



CITY COUNCIL

Work Session Meeting Minutes September 12, 2022

Mayor Drotzmann called the work session meeting to order at 6:00pm. Present were Councilors Hardin, Spicerkuhn, Peterson, Duron, Myers, Barron, and Myers. Councilors Davis and Primmer were excused. Staff members in attendance were: City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Richard Tovey, Chief Edmiston, Finance Director Mark Krawczyk, Planning Director Clint Spencer, Hermiston Energy Services (HES) General Manager (GM) Nate Rivera, Parks and Recreation Director Brandon Artz, Court Administrator Jillian Viles, and City Recorder Lilly Alarcon-Strong. Youth Advisory Members were not in attendance.

Broadband Survey Results

HES GM Nate Rivera presented the Council (PowerPoint presentation attached) with information regarding the Broadband Survey Results, to include: broadband community goals, connectivity and speed, reliability, price points, demand, current providers, community demographics, broadband differences between households and businesses, and more.

After some discussion the Council instructed City staff to move forward with continued research and information to connect city facilities to broadband.

Adjournment

Mayor Drotzmann adjourned the work session meeting at 6:57pm and stated the Council will take a short break before starting the regular City Council meeting at 7:03pm.

DRAFT

Hermiston Broadband

eCheckup Data Collection

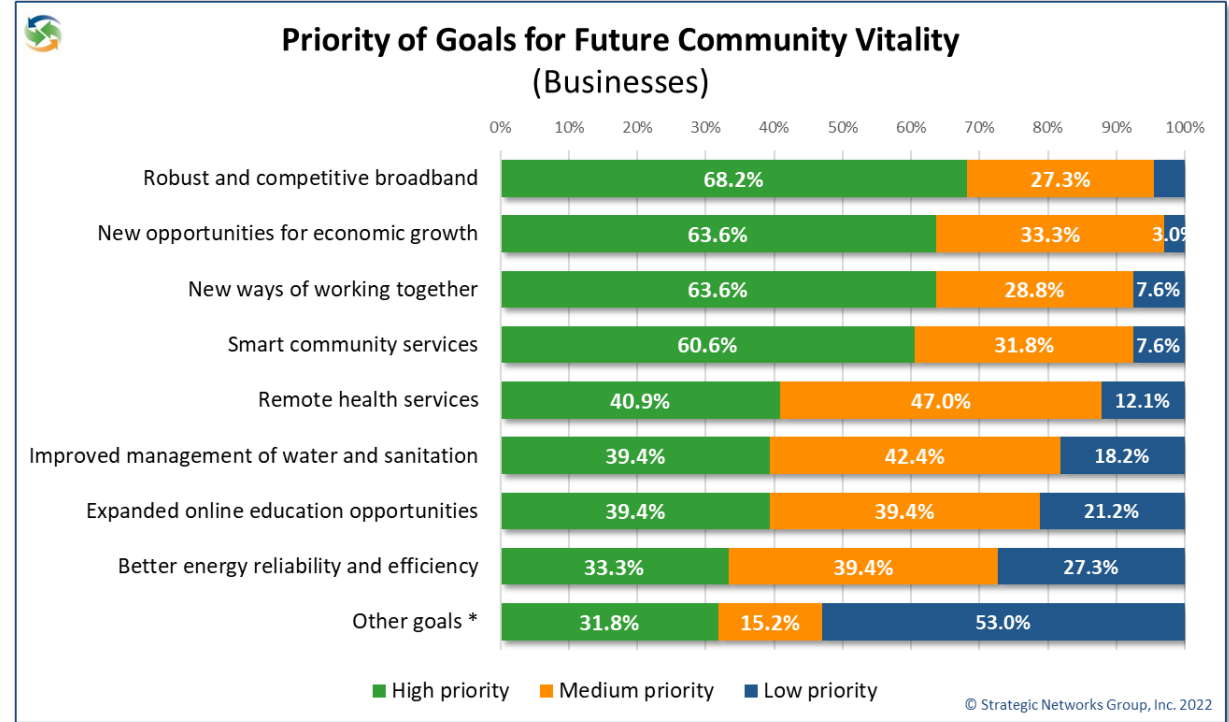
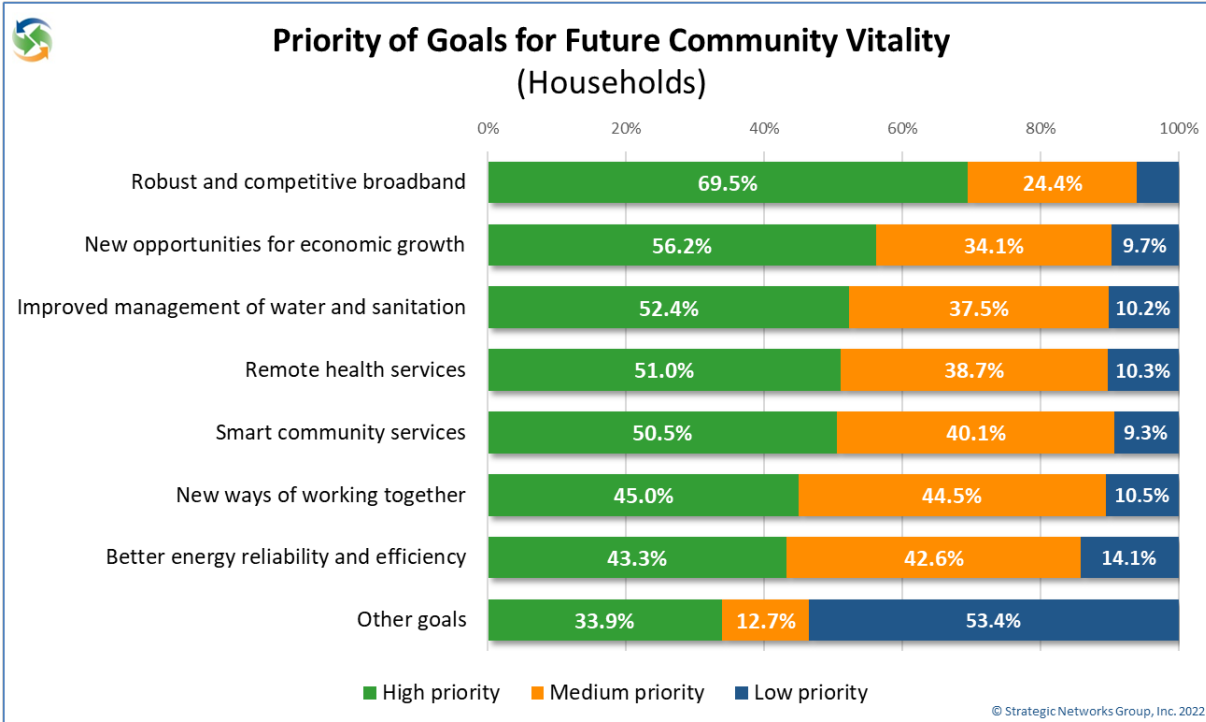
Preliminary Findings

September 12, 2022

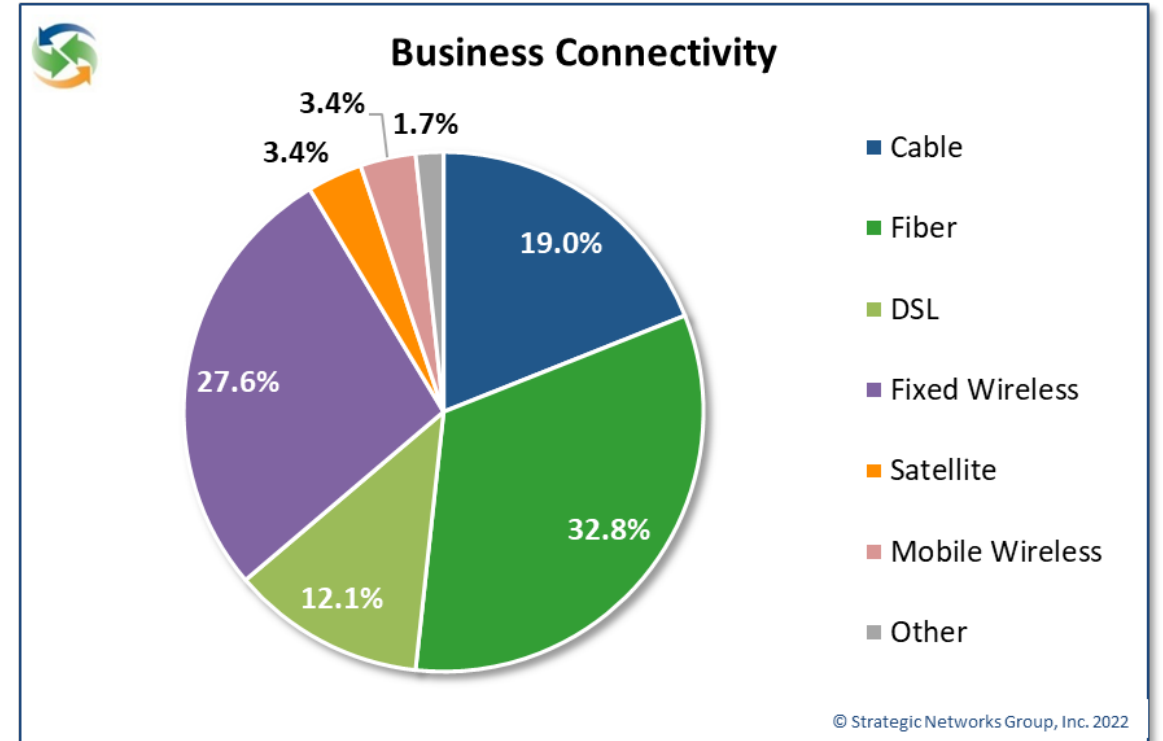
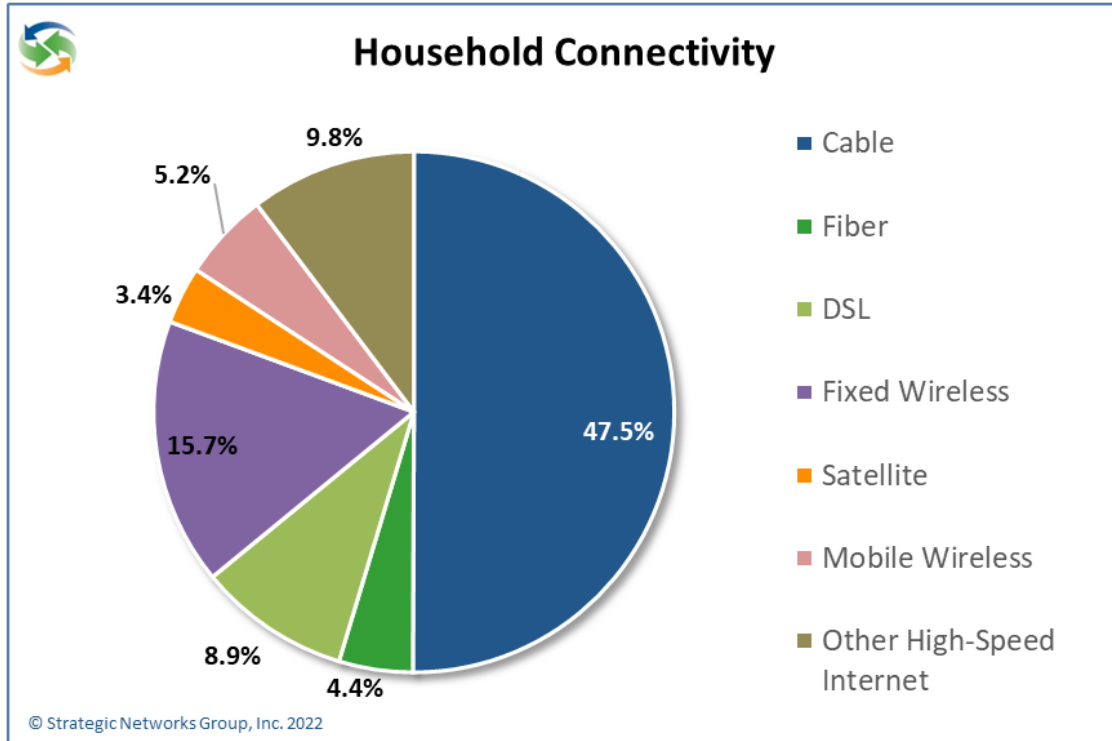
- Start with understanding digital goals, needs, and readiness (DNRA)
- Community planning to raise awareness and drive engagement
- Outreach to community through stakeholders and mailing lists
- Residents and businesses invited to take an online eCheckup that takes 20-30 minutes to complete
- Data is analyzed for user needs and service demand and benchmarked against SNG's Digital Economy Database
- Data collection ran from January 26th through May 15th, 2022
- Responses received from 827 households and 66 businesses

Households

Businesses



Robust, competitive broadband and new opportunities for economic growth are the top priorities for Hermiston residents and businesses



