



**Broadband Public-Private Partnerships:
Delivering Solutions for America's Communities**

NTIA Webinar Series

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Conference Line: 800-593-7190 Passcode: 984-4951#

March 21, 2018

Participants

Moderator

- Scott Woods, *Manager, BroadbandUSA Technical Assistance, NTIA, Department of Commerce*

Presenters

- Kara Silbernagel, *Management Analyst, Pitkin County, Colorado and Evan Biagi, Vice President of Colorado Operations, Mammoth Networks, Inc.*
- James Fortune, *Town Administrator, Town of Cranberry Isles, Maine* & Mark Ouellette, *President, Axiom Technologies*
- Dennis Gakunga, *Chief Sustainability Officer, Economic Development Department, City of Chula Vista, CA*

Helpful Information

Questions

- Please type questions in the Q&A box on the right hand side of the screen. Questions will be taken after the final presenter.

Presentation

- The presentation along with a transcript and recording will be available on the BroadbandUSA website within 7 days of this webinar under Events/BBUSA Webinar Archives. (<https://www2.ntia.doc.gov/webinars>)

Audio

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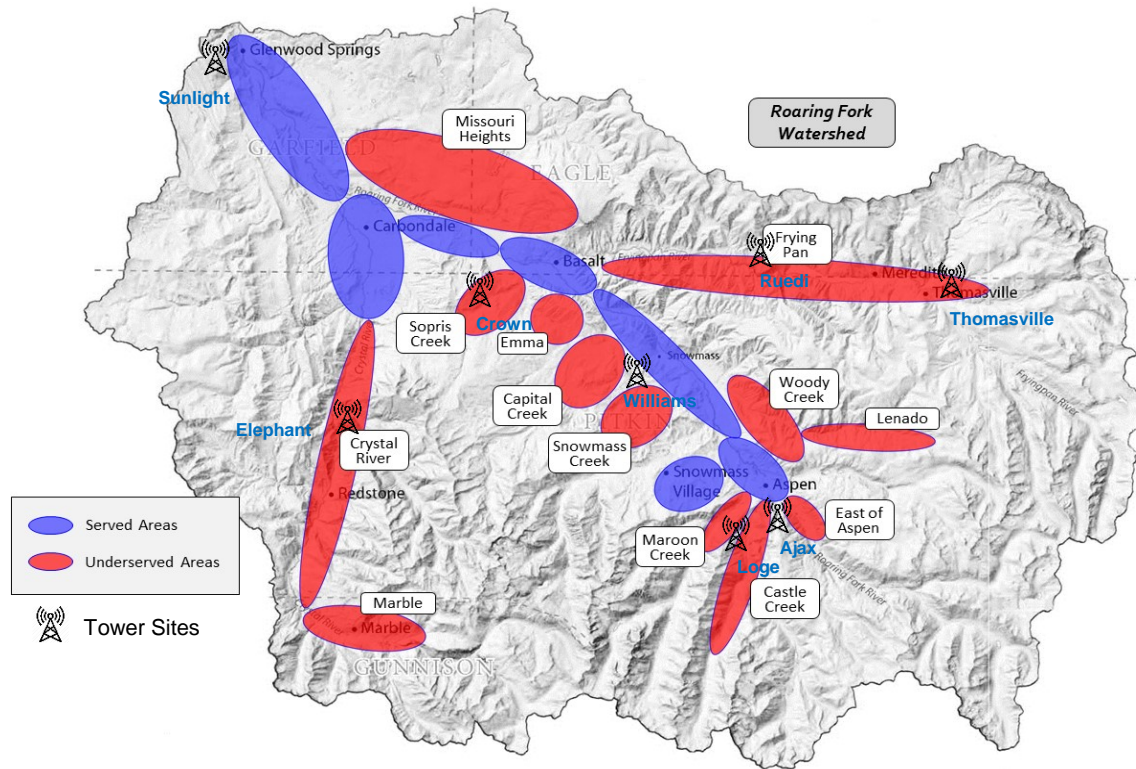
Pitkin County Broadband Initiative

