Agenda

- Introductions
- Project Overview
- Findings
- Broadband Plan & the County’s Role
- Action Items & Recommendations
- Questions & Comments?
Project Overview

- **Stakeholder Outreach**
  - June 2018-Dec 2018

- **Current & Future Fiber Mapping**
  - June 2018-Aug 2018

- **Vertical Pole & Dark Fiber Assets**
  - July 2018-Dec 2018

- **Governance & Policy Development**
  - July 2018-Dec 2018

- **Action Plan & Final Report**
  - Nov 2018-Feb 2019
Pierce County is well-positioned to realize substantial economic gains from targeted investments in broadband infrastructure.

Broadband is essential much like education, electricity, and water/sewer.

Magellan Advisors’ research found that many communities within Pierce County—particularly areas outside its cities—do not have the broadband they need.
Survey Responses – Type of Connection

- Cable
- DSL
- Fiber
- Wireless
- None

[Map showing survey responses with different markers for types of connections.]
Survey Responses – Reasons for No Broadband

- Have high-speed access elsewhere
- Broadband is too expensive
- Available services are too slow
- Broadband is not available
- Do not need broadband
- Smartphone meets internet needs
- Other reason

1st, Most Important
2nd
3rd
4th
5th
6th
7th, Least Important
Demand for connectivity will only increase as internet services and IoT are integrated into daily life.

The broadband gaps are largely between the urban cities and in more remote areas where for-profit providers do not expect a ROI.

Innovative approaches are required to get more, better broadband and maximize its benefits.

The County’s policies and assets can enable investments where typical for-profit providers do not see an ROI.

Pierce County must play a key role in stimulating availability and use of broadband.
Broadband development makes the most sense when it is strategically aligned with projects that enable community, economic, and workforce development

- The Key Peninsula & Fredrickson are prime examples and opportunities for broadband-enabled development through County investments
- County should evaluate ongoing infrastructure projects for these benefits
Magellan recommends the County implement the Plan, and as acting as a catalyst, stimulate private investment using policies and an incremental and opportunistic approach.

Immediate special focus should be on:

- The Key Peninsula
- Fredrickson
- Partnering with the state and cities on vision, plan and funding
- Partnering with existing and interested broadband investors
Action 1: Develop internal capacity and engage external stakeholders

- Prioritize broadband fiber deployment as a County strategy
- Implement projects that deliver significant economic and social benefits
  - The Key Peninsula
  - Fredrickson
- Assign or acquire staff to facilitate broadband strategic plan across departments
- Establish a Broadband Task force
  - Internal and external stakeholder representatives
  - Attract broadband and tech sector companies
- Develop long term buildout plan and budget for a middle mile network, aligned with planned county and city investments in infrastructure
- Identify public assets to be offered and used for broadband deployment
- Apply for funding and capitalize on opportunities to get fiber in the ground (grants, CIPs, dig once and partnerships with state and federal governments)
  - Reconnect Program through RUS
Action 2: Make County policy changes that can be shared with cities alongside providers

- Extend offer to help localities use policy
- Implement dig once and joint trench rules and guidelines to improve costs and pace of broadband deployment
- Develop and share engineering standards for fiber-based infrastructure
- Address any permitting barriers
- Incorporate broadband in all planning and development agreement activities
Action 3: Seek private partners to co-invest

- Produce requests for information (RFIs) based on this plan and Broadband Task Force guidance

Action 4: Two focus areas for immediate attention:

- Address lack of affordable broadband on the Key Peninsula
- Capitalize on infrastructure projects in Fredrickson
Why Now for Pierce County?

- Leaving it to the private sector is not yielding desired results
- Political will is evident at all levels of government
- Multiple funding options are now available
- Broadband is a critical enabler of Pierce County’s economic development goals and strategic plans
- Time-sensitive near-term opportunities are available to be capitalized upon now (Fredrickson Economic Development Zone/infrastructure projects)

Pierce County can affect positive change by taking an active, rather than passive role in the broadband makeup of the County
Business Model Risk/Reward

BROADBAND PARTNERSHIP

Successful partnerships balance each partner’s needs. Tradeoffs will be inevitable but with proper balance, rewards can be advantageous.

RISK
- both partners take risks
- financing - political
- public-private partnerships can help reduce risks because private entities understand the retail business

REWARD
- financial returns are not the only form of reward
- flexibility - long term growth
- rewards can’t be calculated at an early stage but can help prioritize goals of partnerships
- can help balance risks

CONTROL
- to maintain ownership of assets, City will be required to fund a significant part of capital investment
- more ownership = more degree of control
- if partnership fails, City still has physical assets it can use to negotiate new partnerships
Business Model Risk/Reward
Pierce County has the opportunity to fulfill a leadership role in supporting local broadband initiatives among its communities. The County and its partners—business associations, cities, community anchor institutions, public agencies—should develop governance that links broadband development to broader development goals and priorities.
Privately Owned Fiber Networks
Potential Partners
Privately Owned Fiber Networks
Potential Partners

-- Other
-- Wave
-- Unite
Private Network
Privately Owned Fiber Networks
Potential Partners - NoaNet
Privately Owned Fiber Networks
Potential Partners - Utilities
County Owned Middle Mile Network

- County incrementally and opportunistically develops a publicly owned middle-mile network
  - Public Private partnership
  - Interconnect County facilities, community anchors, strategic sites and private service providers
  - County broadband infrastructure investment is necessary and should be both comprehensive and coordinated
  - Strategic partnerships with industry are essential
  - Long-term (20+ years) initiative
  - Funded through dig once/joint trench, grants and in-kind solutions
Next Steps

Policy -

- Adopt Plan

- “Dig Once”: policies and/or practices that foster cooperation among entities that occupy public rights-of-way to minimize the number and scale of excavations when installing telecommunications infrastructure.
  - promoting and supporting the placement of broadband infrastructure (e.g., fiber-optic cable and conduit)
  - reducing the consequences and disruptions of repeated excavations (traffic disruption, road deterioration, service outages, and wasted resources)
  - enhancing service reliability and aesthetics

- Dig Once accomplished the goal of minimizing costs of constructing separate trenches and facilities – via shared costs of construction – can save up to 80% on the cost of construction
QUESTIONS?

Thank You!

Magellan has helped over 50 cities implement their broadband strategies, which now serve over 1 million subscribers and connect more than 1,000 community anchor organizations.