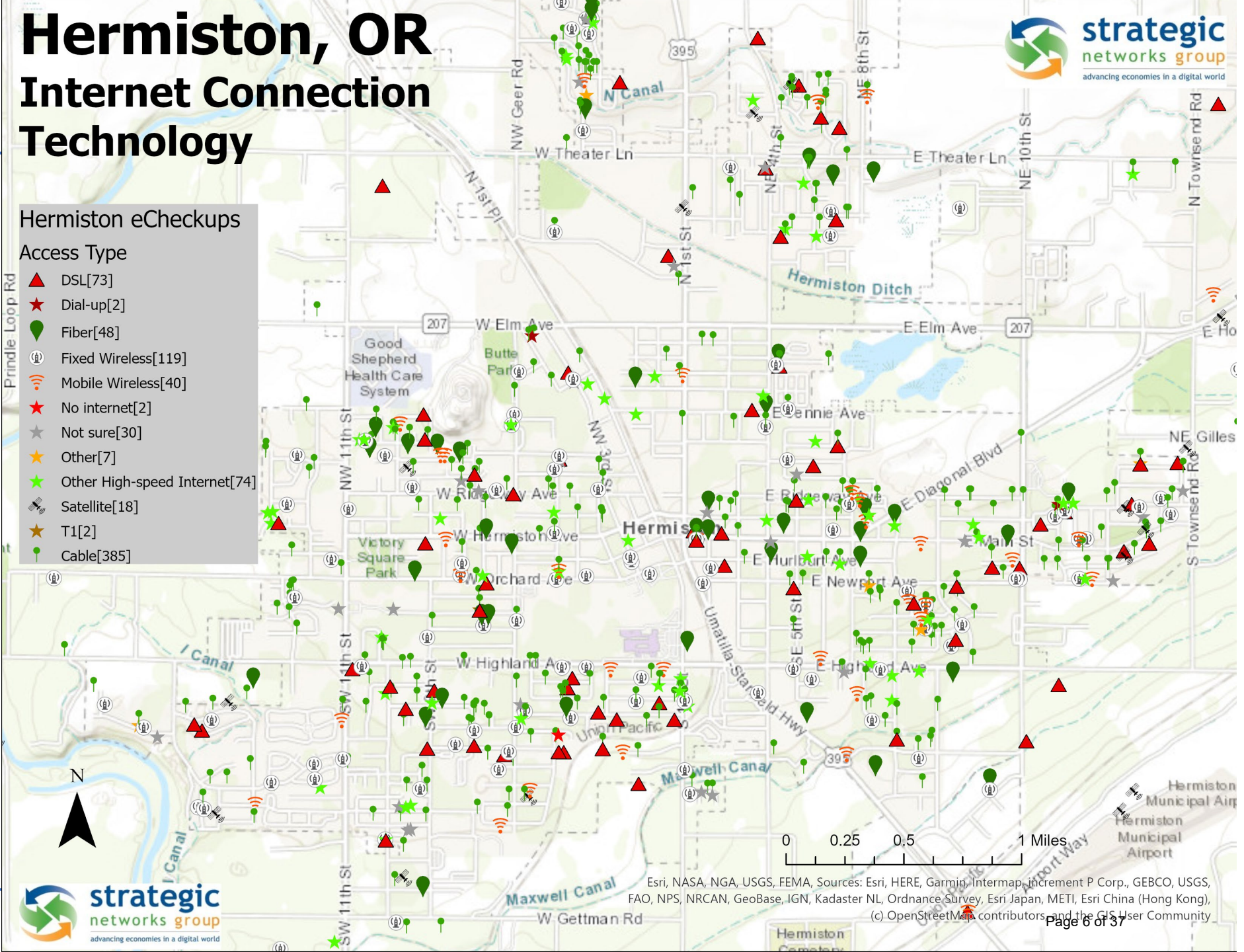
**The majority of Hermiston residents use Cable technology (47.5%)
Businesses primarily use Fiber for internet access (32.8%)**

Hermiston, OR Internet Connection Technology

Hermiston eCheckups

Access Type

- ▲ DSL[73]
- ★ Dial-up[2]
- 📍 Fiber[48]
- 📶 Fixed Wireless[119]
- 📶 Mobile Wireless[40]
- ★ No internet[2]
- ★ Not sure[30]
- ★ Other[7]
- ★ Other High-speed Internet[74]
- 📶 Satellite[18]
- ★ T1[2]
- 📶 Cable[385]

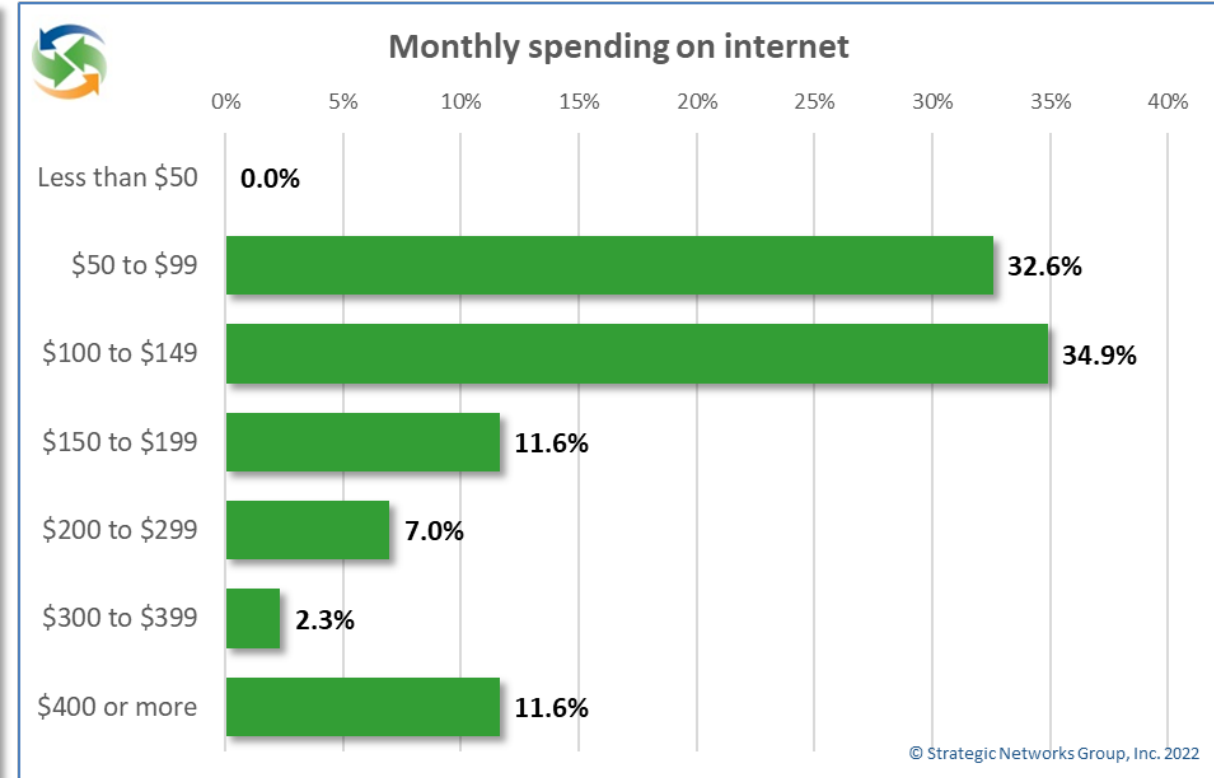
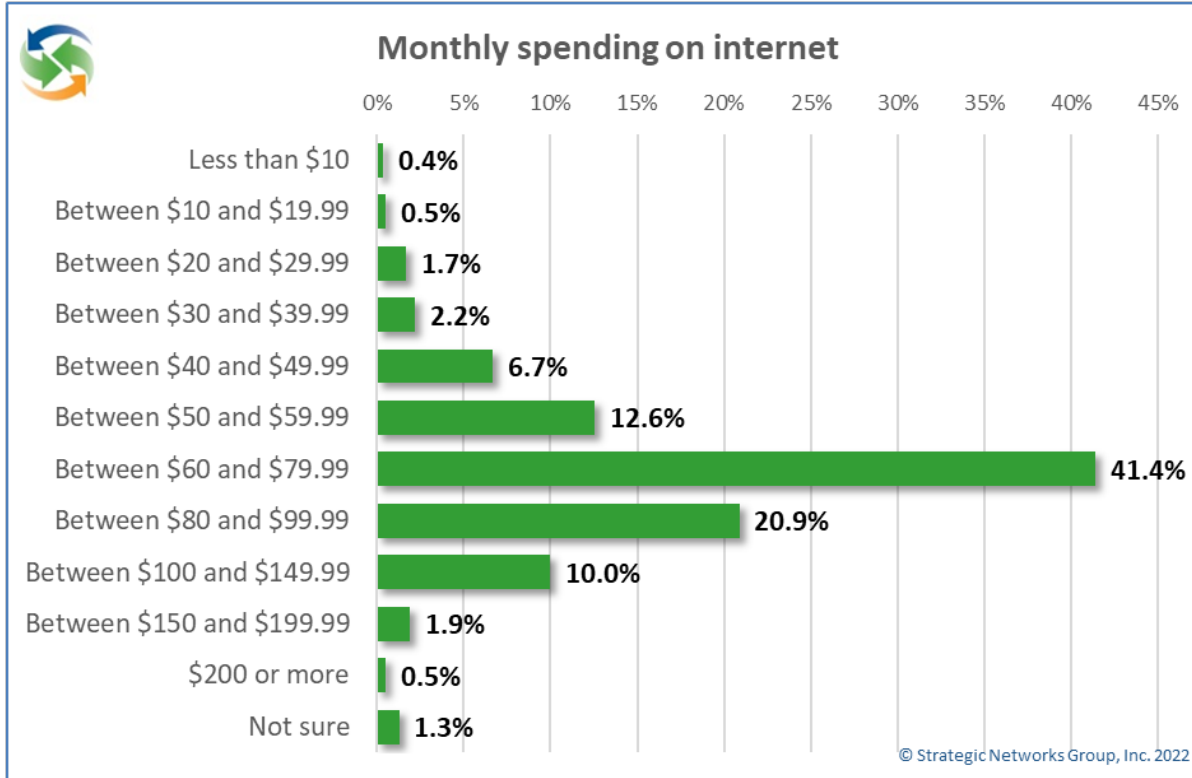


