

Commercial Broadband Strategy

City Council Work Session

April 9, 2012

Presentation Overview

- ▲ Background
- ▲ Purpose of the Study
- ▲ Data Collection and Outreach Process
- ▲ Review of Data and Findings
- ▲ Overview of Current City Policy
- ▲ Recommendations
- ▲ Funding Options
- ▲ Next Steps

Background

- ▲ June 6, 2011: Council approved agreement with Tellus Venture Associates for:
 - Assistance Negotiating the Lit San Leandro license
 - Development of a Broadband Strategy

- ▲ Enhanced broadband will advance adopted City Council goals:
 - Sustainable economic development
 - Maintain City's infrastructure

Why a Broadband Strategy?

Availability of broadband will have a significant impact on business attraction and retention – particularly in professional, scientific, and technical services – growth industries that pay high wages.

Current broadband shortcomings are hindering efforts to attract quality businesses in some parts of the City.

Broadband has become basic infrastructure for economic development. Exceptional service will give us a competitive edge.

Data Collection and Outreach

- ▲ Two Community Workshops
- ▲ Online Survey (44 responses)
- ▲ Meetings with Service Providers
- ▲ Meeting with both School Districts
- ▲ Participation in East Bay Broadband Consortium

Survey Results

Question	Response 5 pt scale
How satisfied are you with the speed of your current broadband service?	2.8
How satisfied are you with the reliability of your current broadband service?	3.3
How satisfied are you with the value that you are currently receiving?	2.7
How satisfied are you with the range of broadband options available at your location?	2.2
How important is broadband availability to your business operations?	4.6

Survey Results

What improvements would you most like to see in broadband availability for your business?

Improved Speed	38%
Improved Reliability	19%
Lower Cost	24%
More Choice of Service Providers	19%