PITKIN
COUNTY

BroadbandUSA
03.21.2018



Underserved Drainages



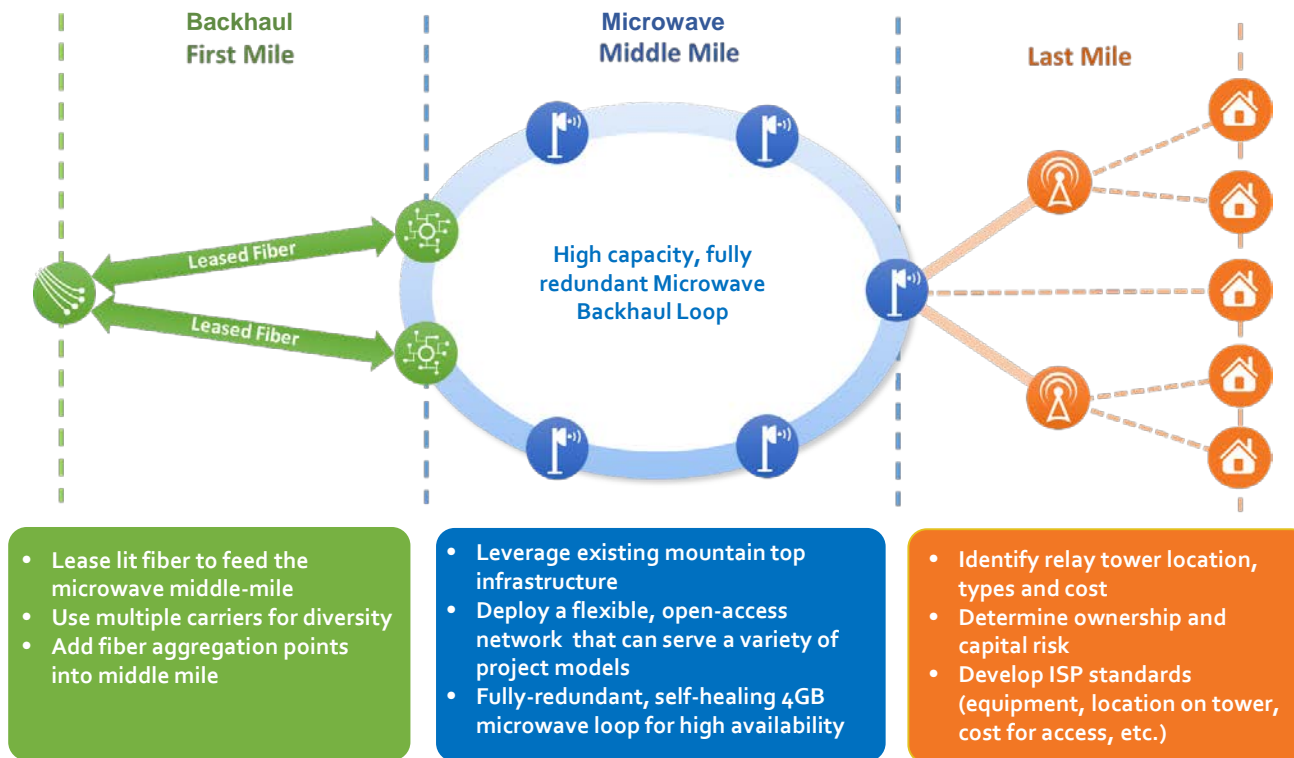


Goals and Objectives

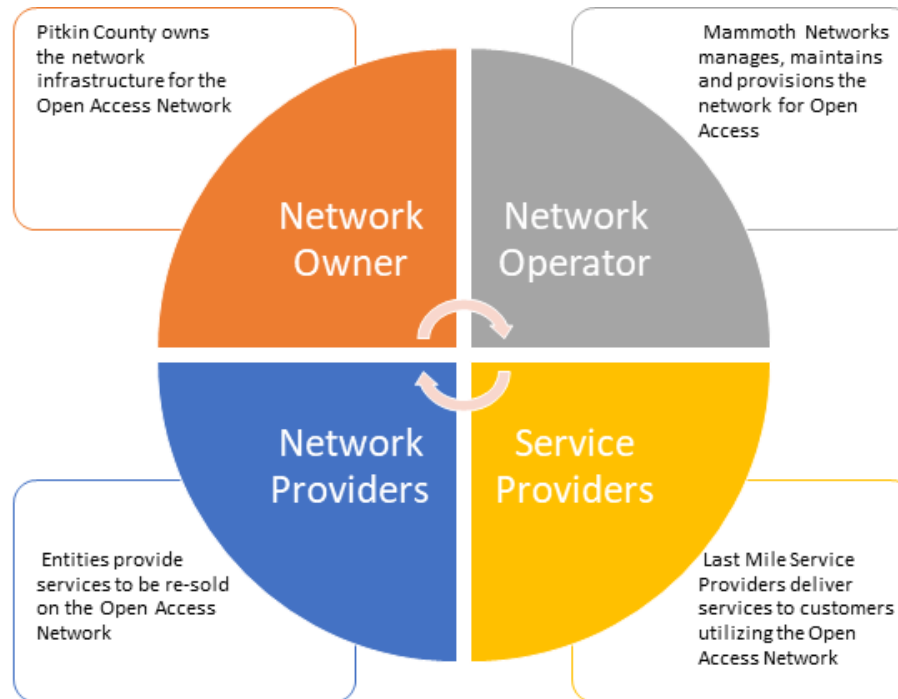
Pitkin County Broadband Initiative (PCBI)

- Leverage existing infrastructure and partnerships to create an open access middle-mile network that enables high speed internet (Broadband) to homes, businesses, schools, libraries, medical facilities, government offices and other public places throughout Pitkin County & Roaring Fork Watershed
- Network must be:
 - Affordable (\$70 monthly)
 - Abundant (25 MBPS down / 3 MBPS up or FCC definition)
 - Redundant (Multiple paths in and out of the Roaring Fork Valley)
 - Resilient (Minimum service disruption)