Where Life is Sweet

Monthly Spending on Internet

Households

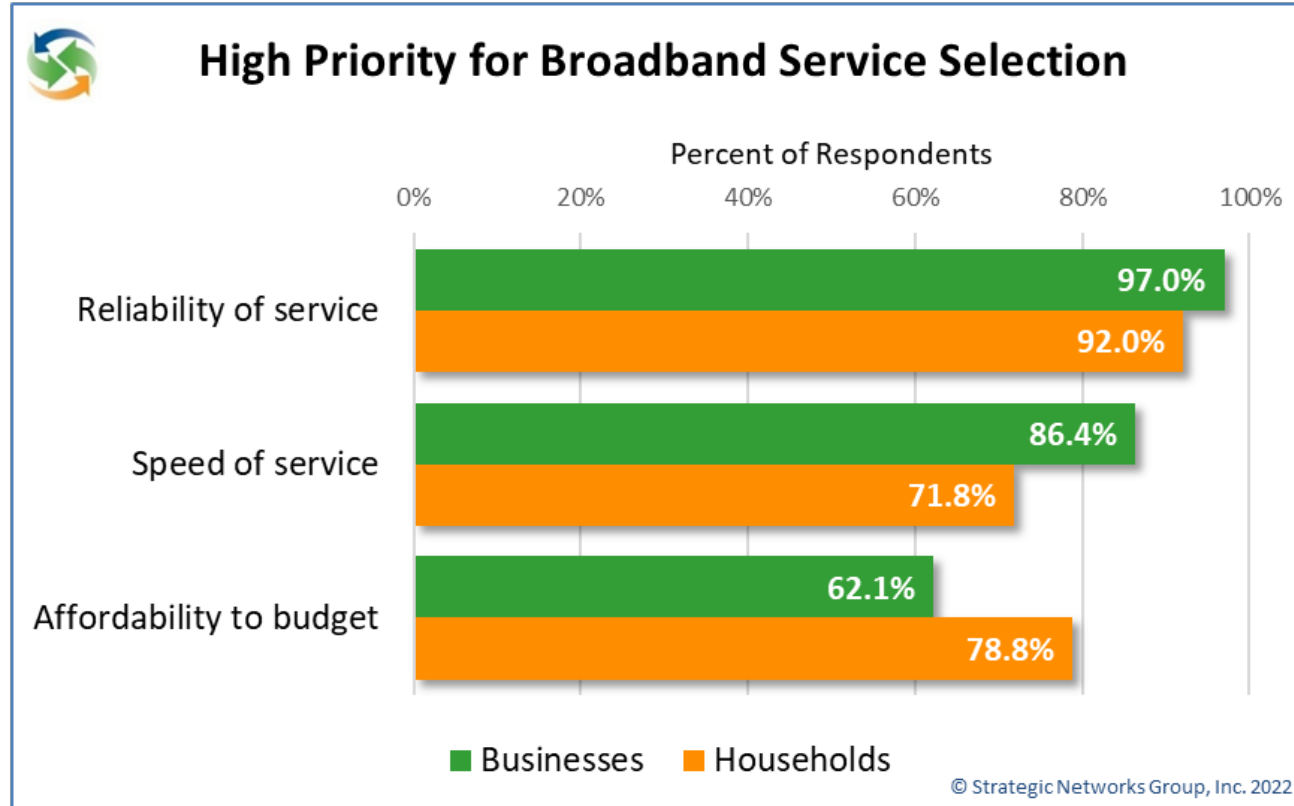
Businesses



Most households spend between \$60 and \$79.99

Over 20% of businesses spend more than \$200 per month

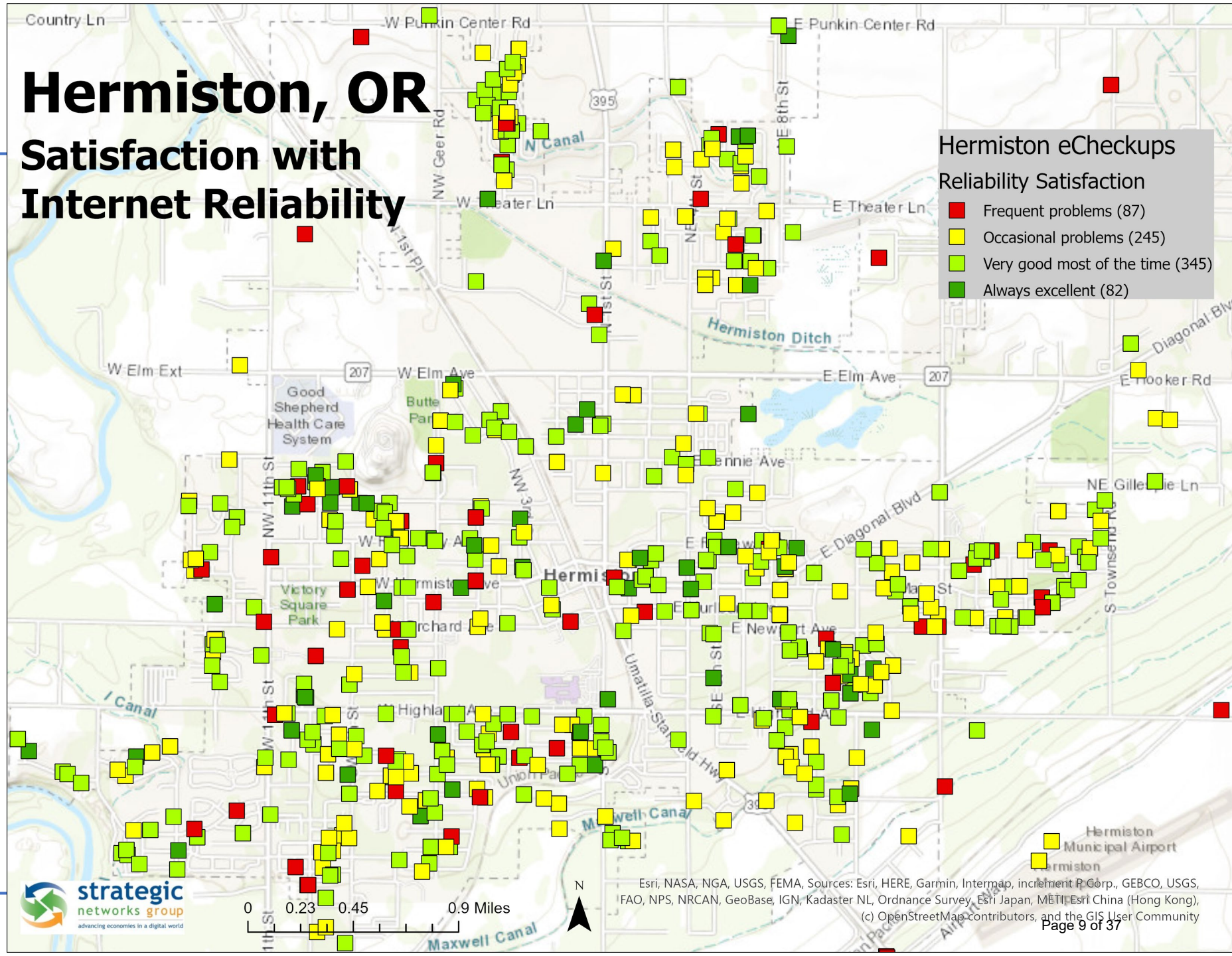
Priorities for Broadband Service



Reliability is the most important factor for broadband service selection for both households and businesses

Hermiston, OR

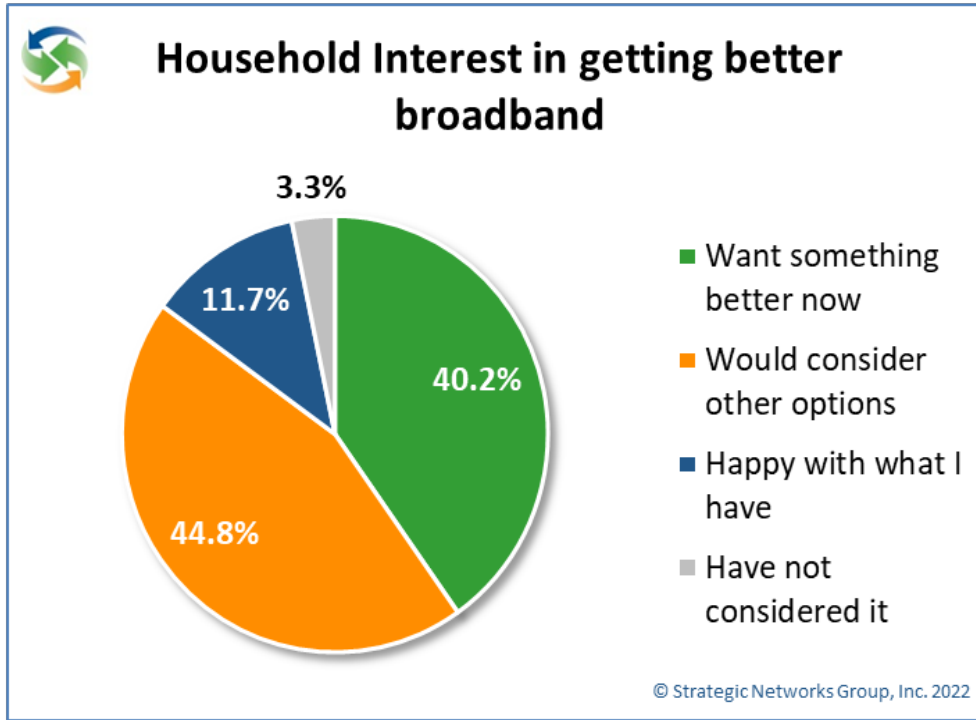
Satisfaction with Internet Reliability



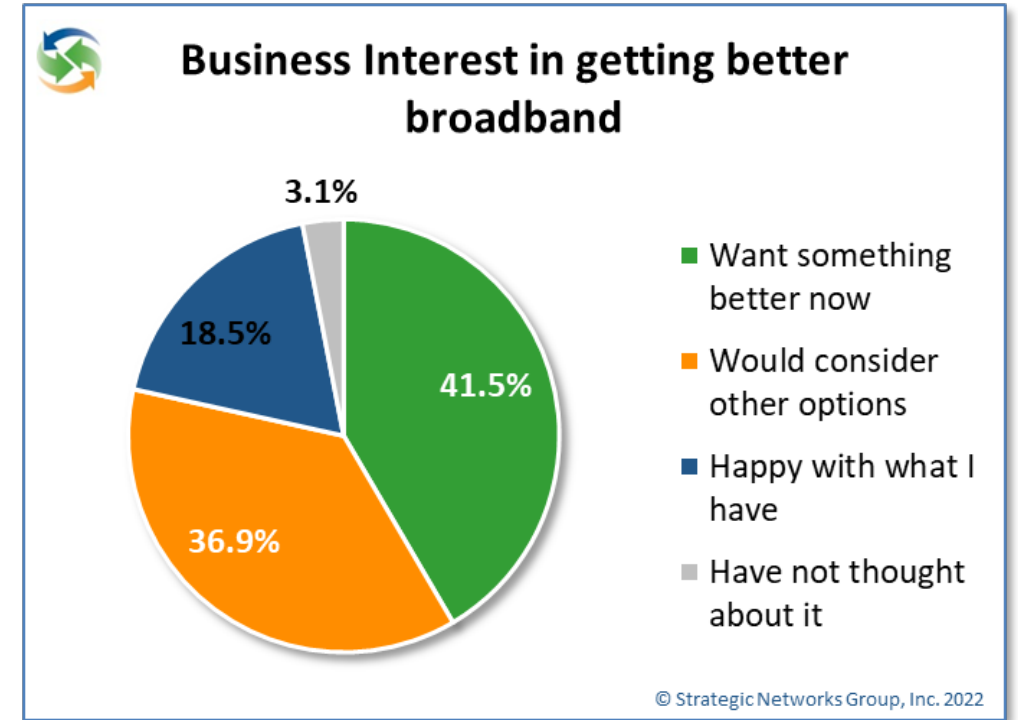
Where Life is Sweet

Demand for Better Broadband

Households



Businesses

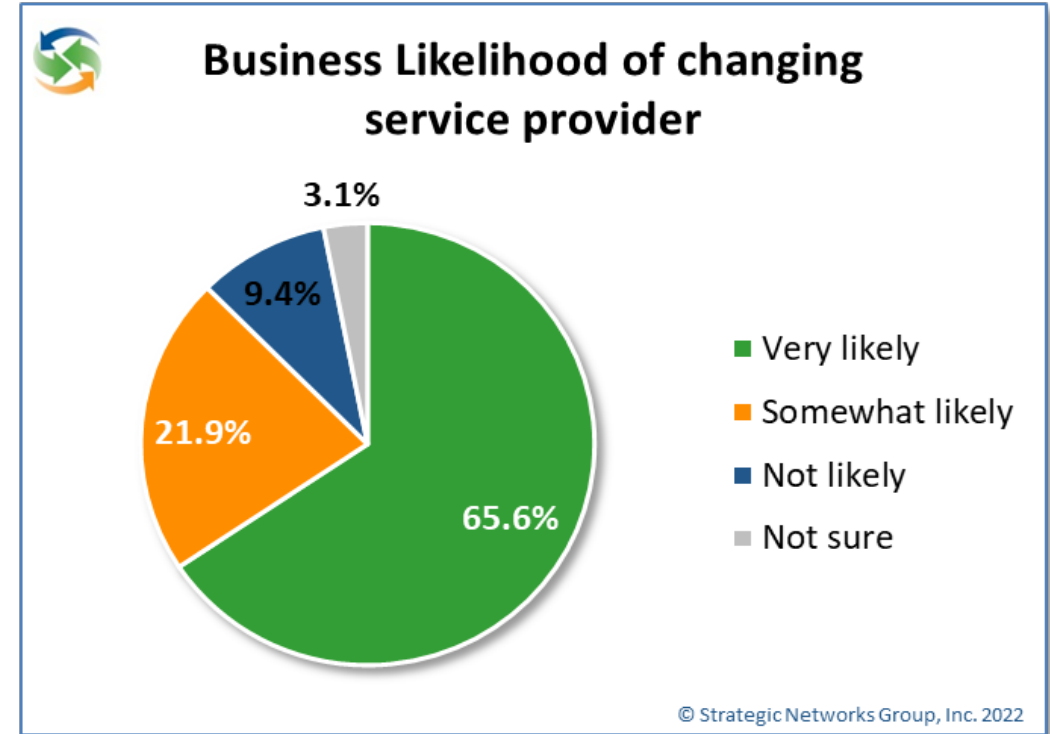
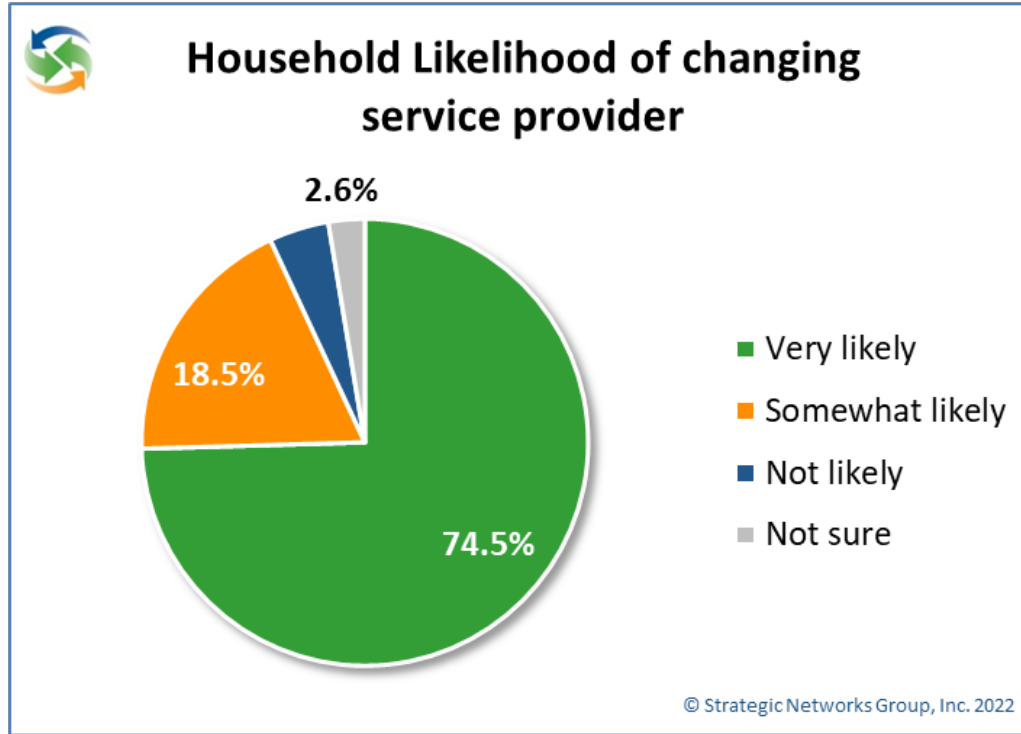


A majority of households would consider other options for broadband, while most businesses want better broadband *immediately*

Likelihood of Changing Service Provider

Households

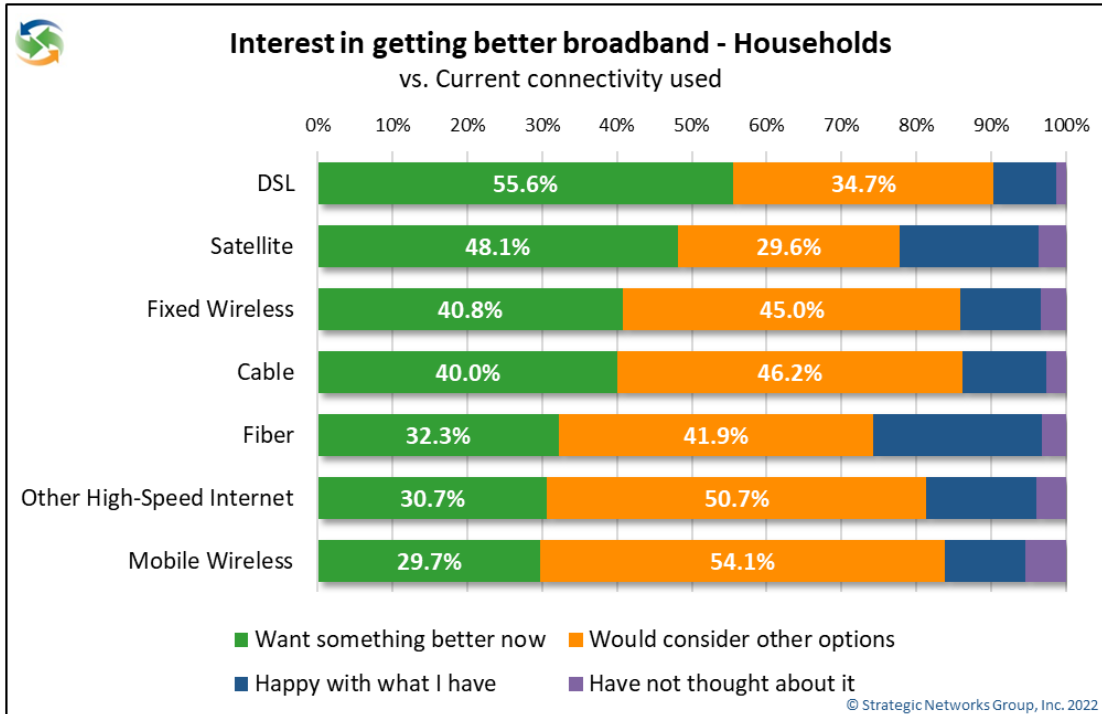
Businesses



Very high likelihood (willingness) for residents and businesses to change current service provider

