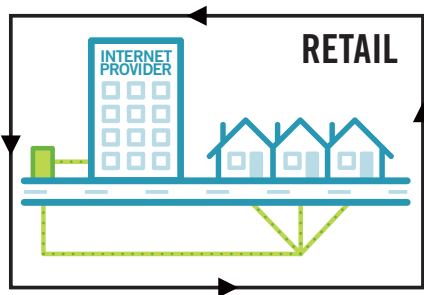
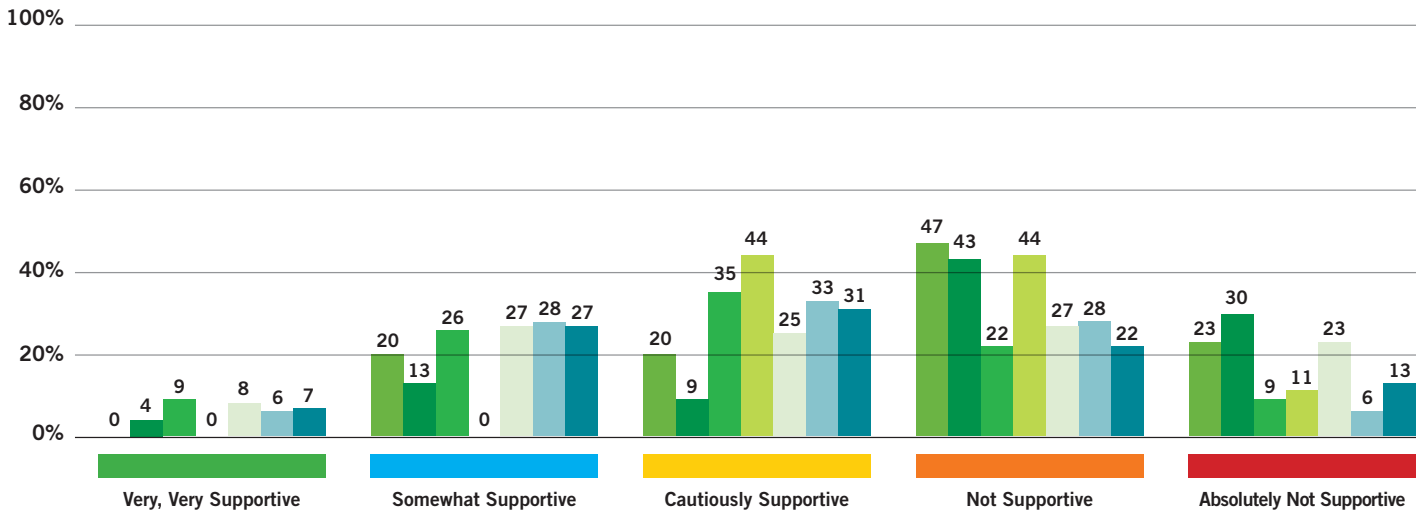
6 SUPER ISSUES MEETING:
17 attendees