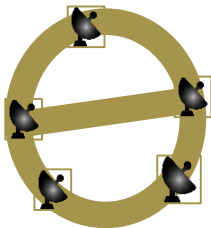
Network Design Overview



4-Layer Approach

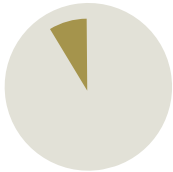


PPP Revenue Share Model



Middle-Mile Infrastructure

5% of Revenue



Network
 Owner



Middle-Mile Backhaul

45% of Revenue



Network
 Operator



Last Mile

50% of Revenue

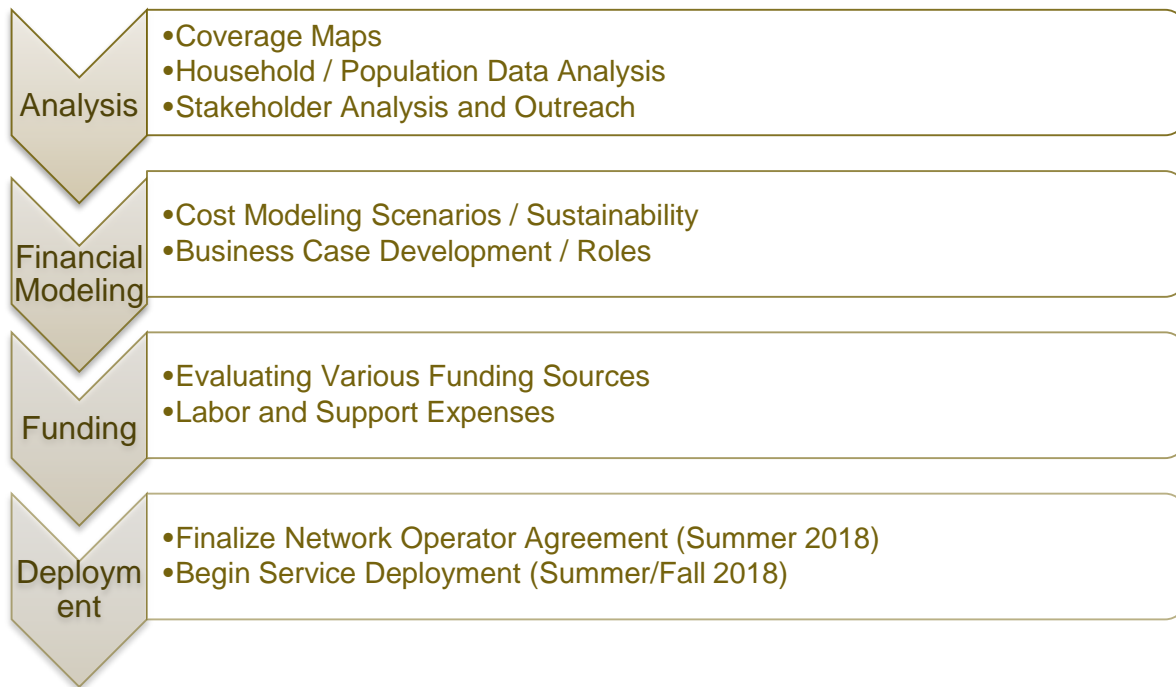


Internet
 Service
 Provider

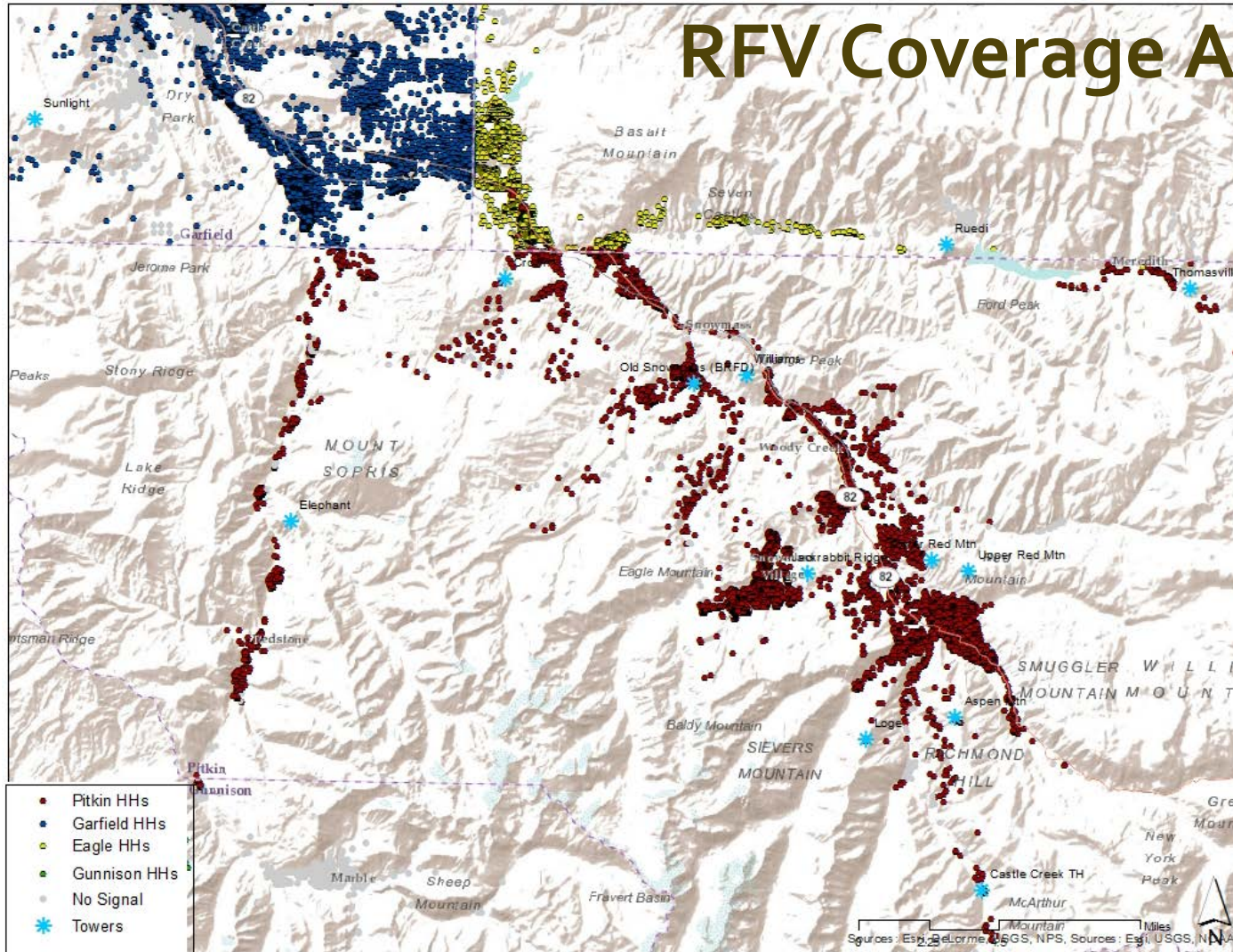


End User

Tactical Plan Stages



RFV Coverage Analysis





Contacts

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Public-Private Partnership Town of Cranberry Isles