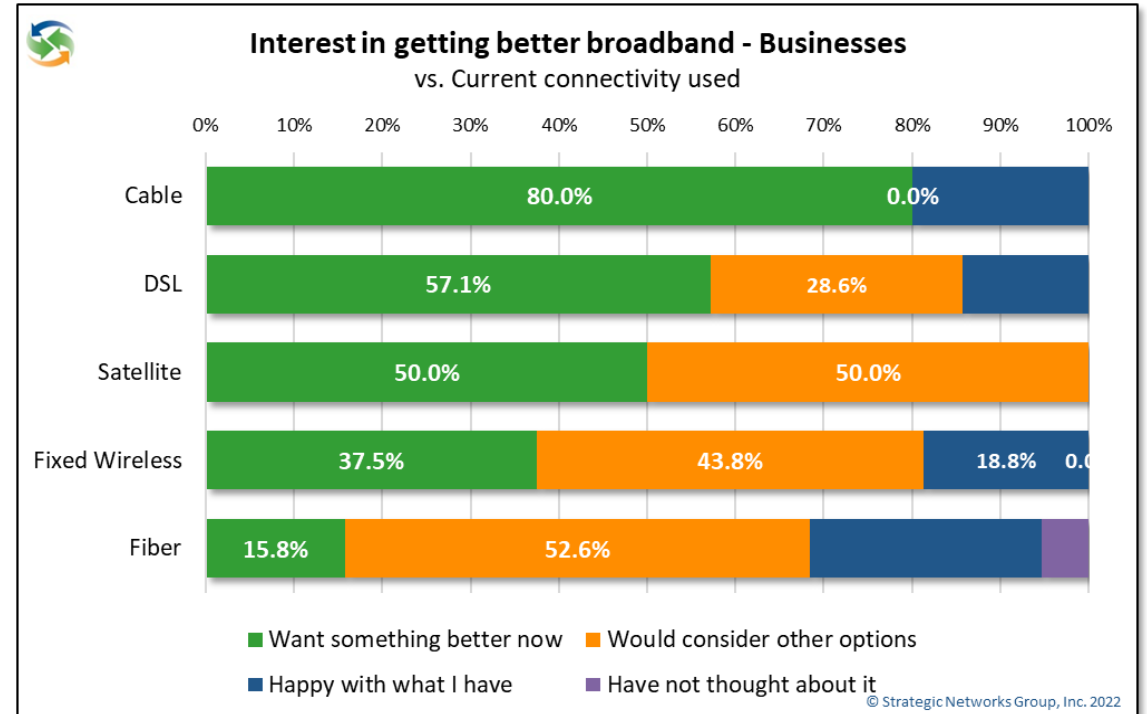
Interest in Better than Current Connectivity

Households



- Households with fiber broadband report the largest percentage of “Happy with what I have”
- DSL and Satellite households show most want something better now

Businesses

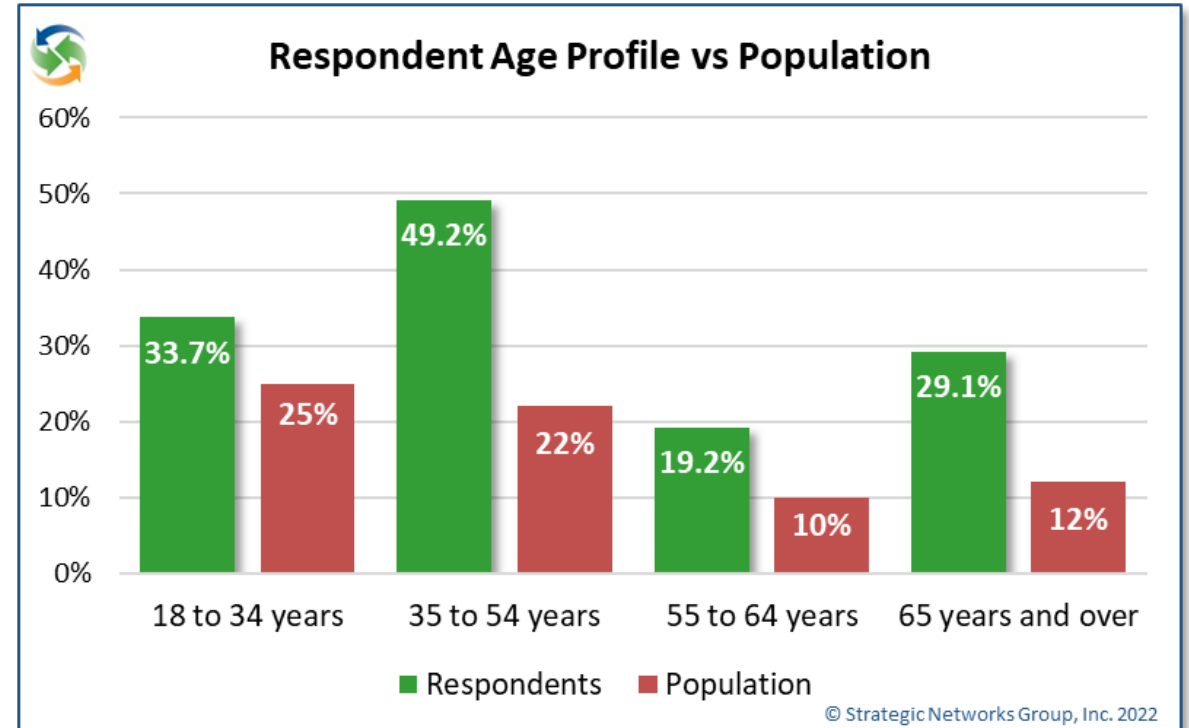
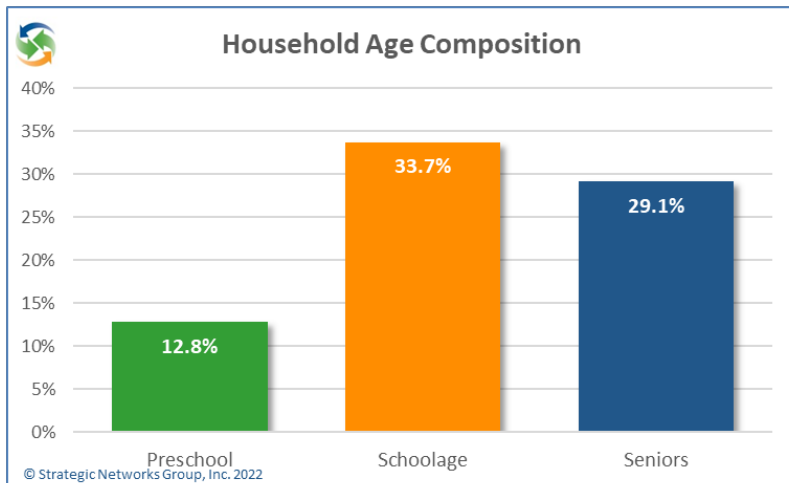
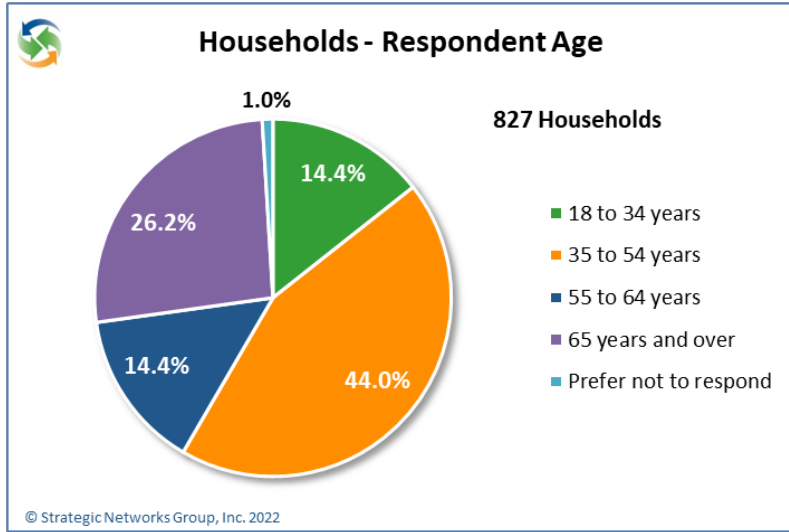


- 80% of businesses using cable technologies want something better now
- Many DSL users also want something better

Hermiston Broadband Data Collection Findings

Household Results

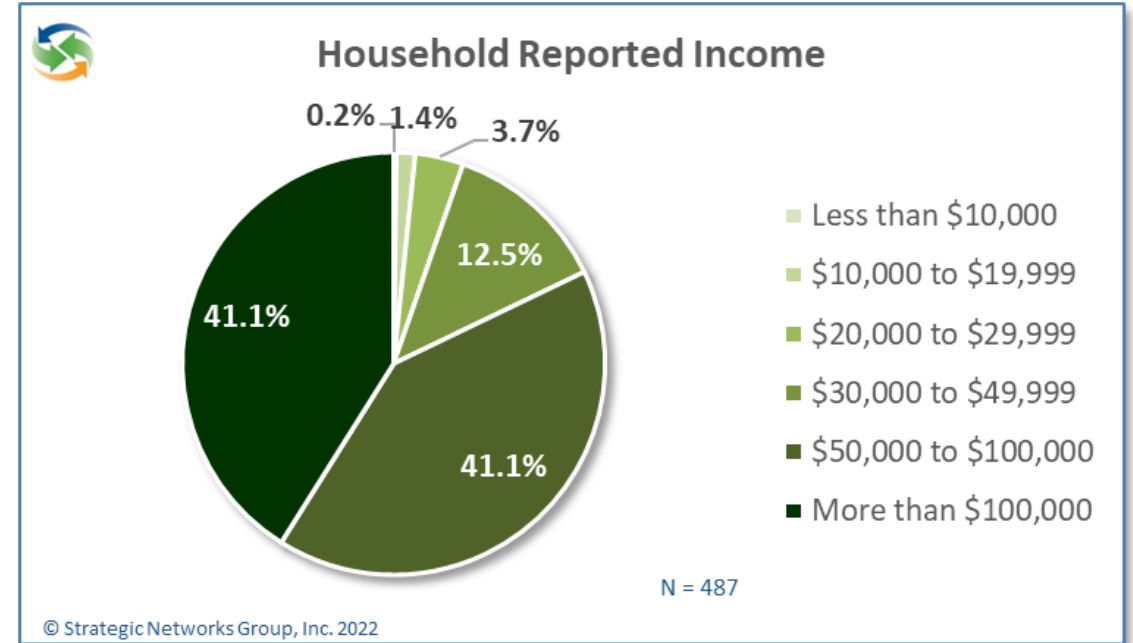
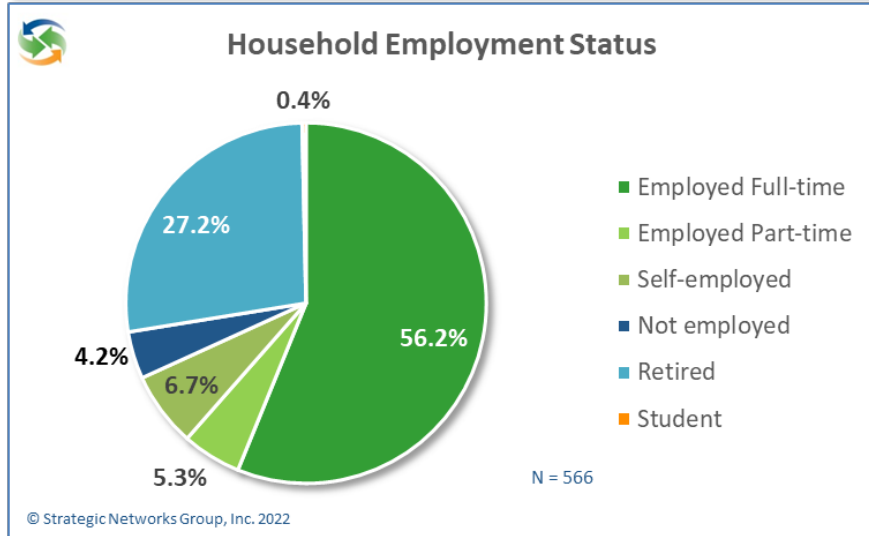
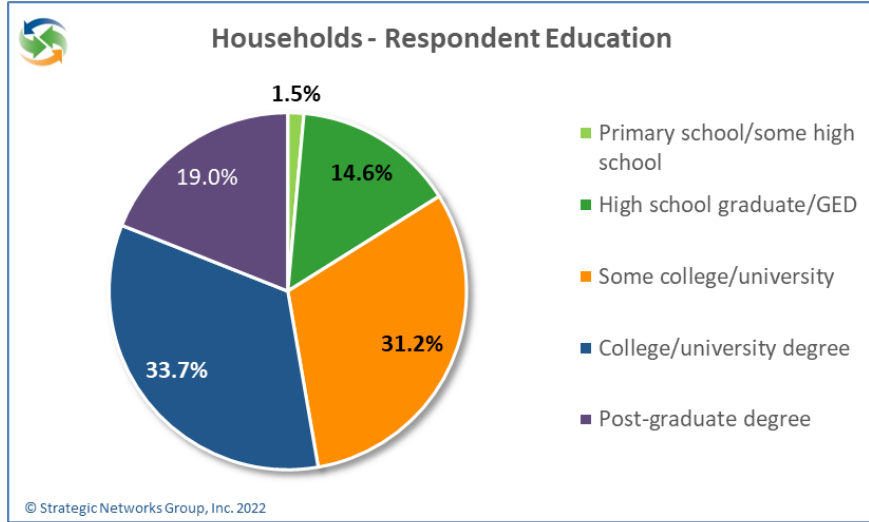
Household Respondent Age



