BROADBAND MODELS

Private → P3 → Public

profitable
digital divide
streamline
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<thead>
<tr>
<th>Private</th>
<th>P3</th>
<th>Public</th>
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<tr>
<td>profitable</td>
<td>mutually beneficial</td>
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<td>digital divide</td>
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## Broadband Models

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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
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
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
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