PRESENTED BY:
JAMES FORTUNE, CRANBERRY ISLES
ADMINISTRATOR
&
MARK OUELLETTE, PRESIDENT OF AXIOM



Cranberry Isles Facts

5 Islands off the coast of Bar Harbor, Maine

2 islands year round-
commute via ferry

Year round population-
Approximately 140

Robust summer
population- 600-800

Internet provider was
leaving-

Poor service



Town Process



- **Broadband Committee formed 2 years to discuss how to deal with inadequate service**
- **Unfortunate event of removal of equipment from home that was used to accept signal on Islesford**
- **Sense of urgency of what to do?**
- **Not a significant amount of interest from providers**

Town Goals



- **Preserve island way of life**
- **Attract new families to island**
- **Help islanders create their own economy**
- **Keep summer visitors longer**
- **Internet system built to last- invest in our future**
- **Telemedicine-Education-Ecommerce-Netflix**

The Axiom Process



Public-Private Partnership-Axiom's commitment



- 5-10% of yearly gross revenue to a community directed and controlled Technology Fund
- Committing up to 20% of our labor cost to the project construction
- An evaluation of equipment every three years
- Potential for Community HotSpots, Digital Literacy classes or other resources at Axiom expense
- Identified and supported efforts to secure grant funding
- Hired on-island installer and troubleshooter

Public-Private Partnership-Town's Commitment



- Committed \$1.3M to build system
- Create a Technology Fund for 10 years
- Work closely with Axiom to identify barriers
 - Utility Right of Way
 - Property boundaries
 - Pole and cable placement
- Leverage town assets-Website/town bulletin board to promote service and other announcements

Issues



- **Revenue projections**
 - Summer resident discounts
- **New Poles**
- **Placement of tower**
- **Sutton Island**



Ingredients for success- Rule #1



Need a champion

A BB Committee



Ingredients for success-Rule #2



Lady Gaga Rule



“I’ve got a 100 million reasons to walk away, I just need one good one to stay”