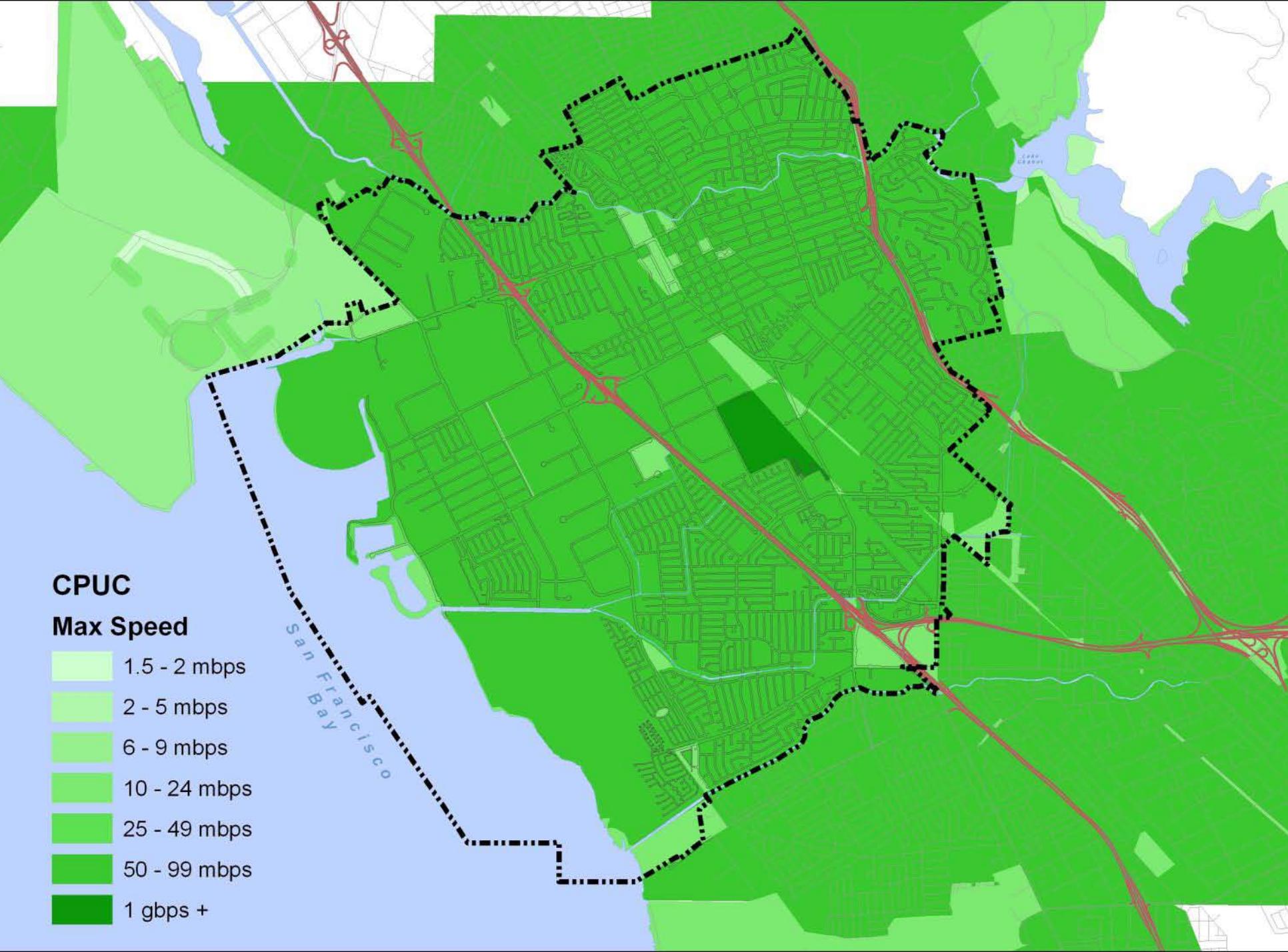
Speeds in Context

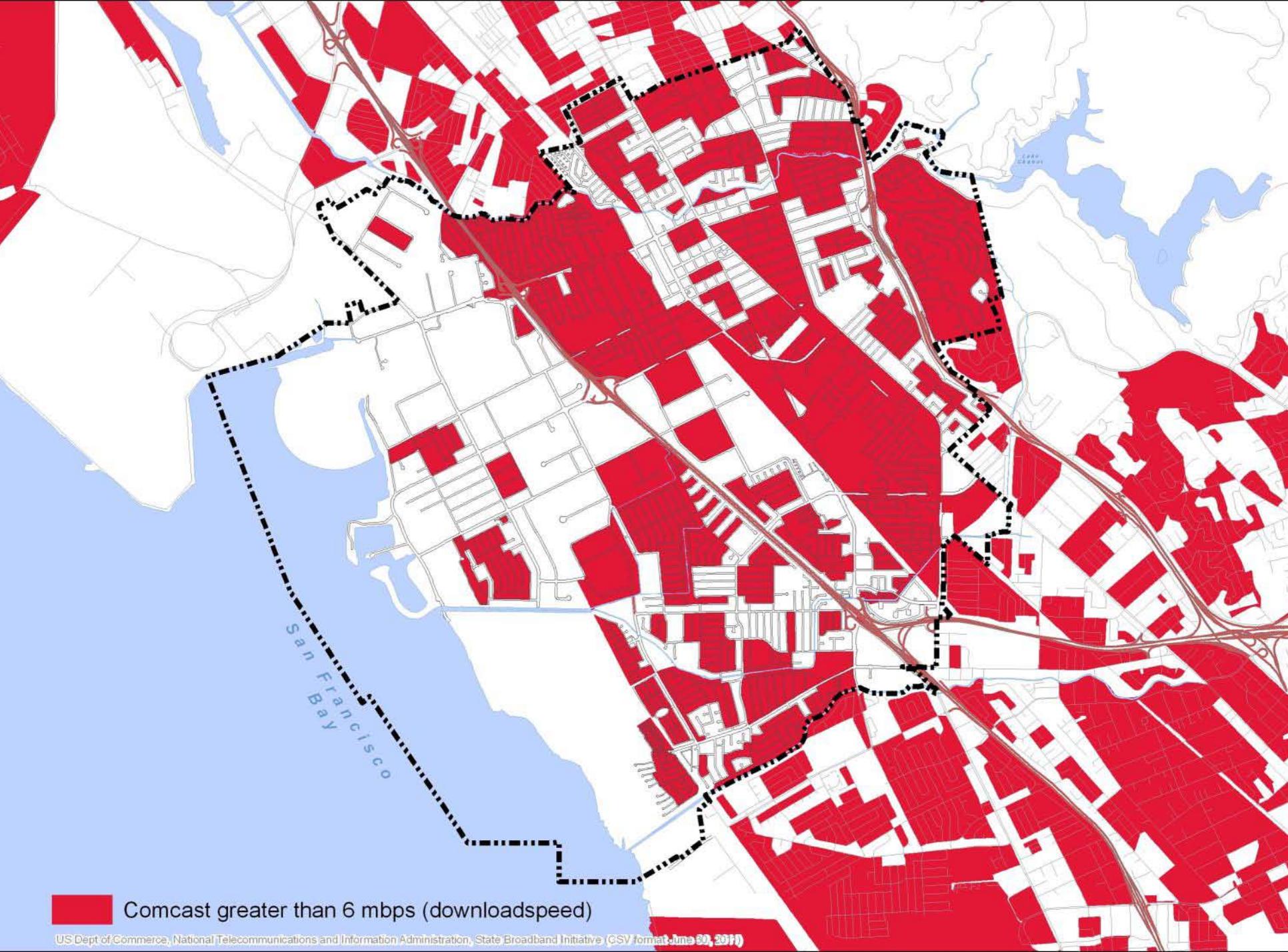
	56kbps modem	4Mbps broadband	10Gbps fiber
20 page text document (580kb)	1.5 minutes	<1 second	<1 second
CD (605mb)	24 hours	21 minutes	<1 second
DVD (4.7gb)	7.8 days	2.6 hours	39 minutes

CPUC

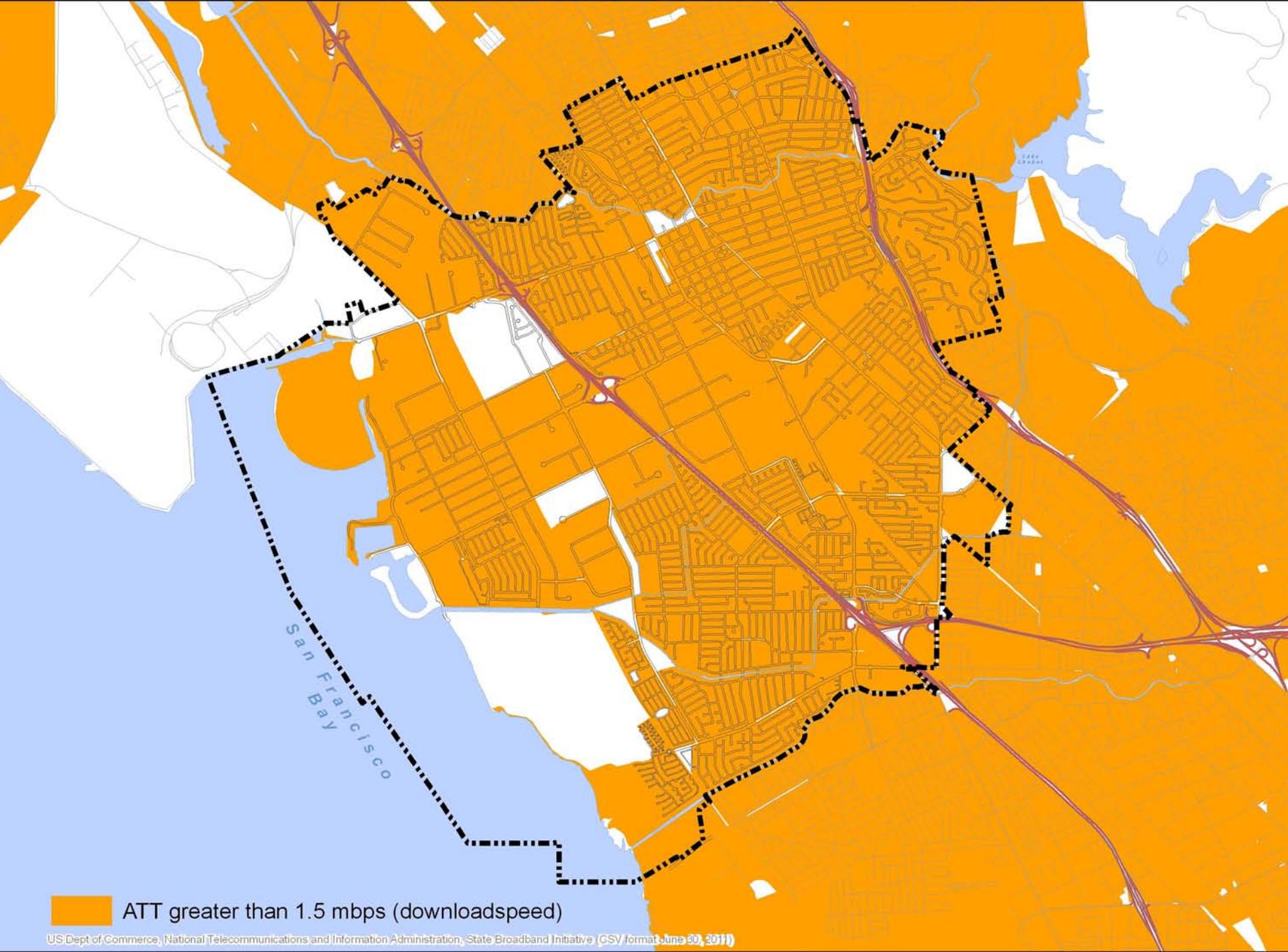
Max Speed

- 1.5 - 2 mbps
- 2 - 5 mbps
- 6 - 9 mbps
- 10 - 24 mbps
- 25 - 49 mbps
- 50 - 99 mbps
- 1 gbps +