- Respondent profile slightly older than overall population
- Almost one in four households have school age children

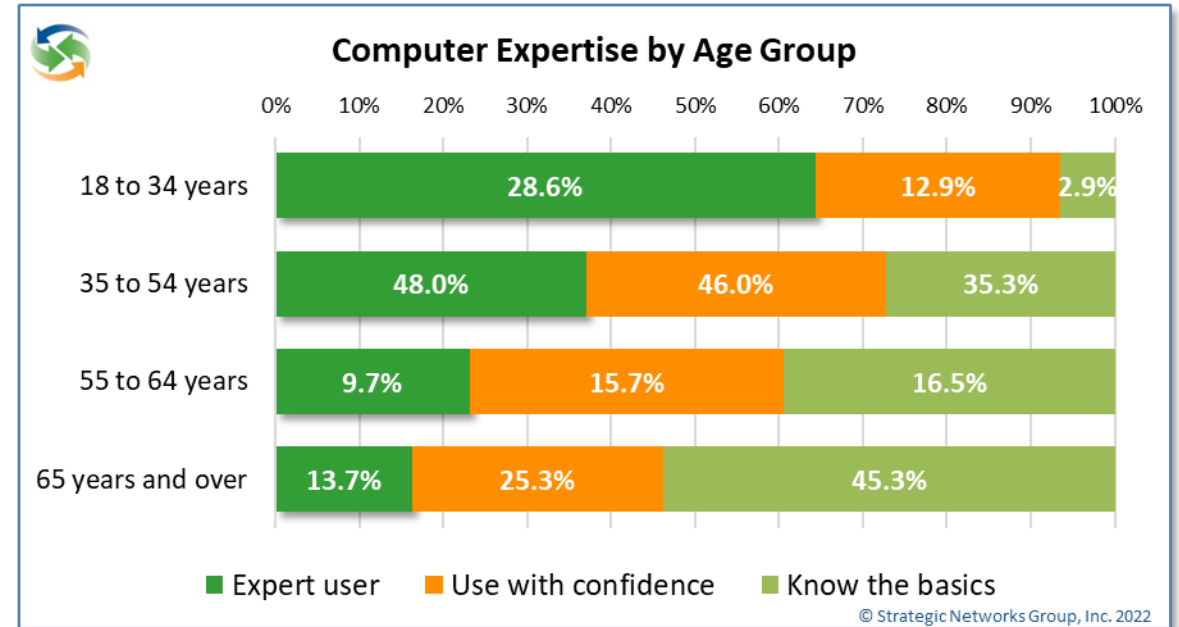
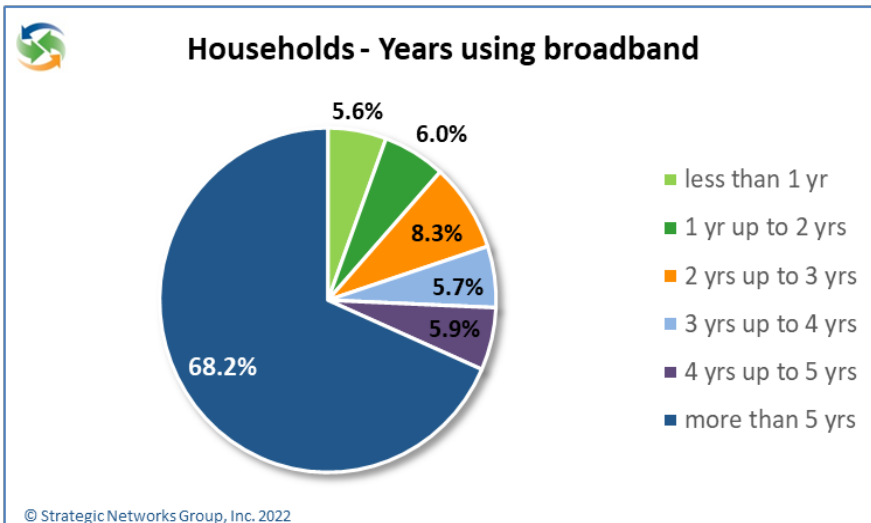
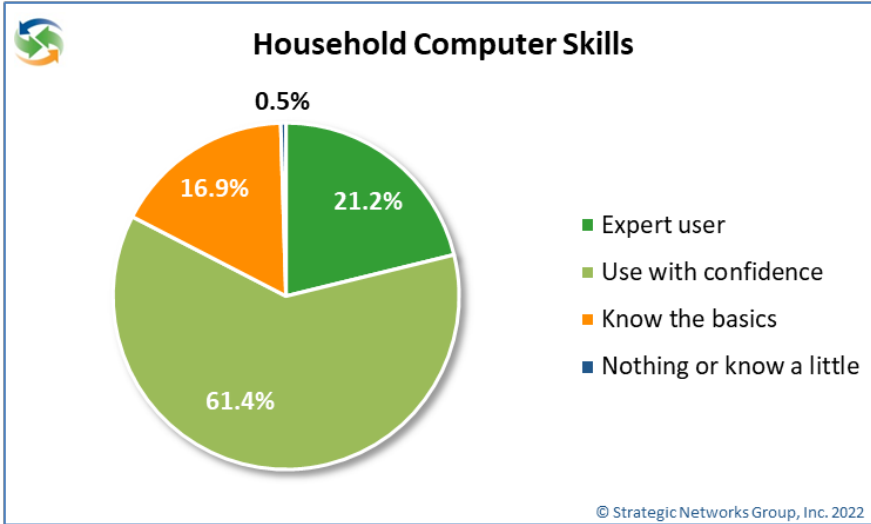
Population Data from Data USA, sourced from Census ACS 2020 – Age (<https://datausa.io/profile/geo/hermiston-or/>)

Household Income, Education, and Employment



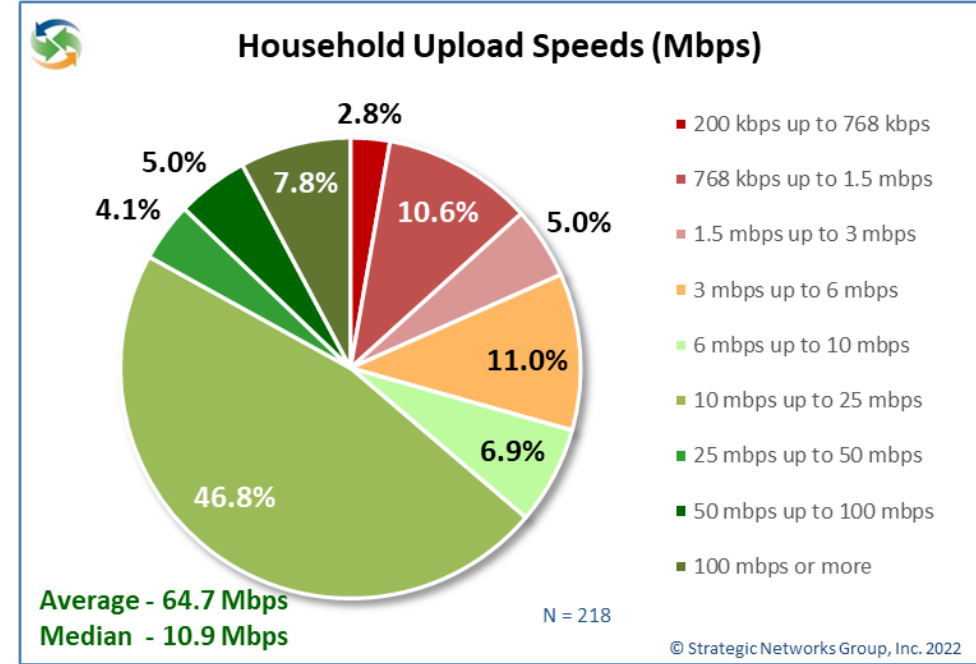
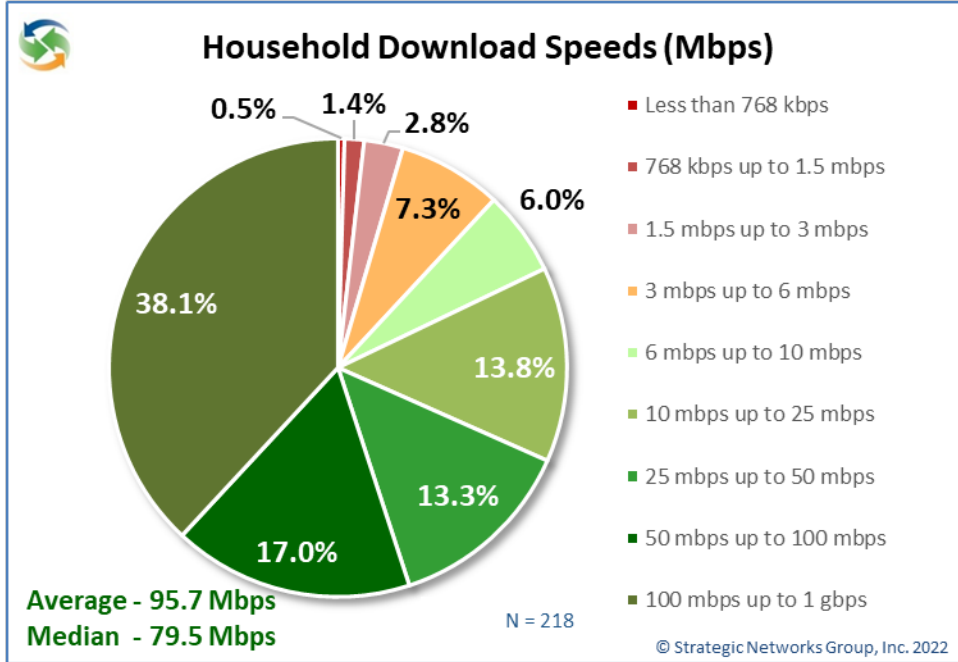
- **82% of households report earning more than \$50K annually**
- **52.7% have a college/university degree**
- **68% are employed**

Internet and Computer Experience



- Generally high level of computer skill across younger age groups
- More than 88% have been using broadband internet for at least 2 years

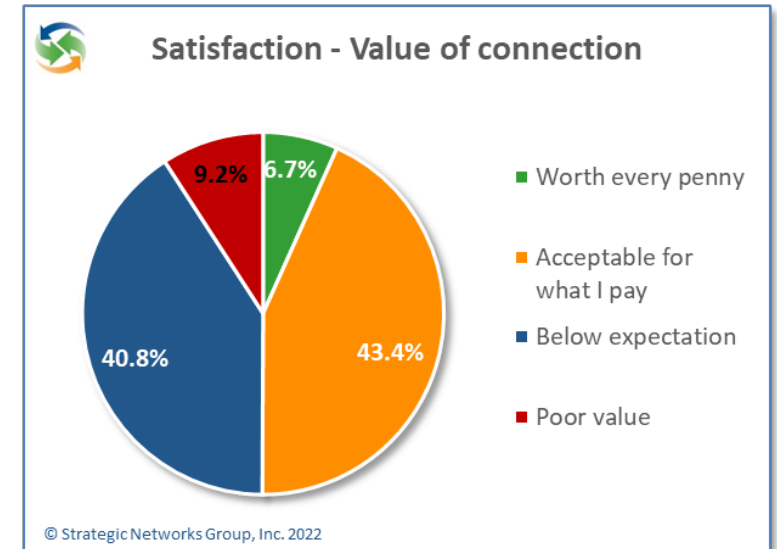
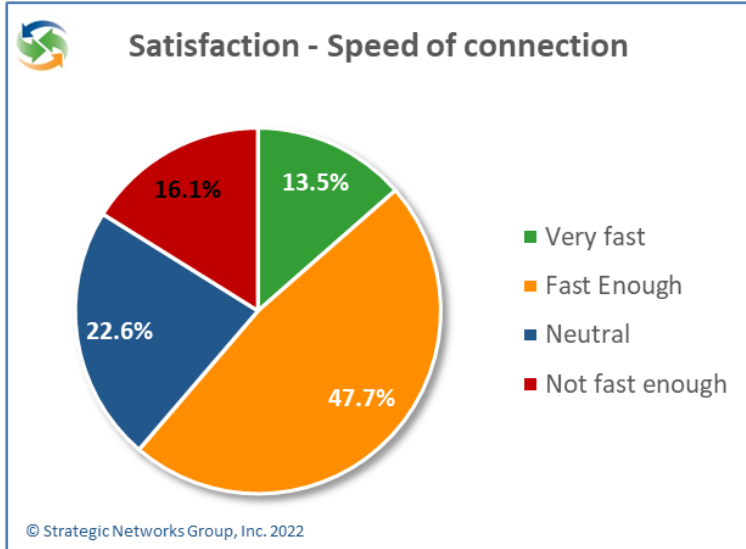
Measured Speeds – Households



- 55% of households have more than 50 Mbps download speed – this is good
- 31.8% have less than 25 Mbps download speed – not good
- Average speeds 95.7 Mbps down and 64.7 Mbps up – this is good overall, but there are a significant % of underserved