Good goals will carry you through the negative

Ingredients for Success- Rule #3

Talk about money last



Contacts



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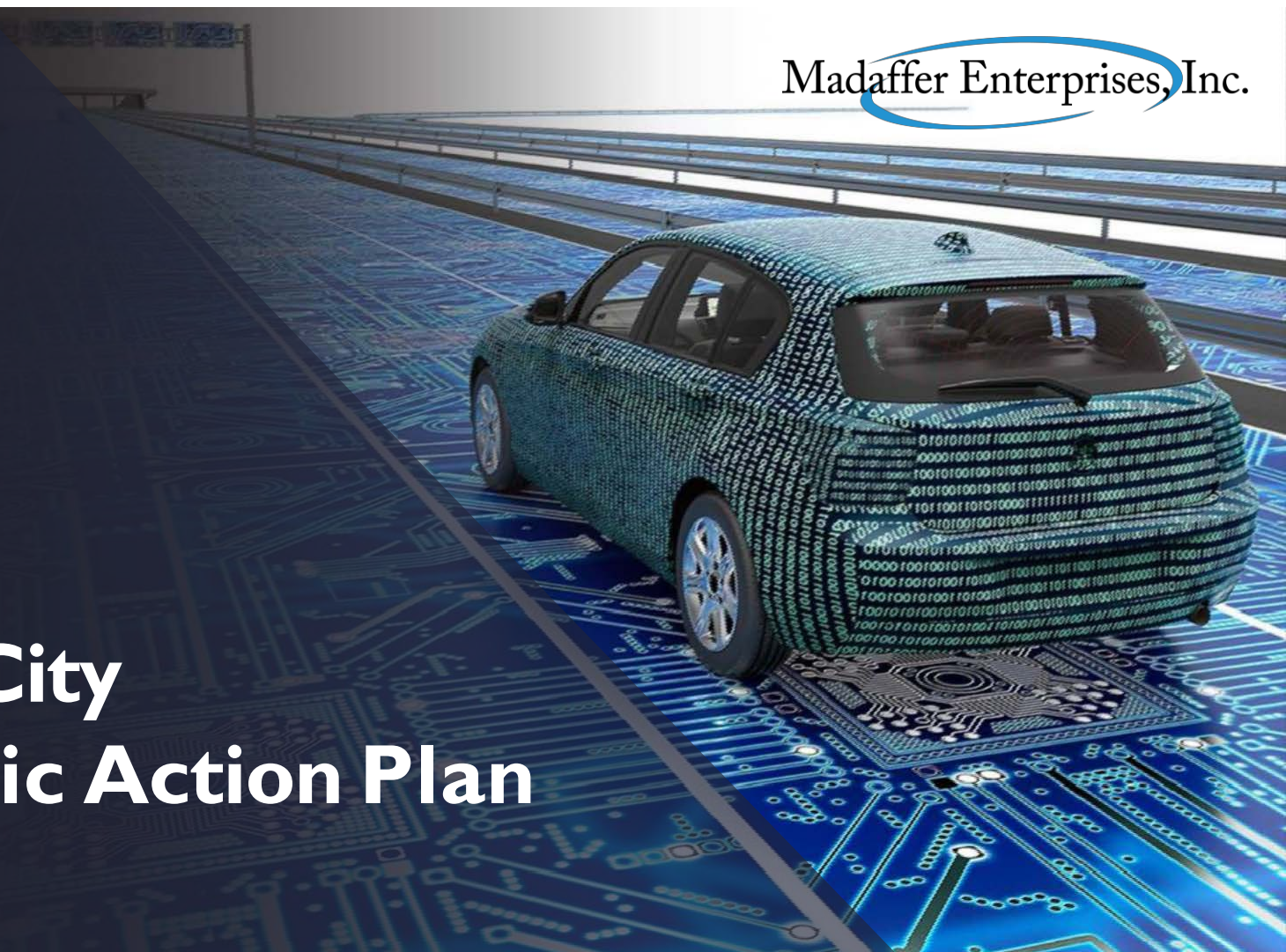