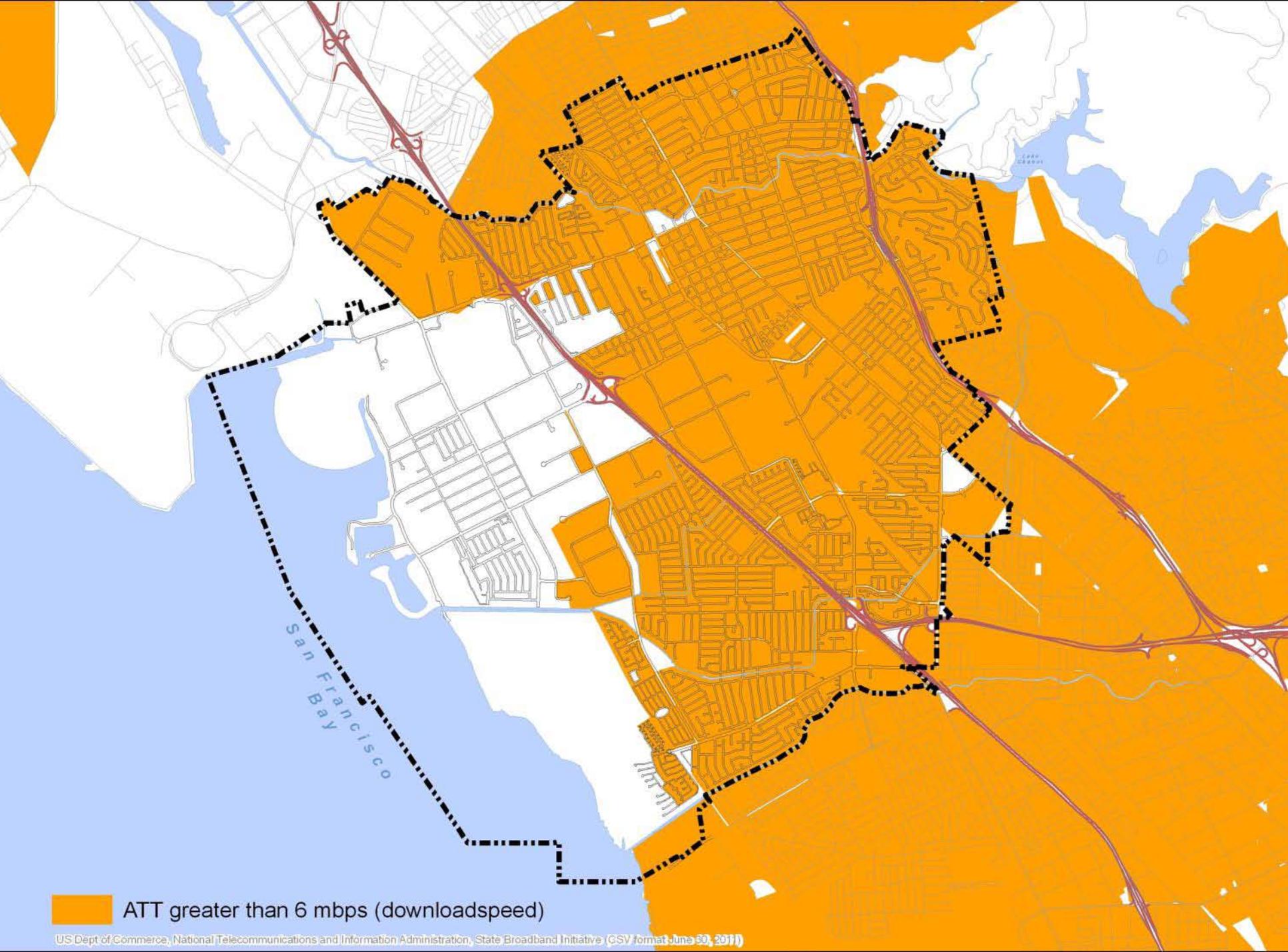




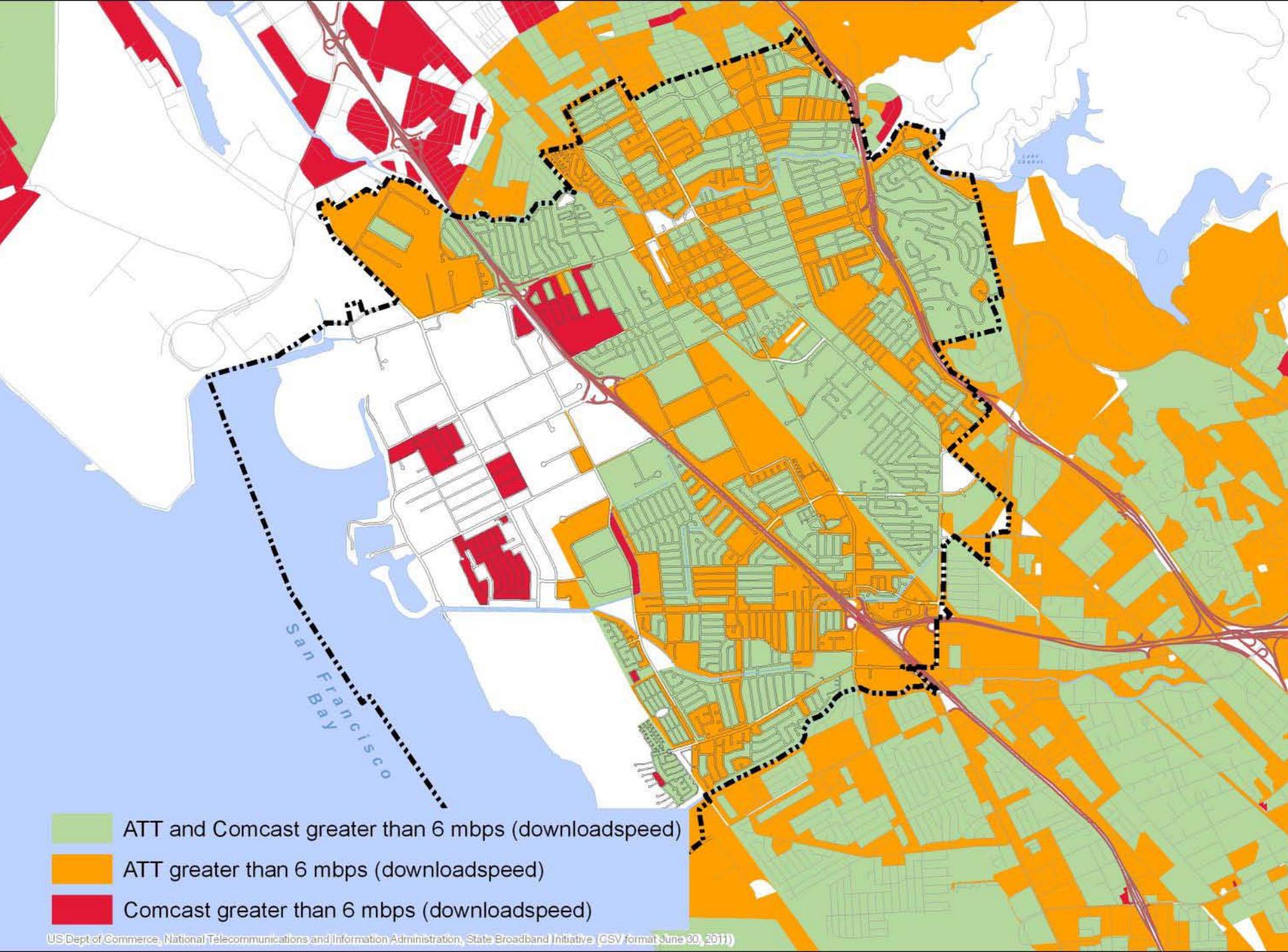
Comcast greater than 6 mbps (downloadspeed)