Almost one third of households do not meet FCC 25/3 Mbps standards

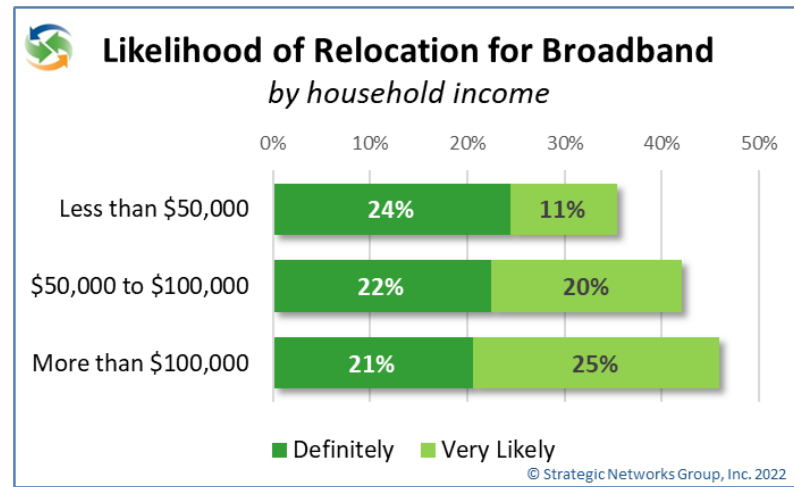
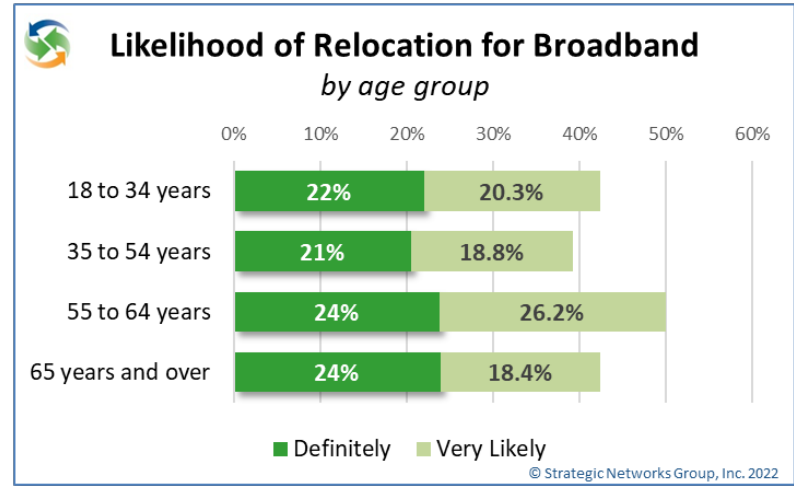
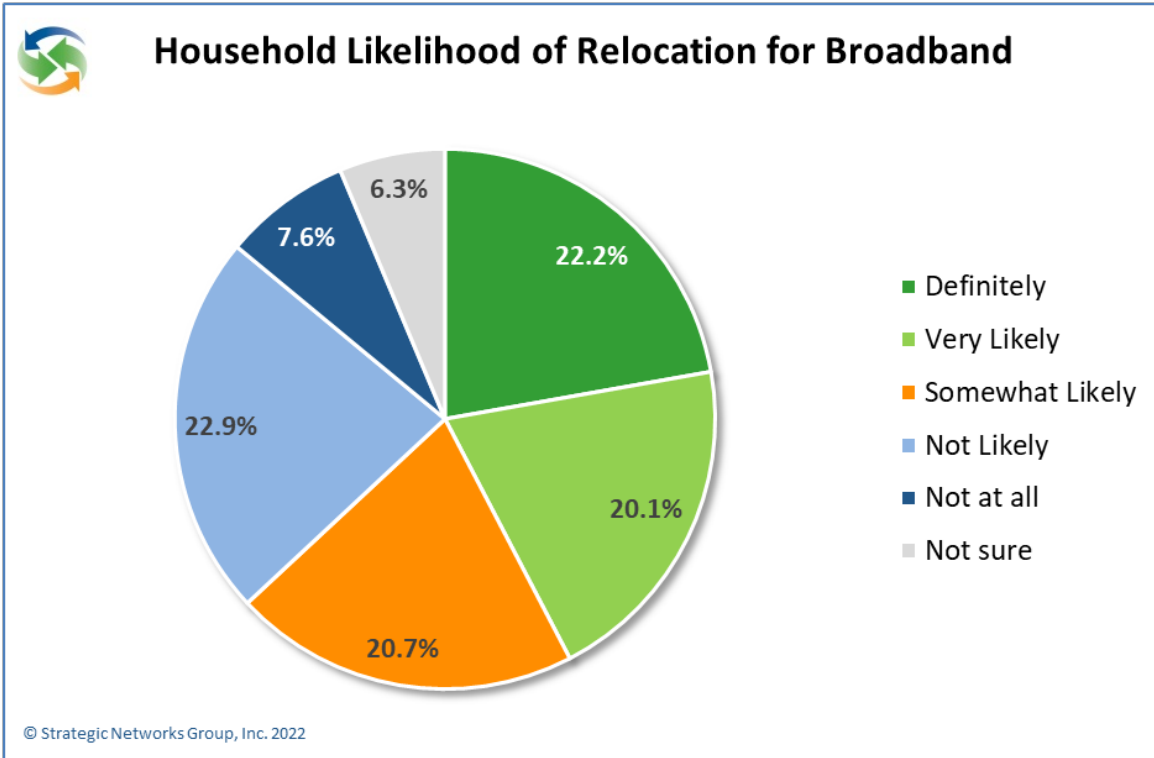
Satisfaction with Connectivity – Households



Households are least satisfied with the value of their internet connection.

Reliability is an issue as over 40% of residents report occasional or frequent problems with internet.

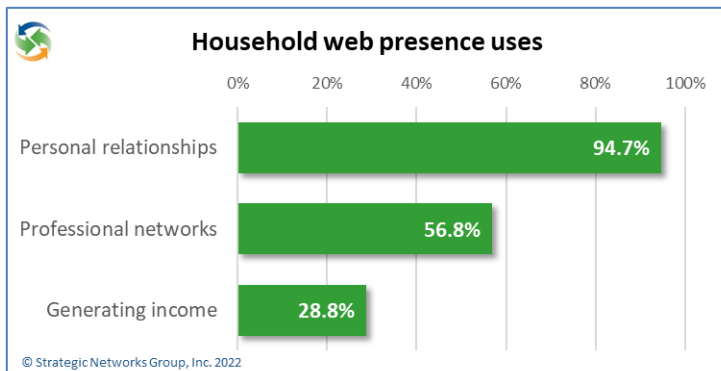
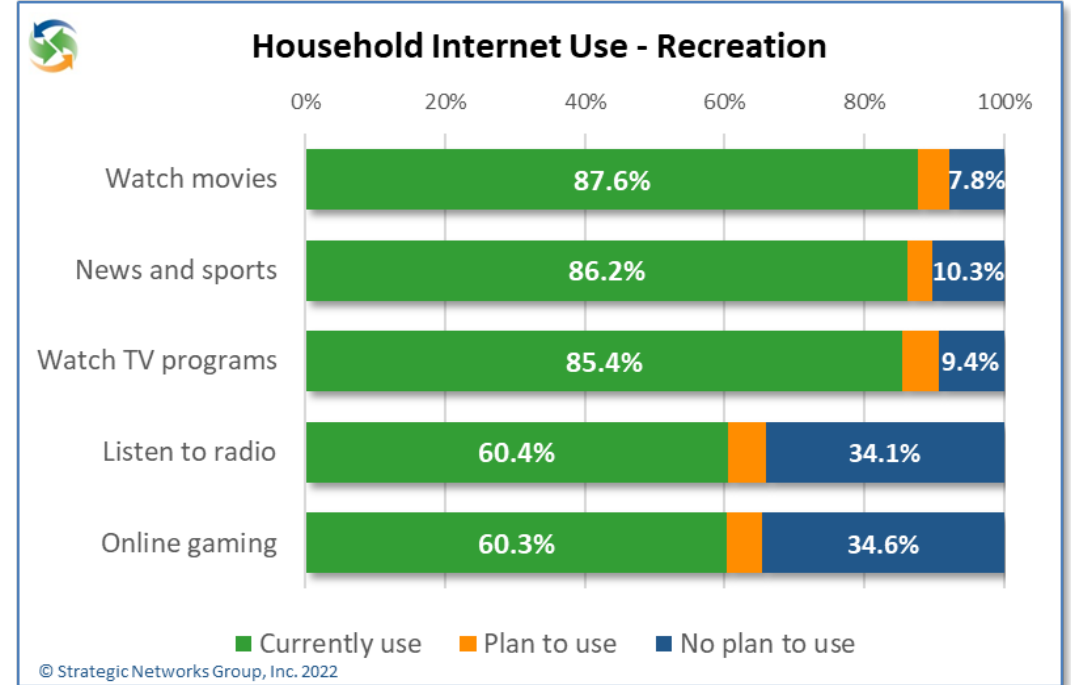
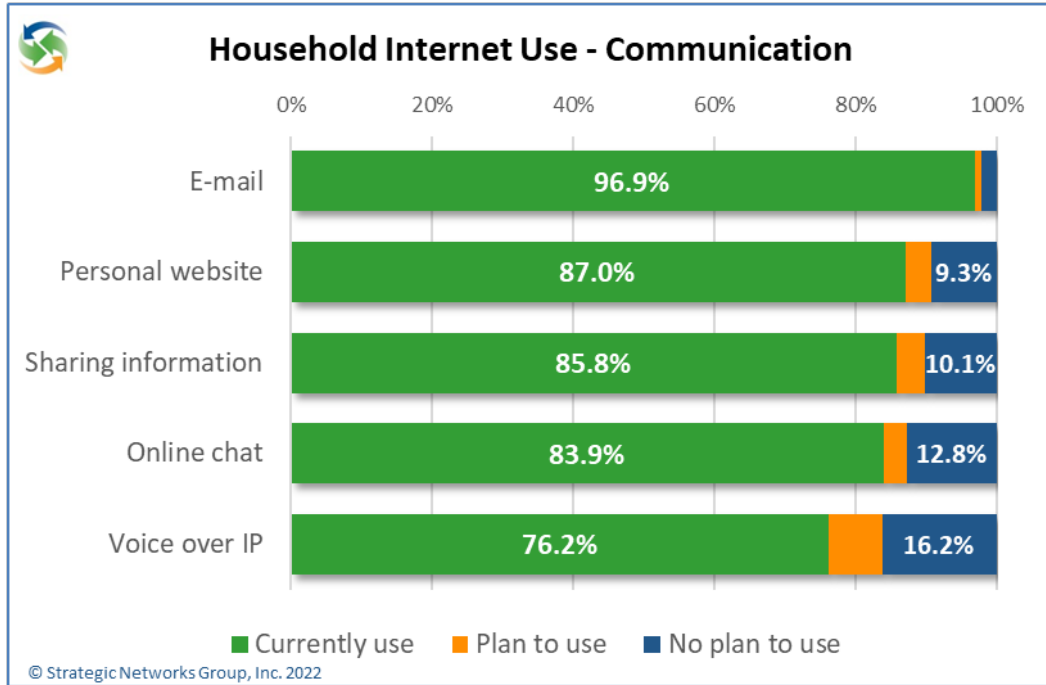
Broadband Impact on Living Location



Despite overall happiness in the community, over *one third* of residents would consider relocating for broadband