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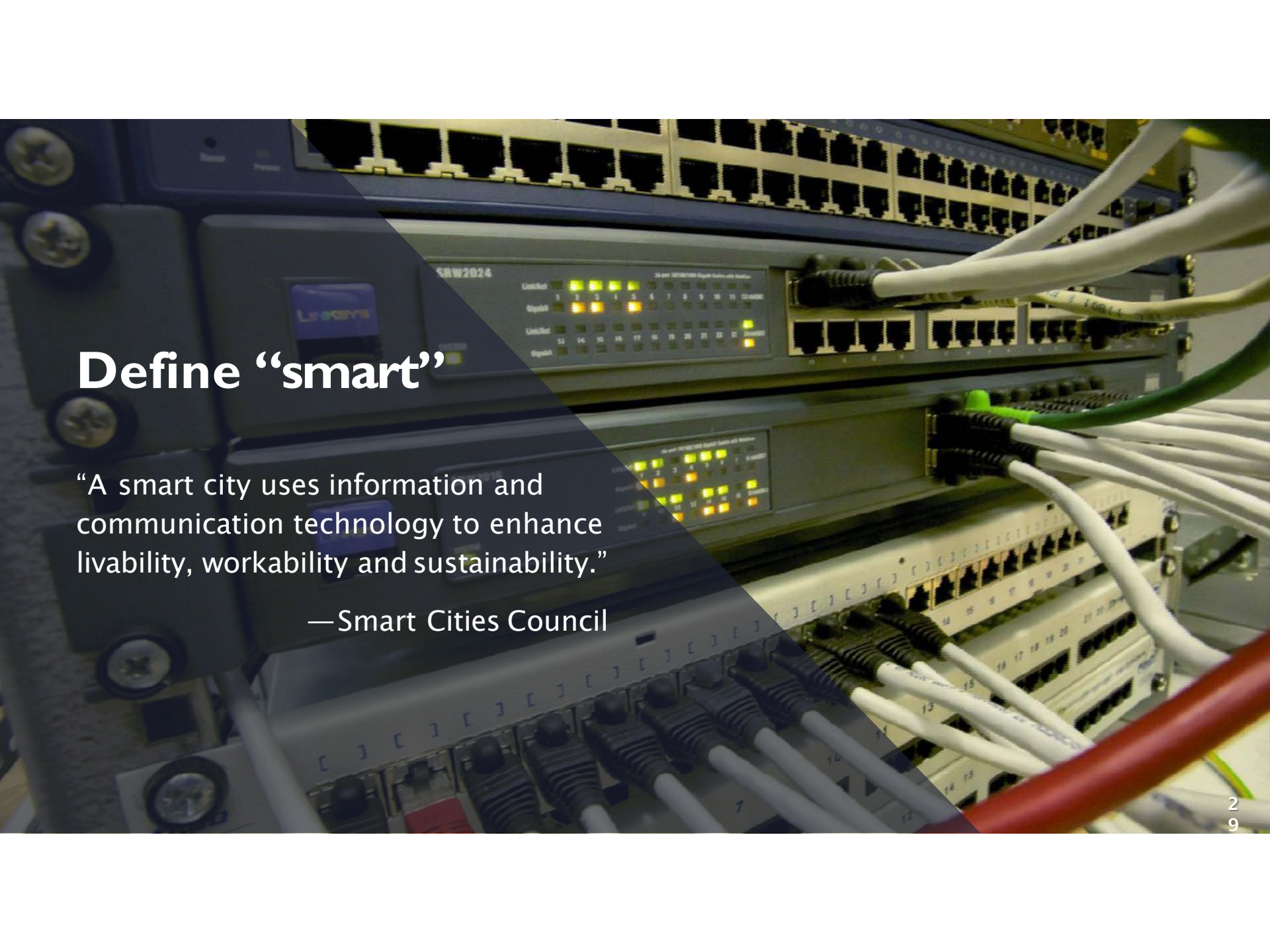
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Madaffer Enterprises, Inc.



