





BROADBAND MODELS

Private

P3

Public



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Private

P3

Public

profitable

digital divide

streamline

\$



BROADBAND MODELS

Private

P3

Public

profitable

mutually beneficial

digital divide

greater equity

streamline

build partnership

\$

\$\$



BROADBAND MODELS

Private

P3

Public

profitable	mutually beneficial	sustainable
digital divide	greater equity	greatest equity
streamline	build partnership	21 st -century utility
\$	\$\$	\$\$-\$\$\$



A construction worker wearing a high-visibility vest and a hard hat is operating a trencher on a sidewalk. The machine is cutting a trench into the concrete. In the foreground, there is a large pile of excavated material, including gravel and dark soil. Another worker is visible in the background, handling a large coil of material. The scene is outdoors on a sunny day with trees and a building in the background.

DIG ONCE POLICY

Pavement Life Span Policy

- Best with large-scale projects & ample time to notify
- Streamline administrative approval
- Map and label conduit and equipment in the public right-of-way
- 4G/5G small cell installations still rely upon fiber optic pathways



Market Outcomes

- Comcast/Xfinity increased speeds 150+ Mbps in 2015, migrated customers to higher tiered service at no cost in 2017
- AT&T invested in a 40+ cabinet GigaPower build in 2017
- Cruzio investing in Downtown Santa Cruz Fiber build \$50/mo. for 1 Gbps



The image shows two large spools of fiber optic cable. The spool on the left is filled with yellow cables, and the spool on the right is filled with black cables. Both spools are mounted on wooden frames. The background shows a construction site with yellow metal structures. A white rectangular box is overlaid on the center of the image, containing the text 'P3 BUILDOUT'.

P3 BUILDOUT



Business Model in 2016

- \$45 Million lease revenue bonds
- City finances, builds, and owns network
- Private partner provides electronics and operates network
- 34% subscriber take rate
- Ubiquitous build
- Since 2015 due diligence:
Cost Estimate, Financial Feasibility, Market Survey studies





Recommended by you, Denis Haskin, and 126 others



Susan Crawford

Contributor to @backchnnl; prof @Harvard_Law; books (#TheResponsiveCity, #CaptiveAudience); all things ...
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The Bright Future of Dark Fiber

Santa Cruz belies its laid-back rep with a smart Internet scheme—joining other cities in figuring out that revitalization is under the ground

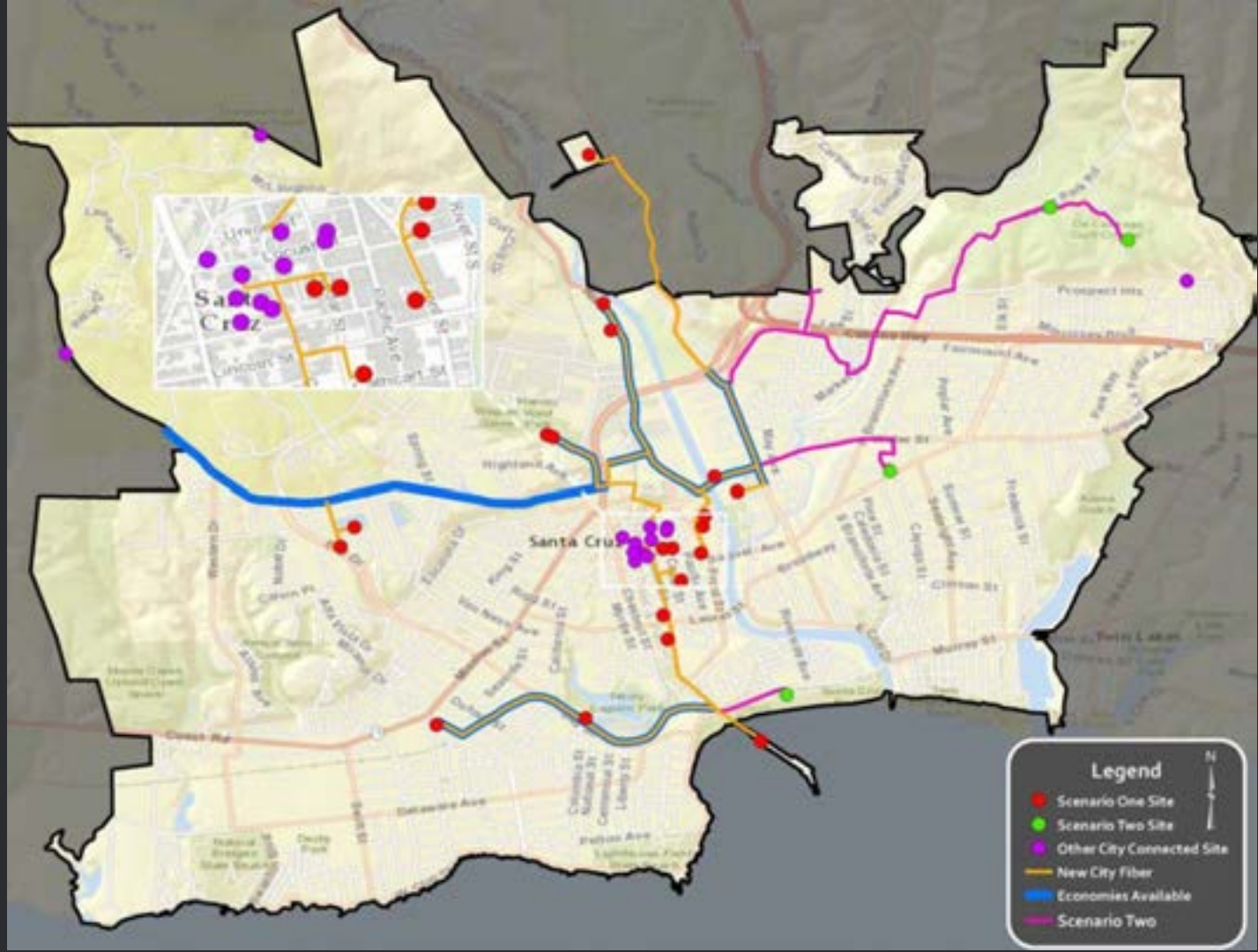


ORTRONICS

I-Net BUILDOUT

A/B





I-Net Strategy

- Better security, speed, and scalability
- Future-proof for upgrades
- Additional conduit and dark fiber available to lease
- Saves on long-term costs
- Attractive for future investment



Key Ingredients

- Connect broadband to everyday lives
- Find your long-term champion
- Evaluate your values for internet
- Test your risk tolerance