- High income earners are slightly more likely to relocate

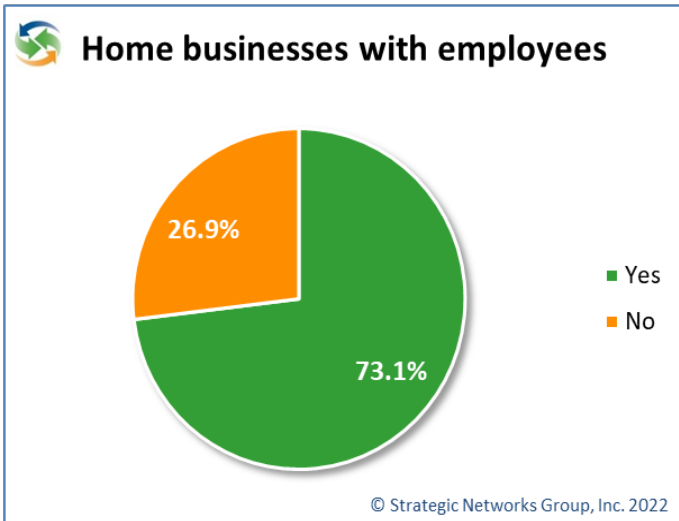
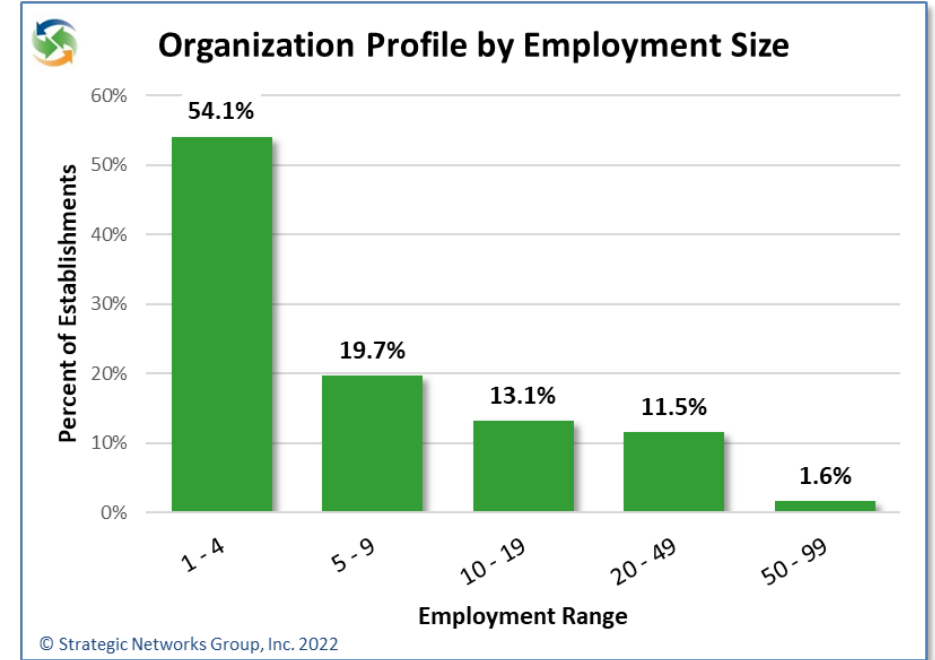
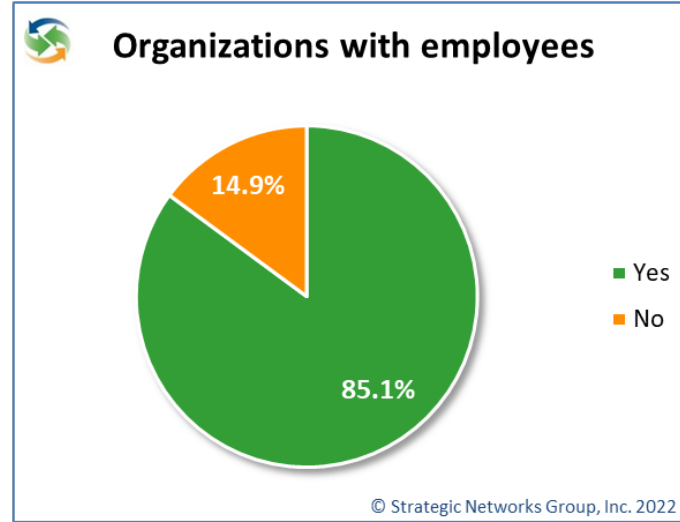
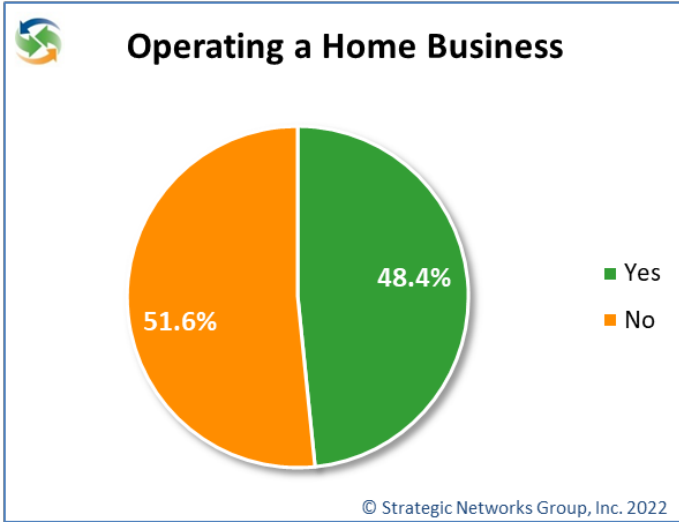
Household Utilization – Communication and Recreation



Hermiston Broadband Data Collection Findings

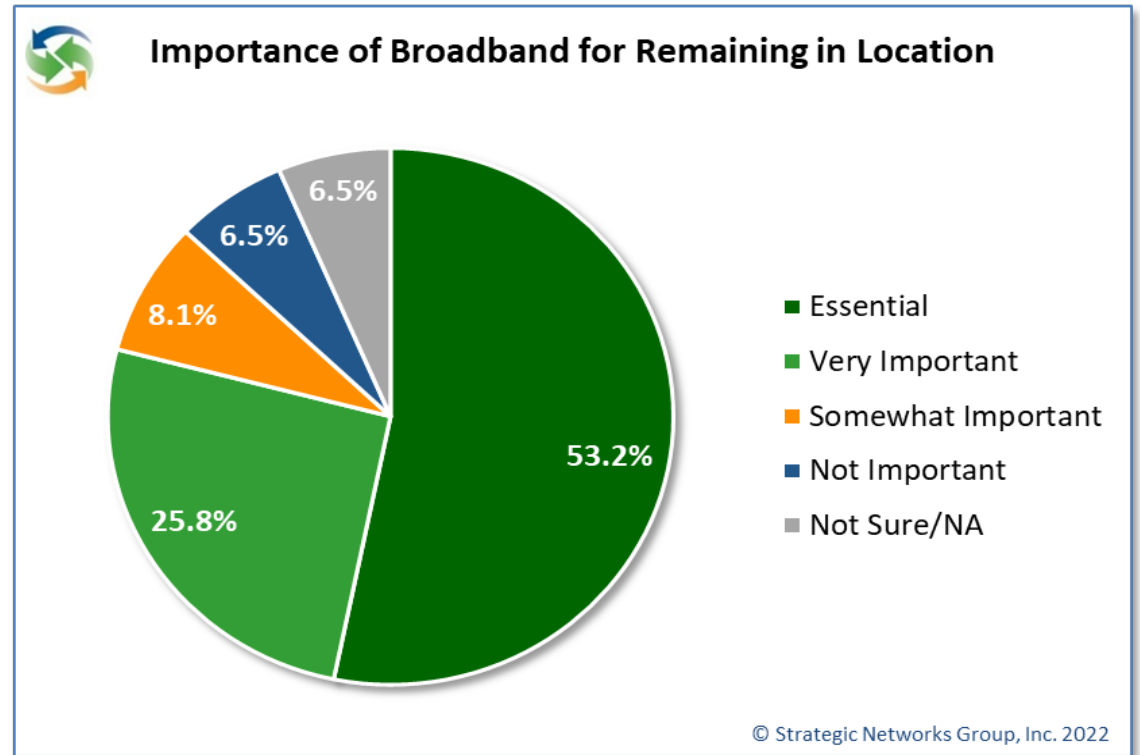
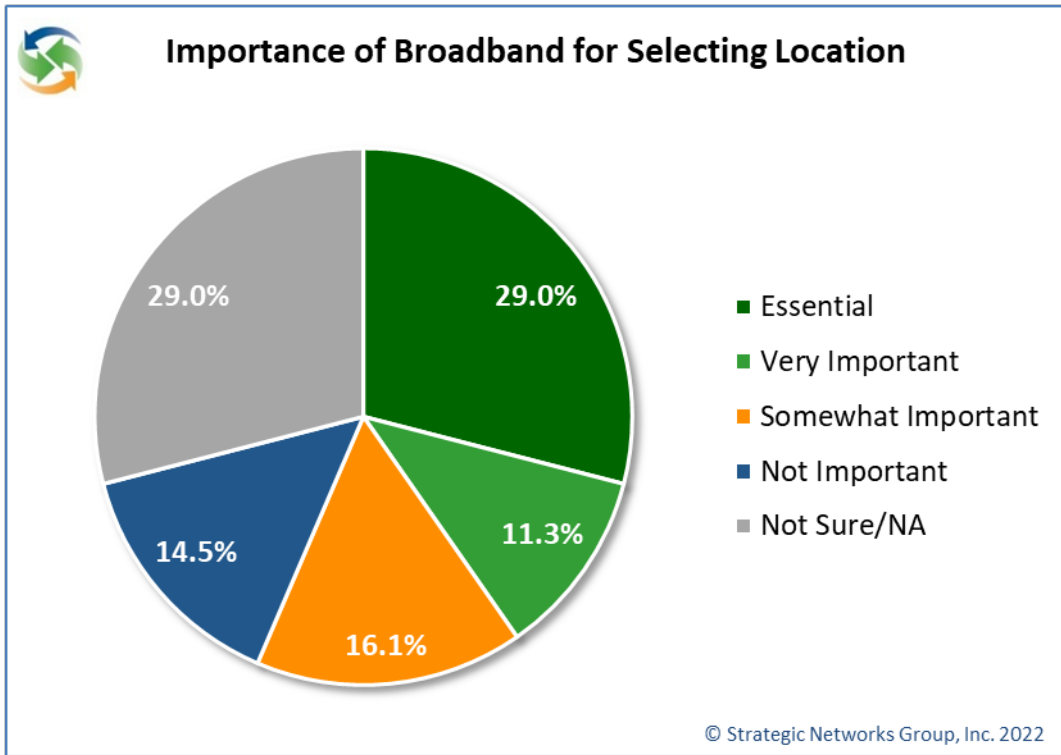
Business Results

Business Profile



- **54% of organizations have fewer than 5 employees**
 - 14% of organizations do not have employees (sole-proprietorship)
- **48% of respondents operate a home business**
 - 73% of those home businesses have employees

Importance of Broadband for Business Location

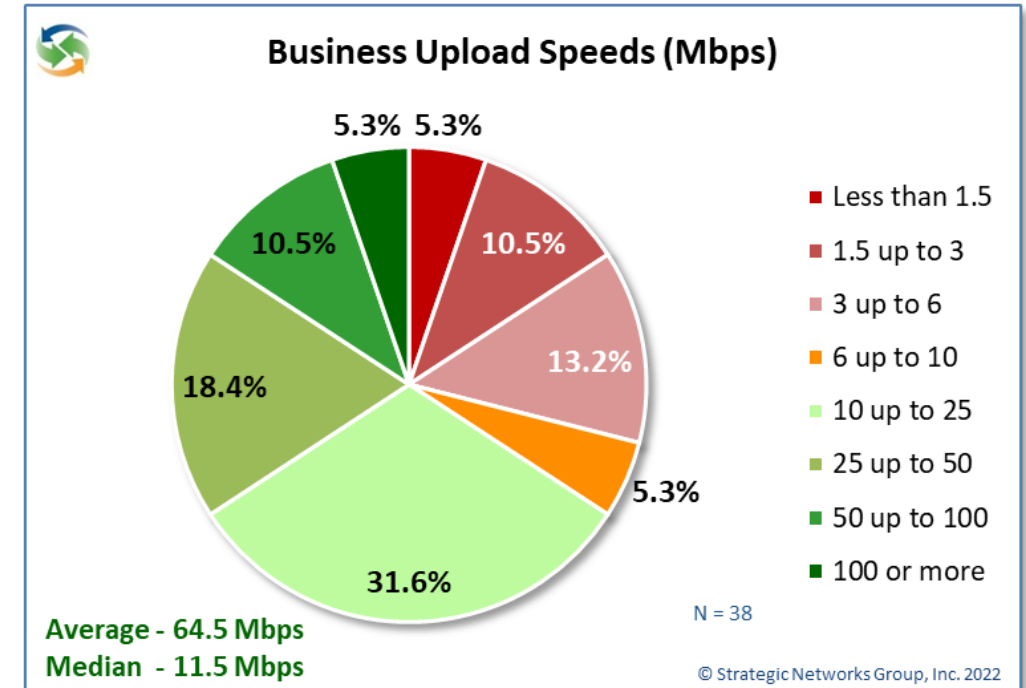
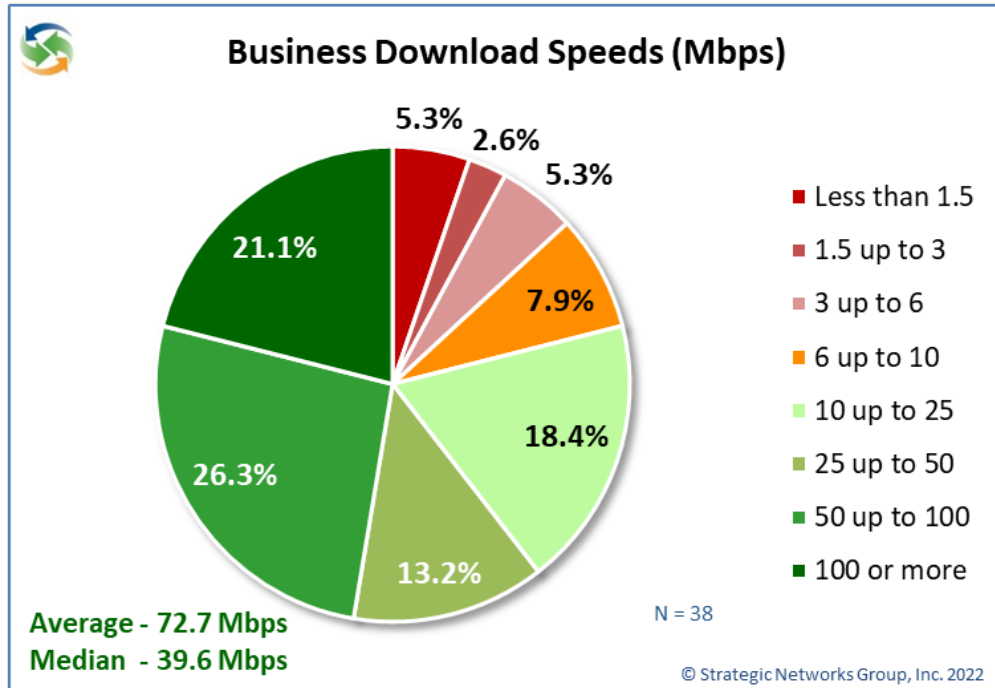


- Over one-third of businesses consider broadband a very important/essential factor in selecting business location

- More than *two-thirds* of businesses consider broadband very important/essential to remaining in their business location