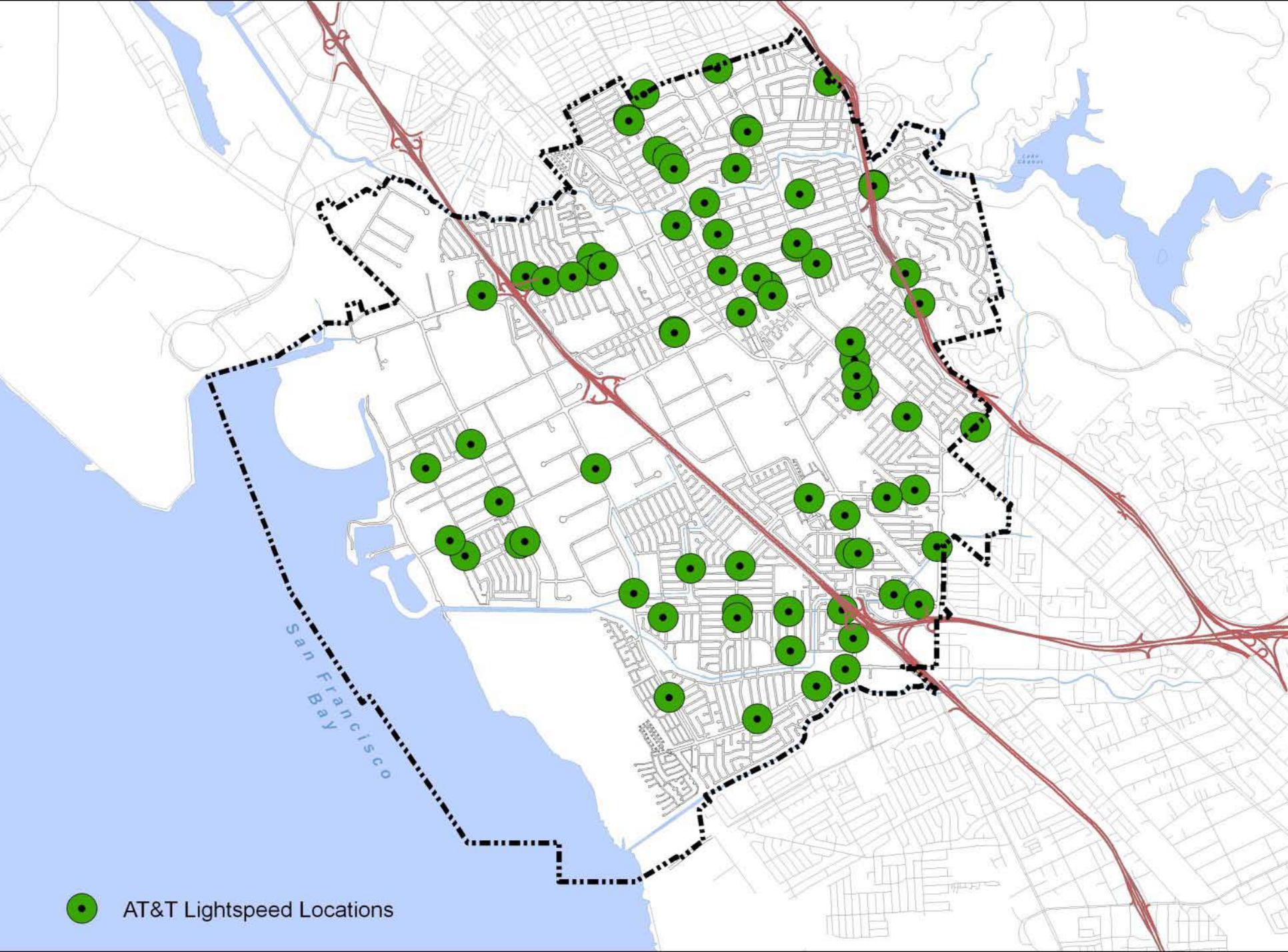
ATT greater than 1.5 mbps (downloadspeed)



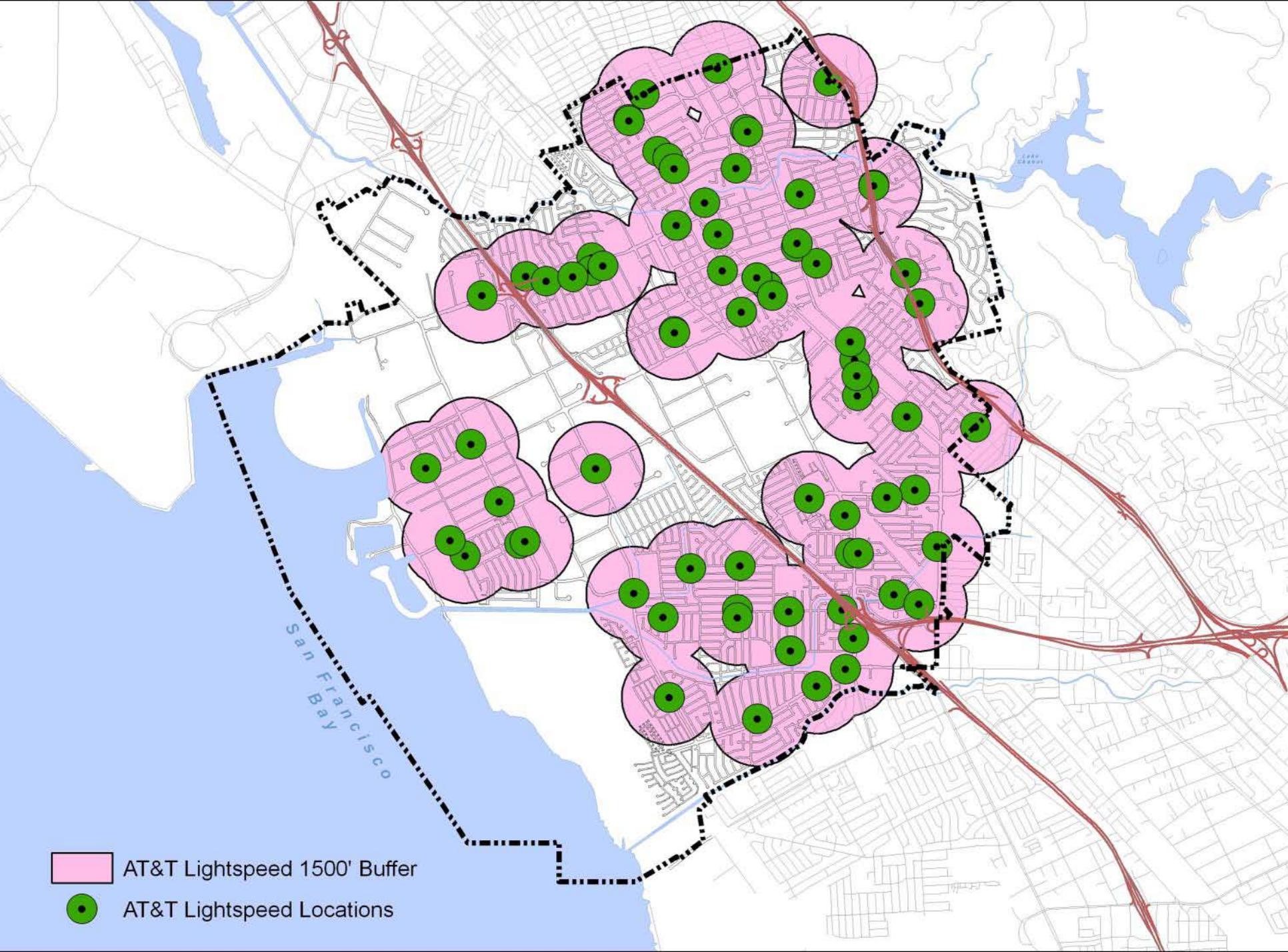
 ATT greater than 6 mbps (downloadspeed)



- ATT and Comcast greater than 6 mbps (downloadspeed)
- ATT greater than 6 mbps (downloadspeed)
- Comcast greater than 6 mbps (downloadspeed)