Smart City Strategic Action Plan





Define “smart”

“A smart city uses information and communication technology to enhance livability, workability and sustainability.”

—Smart Cities Council



Public benefits

- Strengthen public safety
- Grow businesses and add jobs
- Advance environmental sustainability
- Improve government efficiency
- Better engage residents

A low-angle photograph of a utility worker wearing a white hard hat, safety glasses, and a high-visibility vest. The worker is positioned on a grey metal structure, possibly a utility bucket or platform, and is reaching up to adjust a large, grey, rectangular utility component. The component has 'LED 145' printed on it. The background is a clear blue sky. A dark blue diagonal overlay covers the left side of the image, containing text.

Strategy need

- ❑ Smart Bayfront assessment reports
- ❑ Traffic Signal Master Plan
- ❑ Telecommunications Master Plan

How do we tie it all together in a unified, intentional way?

Structure of the plan

4

Goals

10

Objectives

39

Initiatives

If you want to go fast, go alone.
If you want to go far,
go with others.

African Proverb.



Goal I: Connected City

- ❑ Build a comprehensive municipal network connecting city sensors and facilities
- ❑ Ensure universal internet access for all communities
- ❑ Integrate smart city philosophy into policy documents



Goal 2: Responsive City

- ❑ Foster vibrant community engagement
- ❑ Strengthen intergovernmental relations
- ❑ Lay the groundwork for economic development opportunities