7 ONLINE POLLING:*
447 Responses

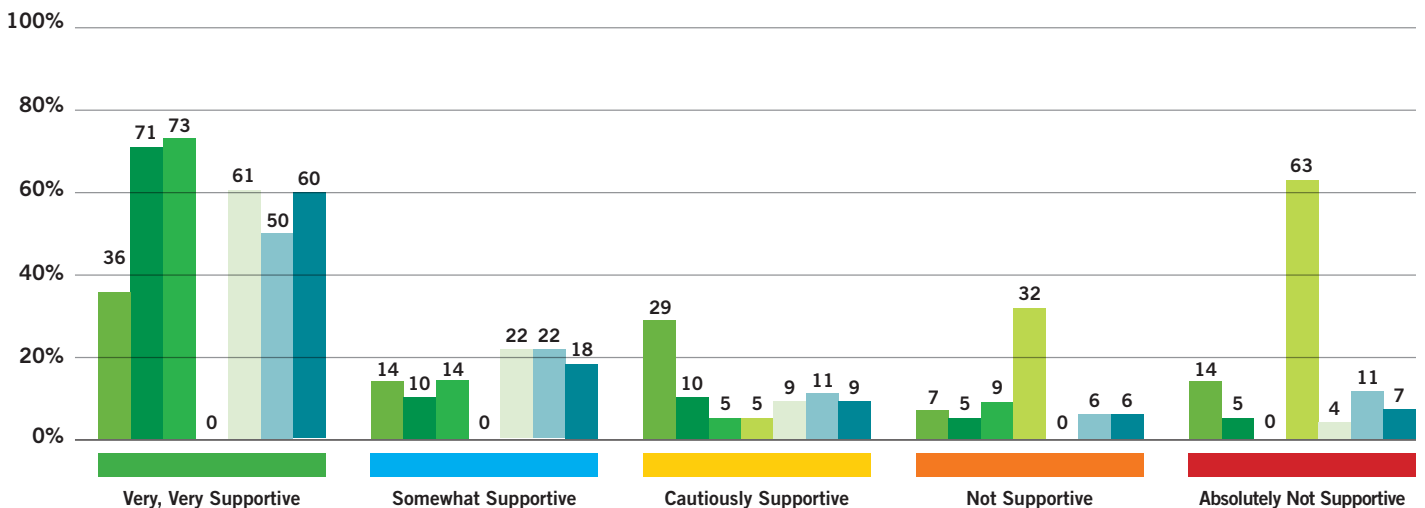
Existing New Fiber City Ownership



OPTION DETAILS: In this model the City builds the infrastructure and a private company provides the service. The City and the private partner negotiate a contract whereby the City receives payment from the provider based on the number of homes that the fiber infrastructure passes. This model would require the City to bond \$88 million to build the infrastructure and shows a payoff in 12-18 years based on the negotiated payment. There is a financial risk with this model and there is the risk of not knowing who the provider will be, quality of the provider, or the success of the provider.



OPTION DETAILS: The City would build all the infrastructure and operate the entire system including customer service and tech support for internet and voice service. This model would require the City to bond \$125 million dollars which could jeopardize the current Aaa rating from Moodys. Current financial modeling shows the City being able to pay back the bond within 15 years with subscriber levels of 30%. Modeling accounts for 25% construction overrun and 2x upgrade cost estimates. If subscribership did not reach 30% or if there are major technology changes that drive people away from fiber the City, and citizens, would be accountable for paying off the bonds.



WHAT WE ARE HEARING

“As a public utility, internet access should be owned and operated by the city.”

“An additional advantage of the wholesale model would be the future option to easily move to the retail model.”

“Fort Collins Utilities does an outstanding job providing our electricity. I would love to get internet service in the same way.”

“I’m tempted to say government entry in the marketplace should be an all-or-none proposition, but I’m concerned that the technology will not be advanced enough to keep up with private competition over the next 10-15 years.”

“Essentially, the important thing to me is to bring competition to the market to prevent the issues we see in the current market.”

“Do nothing is not really an option if the city is interesting in competing in the future economy.”

“Fort Collins Utilities does a great job of delivering cost-effective service at a good price. I would anticipate the City could provide the same level of service as a Broadband provider. The City would have the residents’ best interests at heart rather than shareholder profits.”

“I’d like to see Fort Collins become a premier 21st century city, and reliable high speed broadband is a must. Internet service is just as much a utility now as is water, gas, and electricity.”

“Reaching universal coverage is imperative to driving prices down, driving quality up, and improving overall service in Fort Collins.”

“The city has demonstrated through the years that it is motivated to provide the best options for its citizens. Our current broadband options do not provide the level of service we need to compete in the world economy.”



TELEPHONE TOWN HALL:

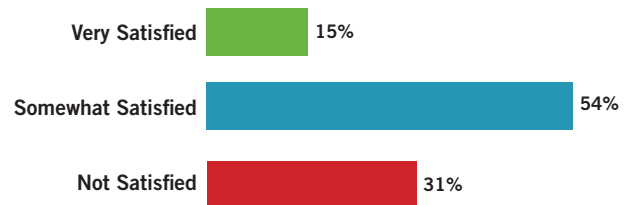
The City also did Broadband Outreach through a Telephone Town Hall.

BY THE NUMBERS:

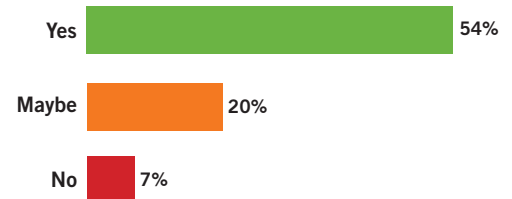
- Dial Out – **15,000**
- Attendees – **1,339**
- Outbound calls – **1,257**
- Inbound calls - **72**
- Peak attendees - **375**

WHAT WE HEARD:

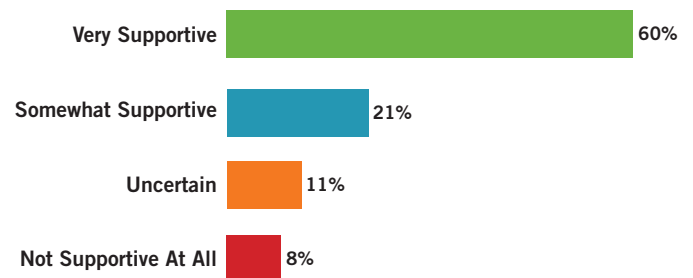
1. How satisfied are you with your current service?



2. Do you think the City has a role in providing broadband service?



3. Knowing the potential financial investment and debt load, how supportive are you of the City investing in broadband?



To learn more about Broadband Options, visit:

fcgov.com/broadband