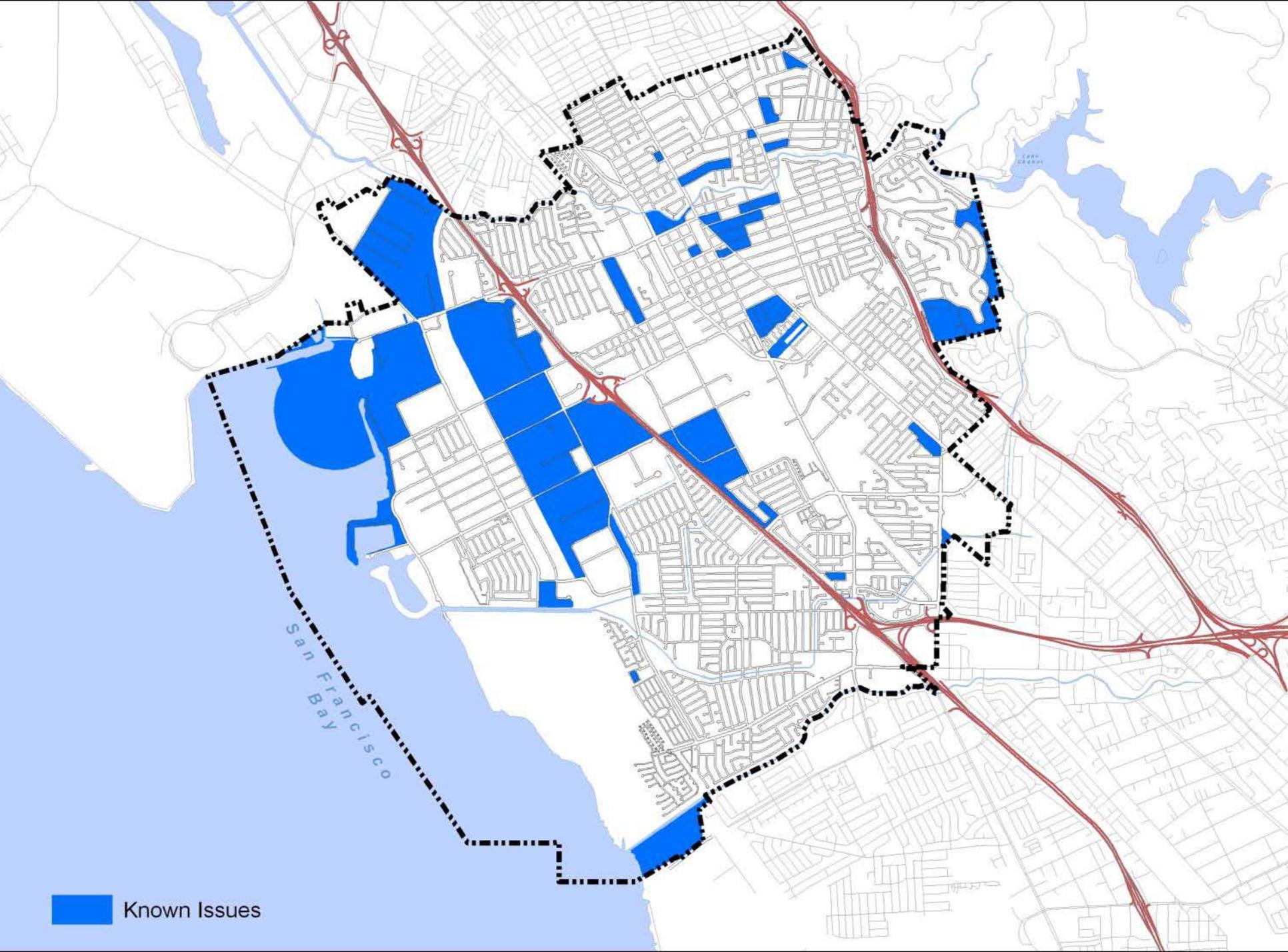


● AT&T Lightspeed Locations

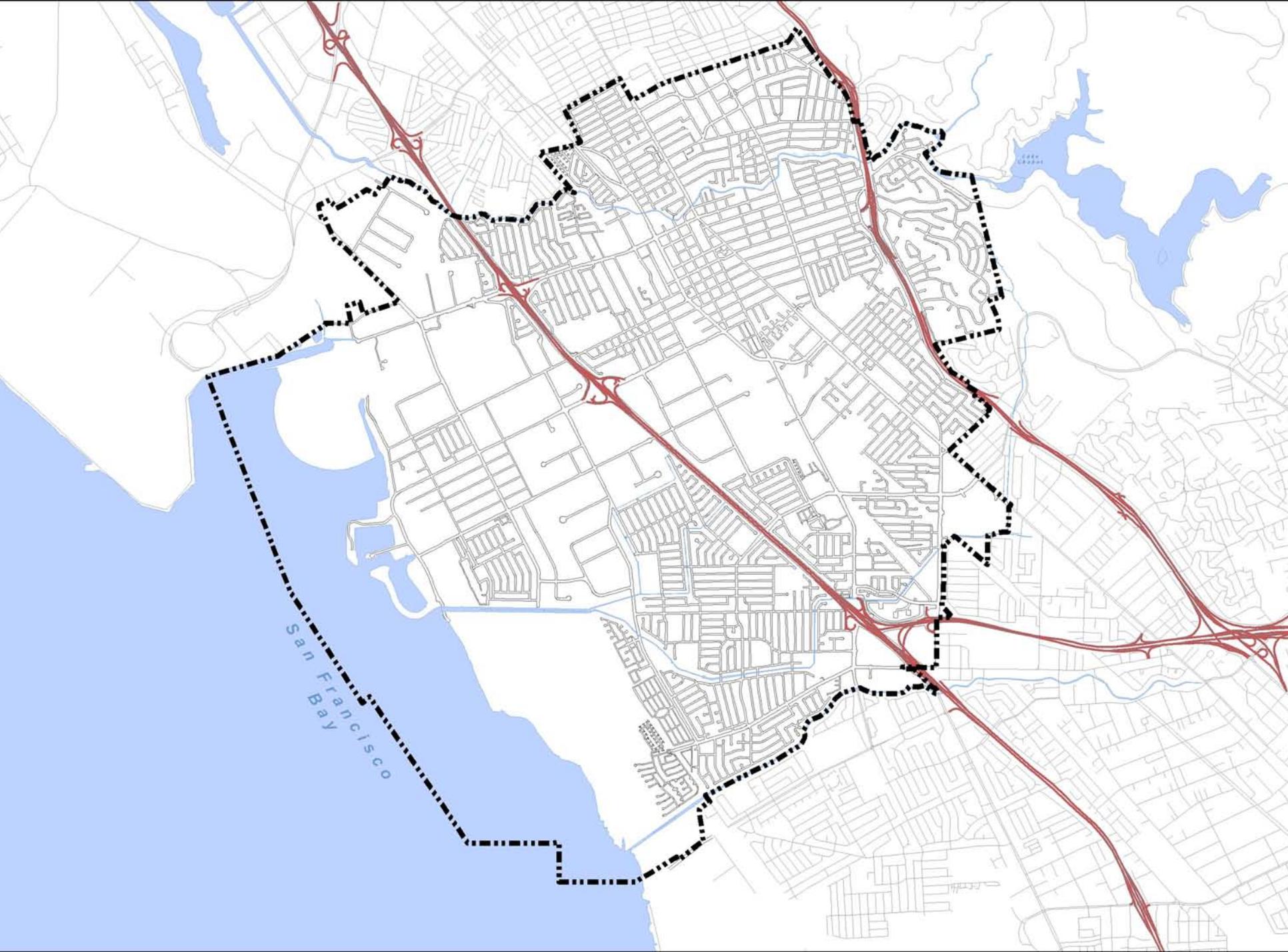


AT&T Lightspeed 1500' Buffer

AT&T Lightspeed Locations

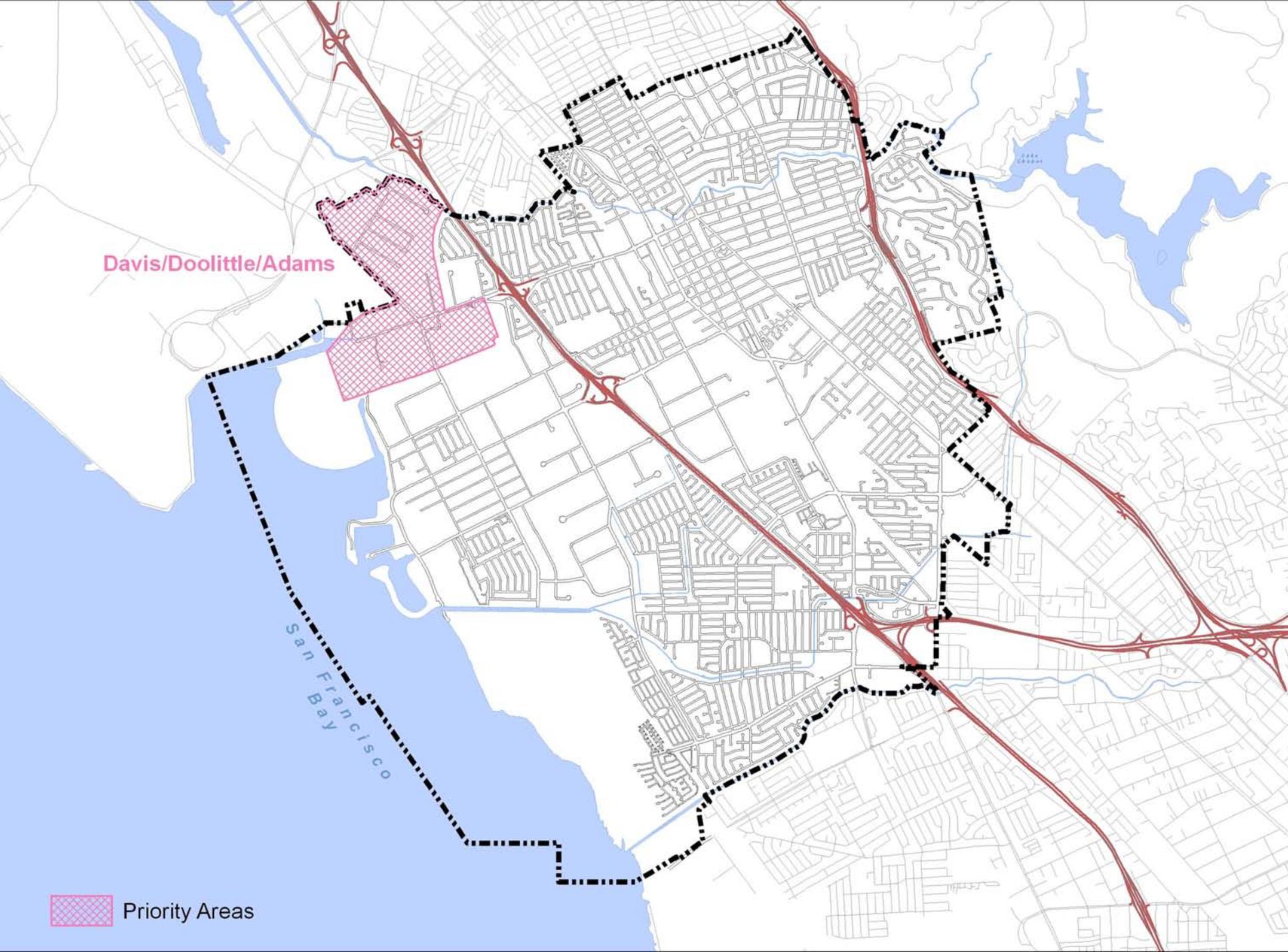


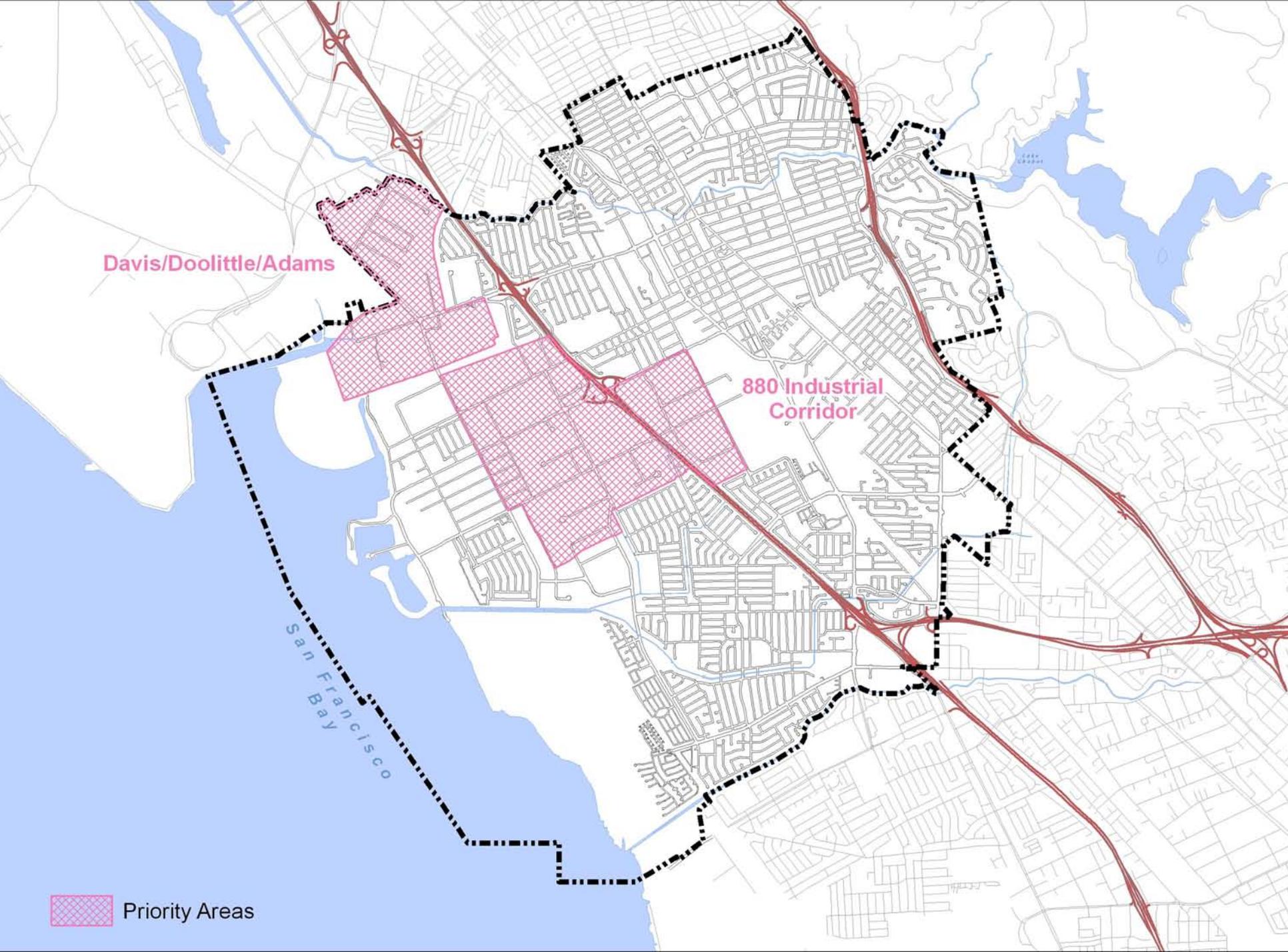
 Known Issues



Davis/Doolittle/Adams

 Priority Areas



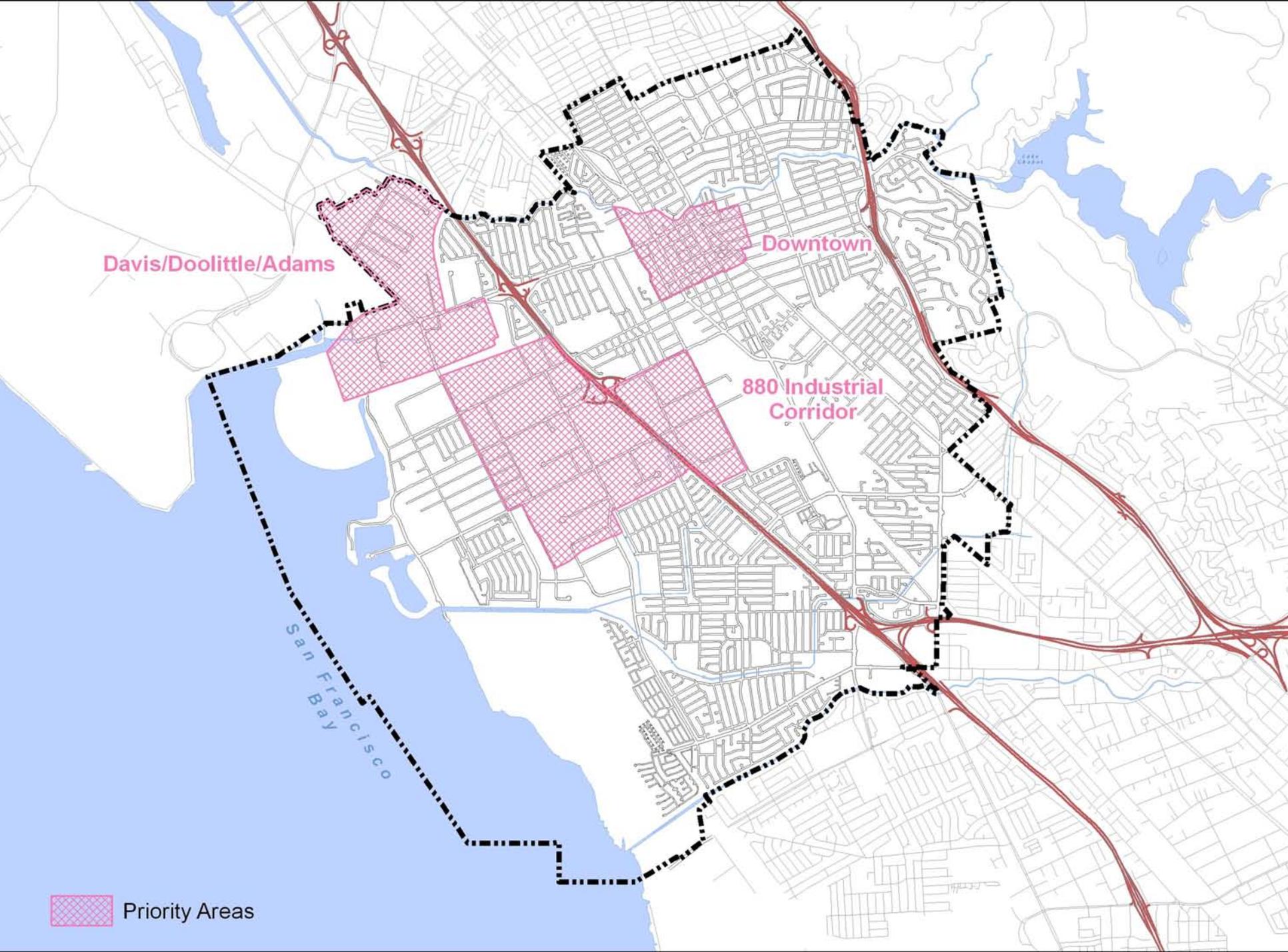


Davis/Doolittle/Adams

880 Industrial
Corridor

San Francisco
Bay

 Priority Areas



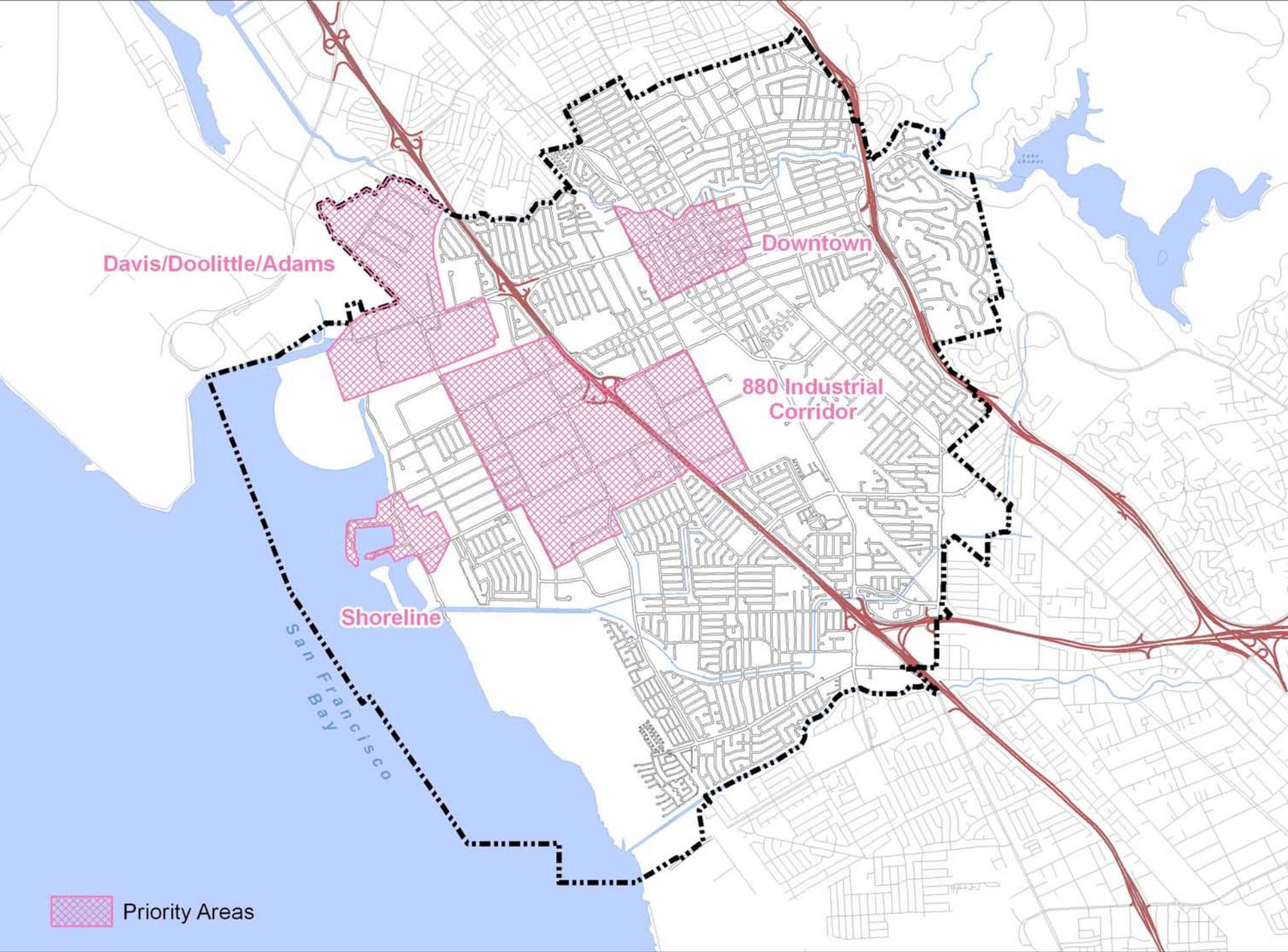
Davis/Doolittle/Adams

Downtown

880 Industrial
Corridor

San Francisco
Bay

 Priority Areas



Davis/Doolittle/Adams