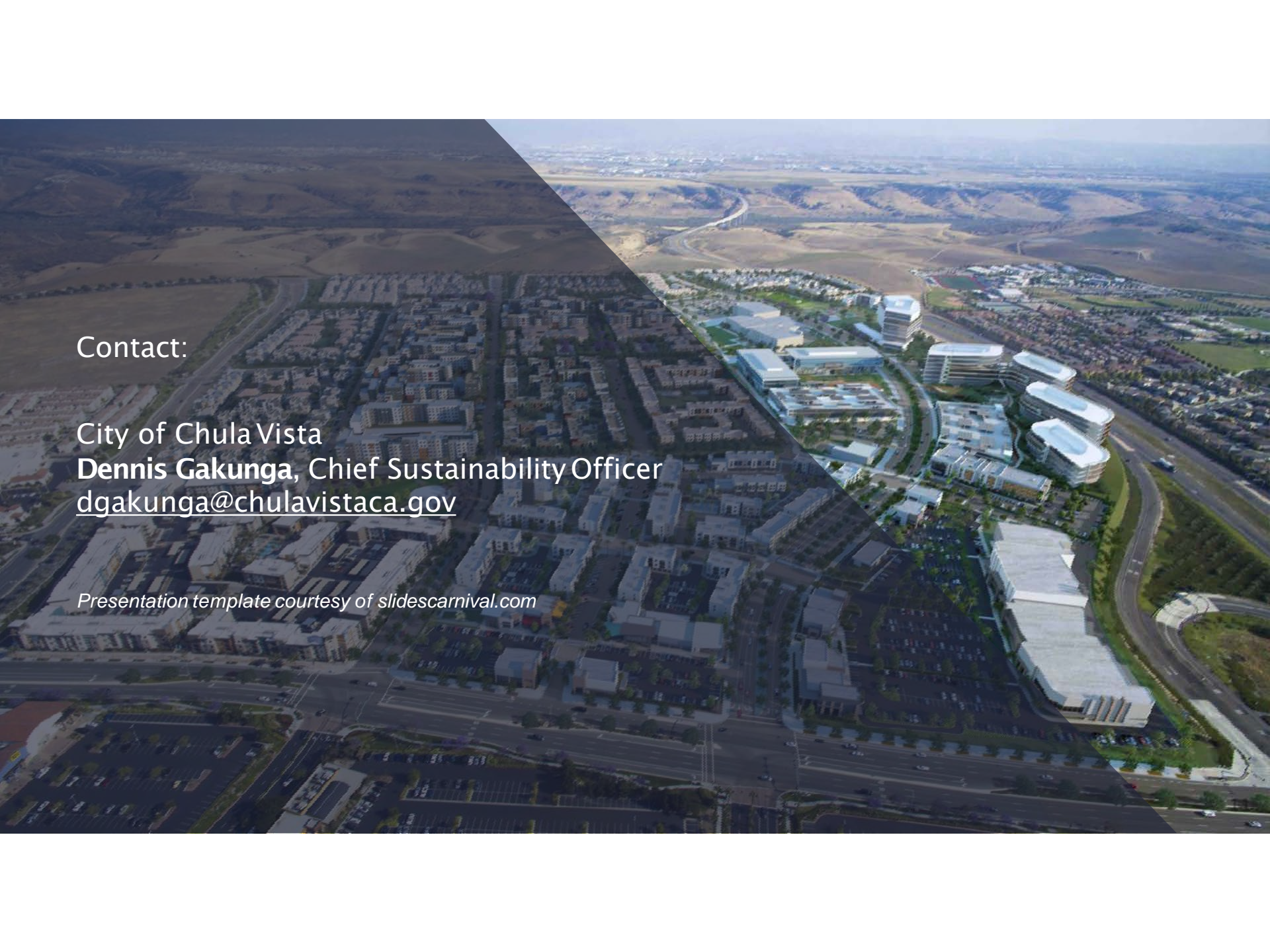
Goal 3: Transparent City

- ❑ Use data and analytics to improve City services and broaden public access to information about City performance



Goal 4: Innovative City

- ❑ Position the Bayfront as a model smart neighborhood
- ❑ Advance environmental sustainability goals
- ❑ Enhance public safety and traffic safety capabilities

An aerial photograph of a city, likely Chula Vista, California. The foreground shows a dense urban area with numerous buildings and parking lots. A large, modern building complex with curved, white facades is prominent in the middle ground. In the background, a winding river flows through a valley, surrounded by rolling hills and fields. The sky is clear and blue.

Contact:

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Presentation template courtesy of slidescarnival.com

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Questions and Comments

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Broadband USA

Thank you for attending.

Tune in for the next Practical Conversations Webinar

Topic: Smart States

April 18, 2018

2:00 pm EST

Registration is required for each webinar:

<http://www2.ntia.doc.gov/> under *Events*

BroadbandUSA is available to help communities with their broadband access and digital inclusion efforts

BBUSA Resources:

- [Implementing a Broadband Network Vision: A Toolkit for Local and Tribal Governments](#)
- [Community Broadband Roadmap Toolkit](#)
- [Guide to Federal Funding of Broadband Projects](#)
- [Using Partnerships to Power Smart Cities](#)

For General Information:



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