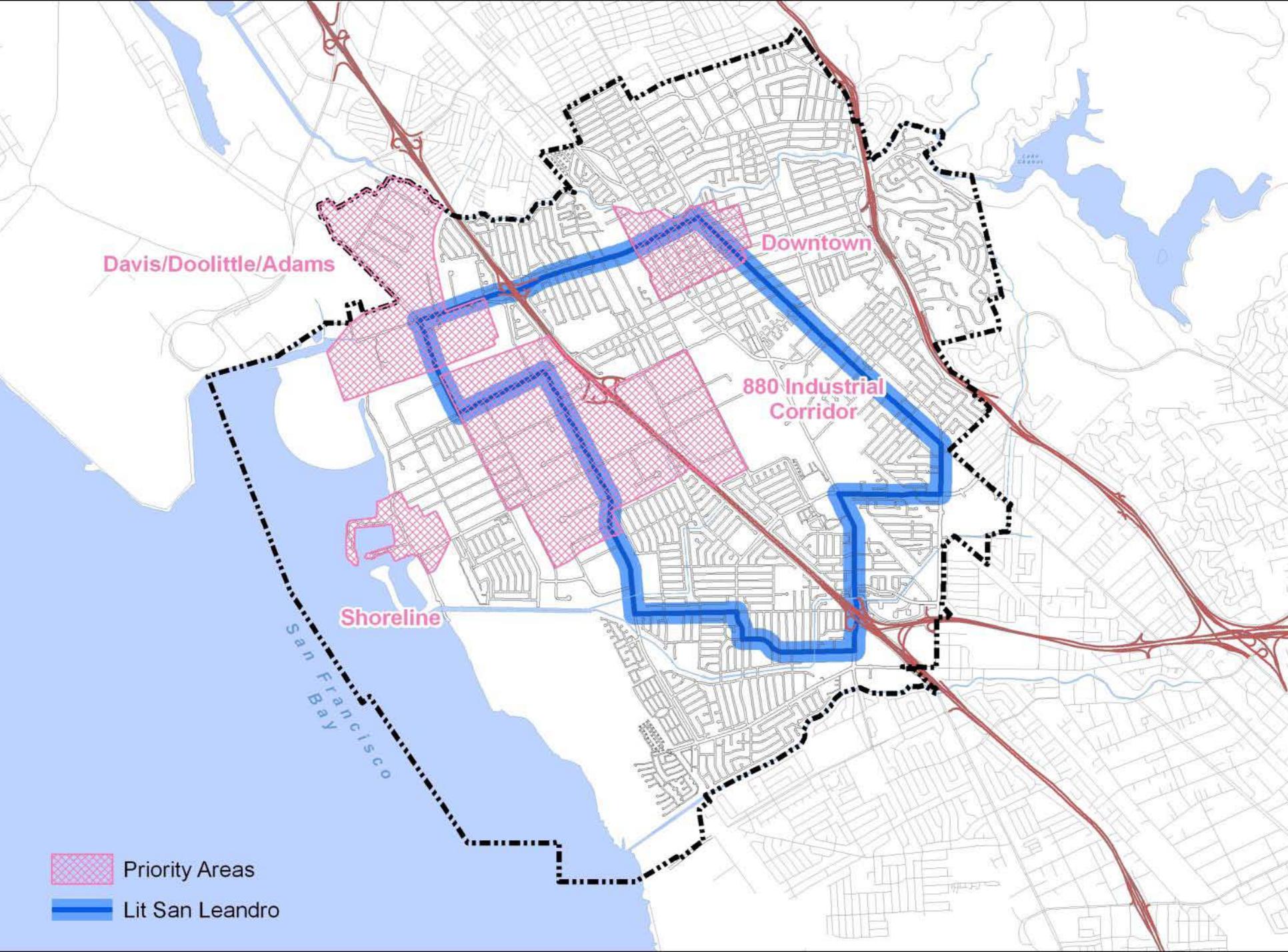
Downtown

880 Industrial
Corridor

Shoreline

San Francisco
Bay

 Priority Areas



Davis/Doolittle/Adams

Downtown

880 Industrial
Corridor

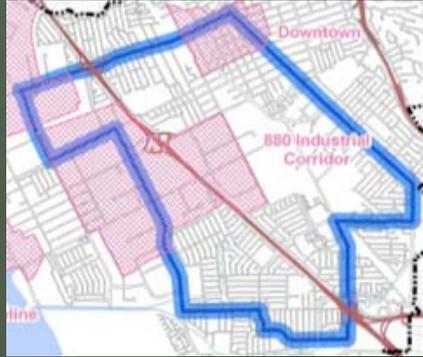
Shoreline

San Francisco
Bay

-  Priority Areas
-  Lit San Leandro

Recommendations

Lay groundwork for future business growth



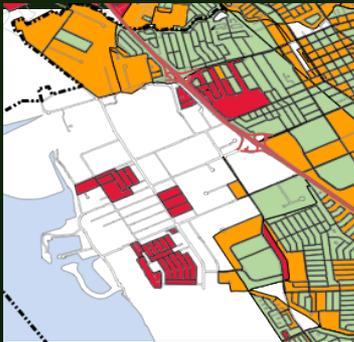
- ▲ Develop lateral connections
- ▲ Formalize and promote current broadband-friendly practice
- ▲ Include broadband in planning reviews
- ▲ Open trench policy
- ▲ Lit San Leandro
- ▲ Free downtown WiFi
- ▲ Broadband business incentives

Funding Options

Tap into state and federal programs, leverage local budgets



Federal funding available for broadband public works projects.



California Advance Services Fund subsidizes underserved areas, have to make the case.



Education, health care, public agency projects need connectivity, can access special funds.

Priority Projects

Project	Cost	Funding Options
Laterals and Infrastructure Expansion	Up to several million, can be scaled	EDA and CASF (local matches required), Cost sharing
Policy Updates	Staff time	City
Lit San Leandro Marketing and Technical Support	Ongoing staff priority	City
Downtown Wi-Fi	Up to \$50k startup, Ongoing staff time, up to \$10k annually for operations	EDA, CASF, PBID, Grants, Partnerships
Business Incentive Grants	\$5k-25k per business	Existing Econ. Dev. Budget, possibly grants

Next Steps

- ▲ Receive feedback on draft report
 - Final version to Council within 2 months
- ▲ Prioritize grant-eligible improvements
- ▲ EDA grant request
- ▲ Broadband Incentive Programs
- ▲ Enhance regional coordination efforts
 - East Bay Broadband Consortium/CASF Grant
 - Possible Lit San Leandro expansion to Port/City of Oakland, Alameda County, Berkeley...