Risk of business relocation out of Hermiston without better broadband

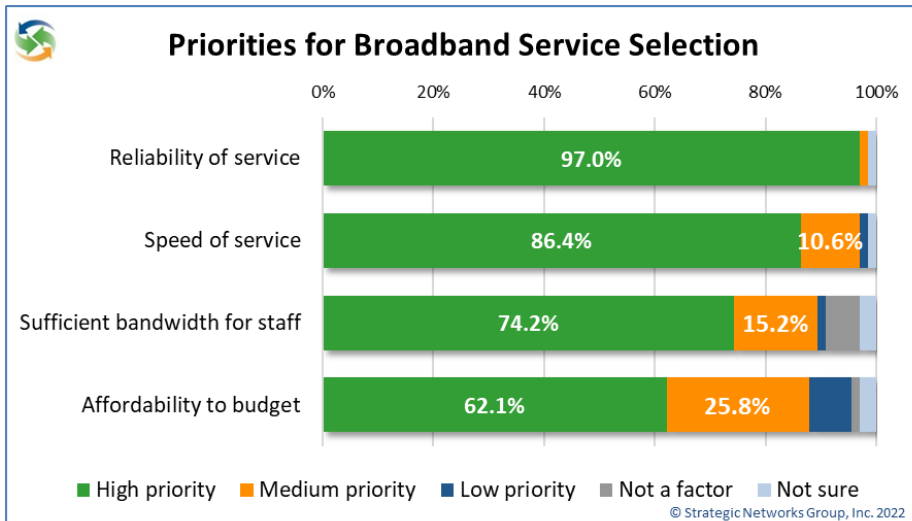
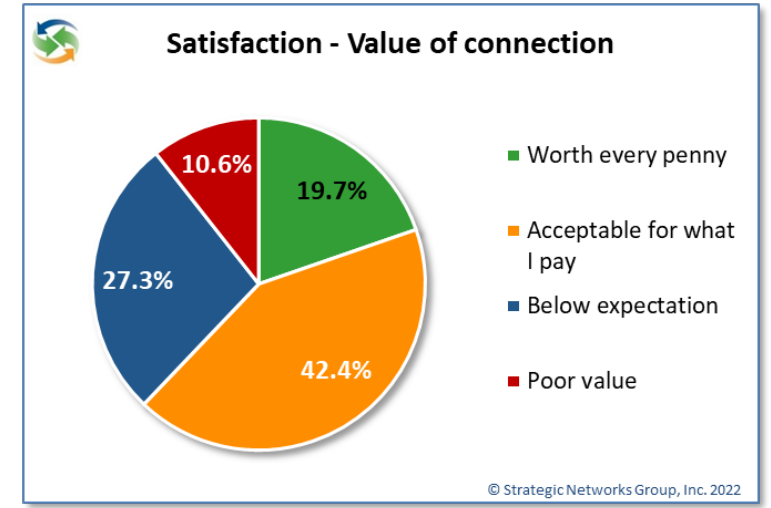
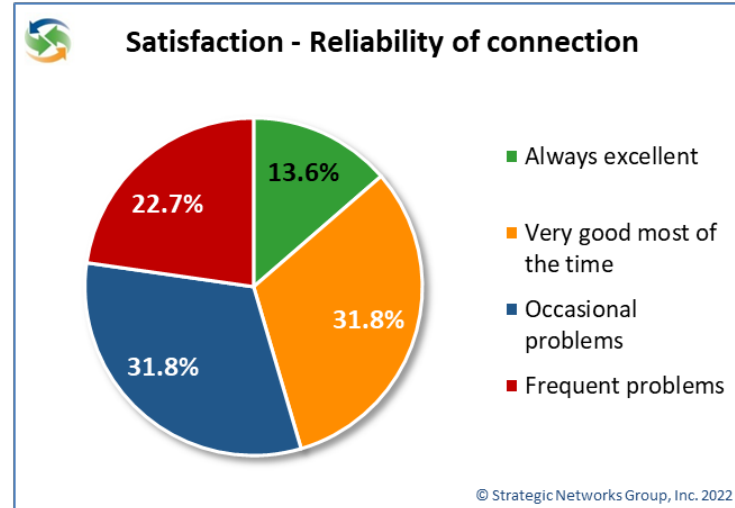
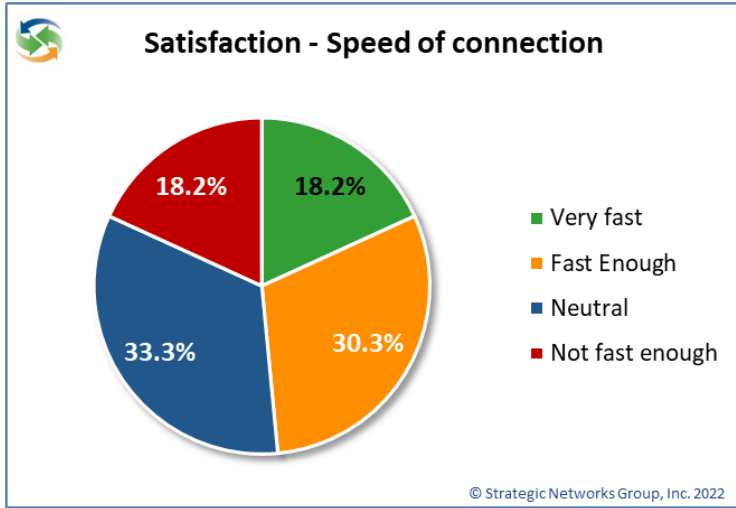
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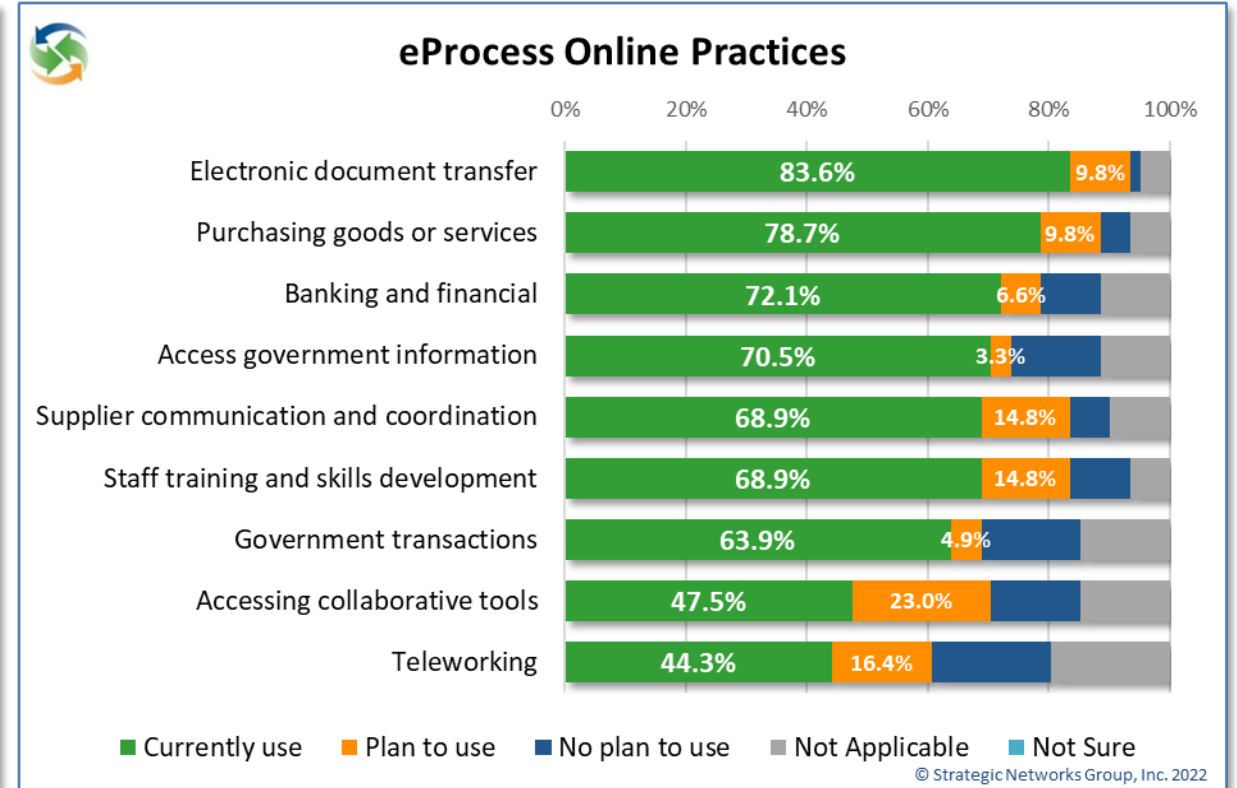
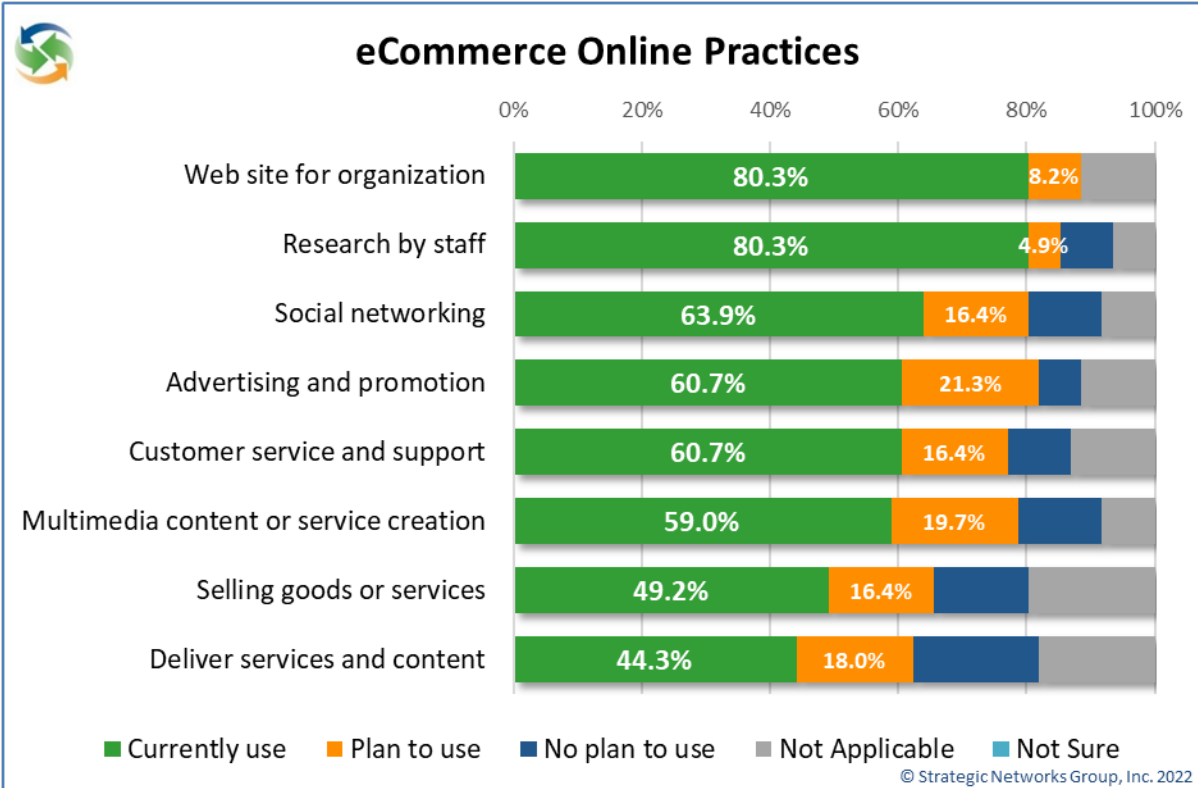
Business Satisfaction with Connectivity



- Reliability is the highest priority for service selection for most businesses
- 22% of businesses have frequent reliability problems with their connections
- 18% of businesses say their connection is not fast enough

Most businesses are less than satisfied with their connectivity

Online Business Practices

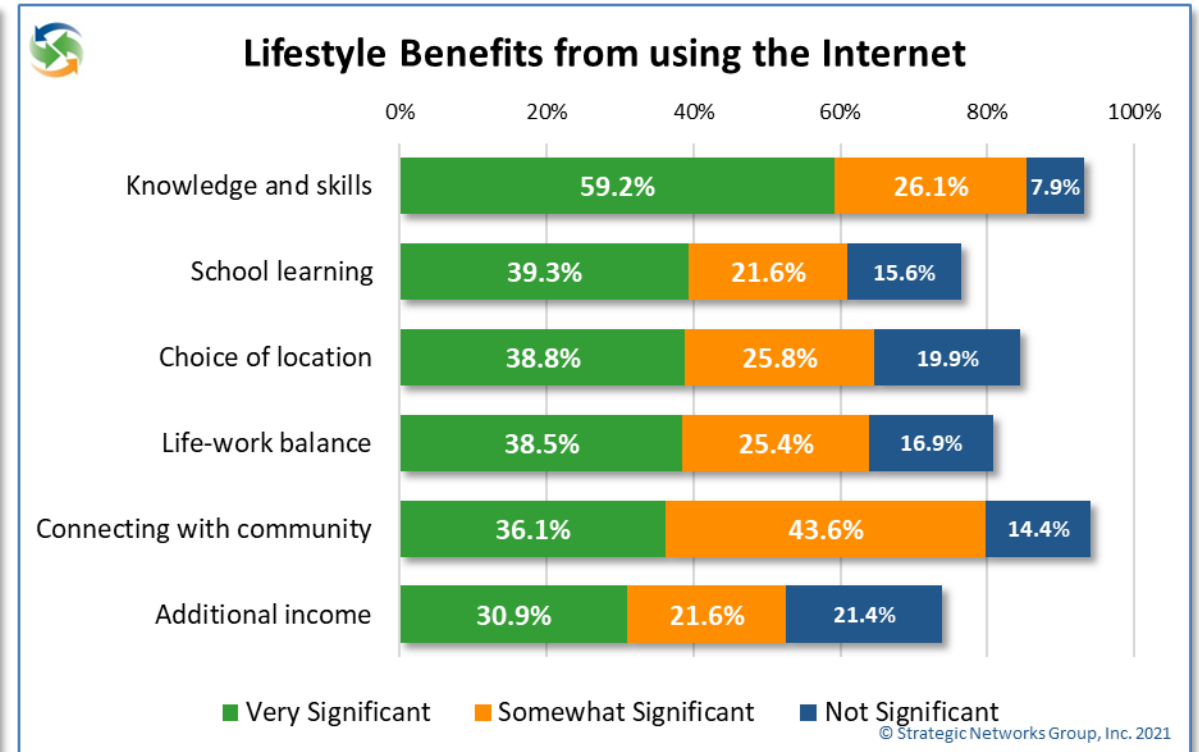
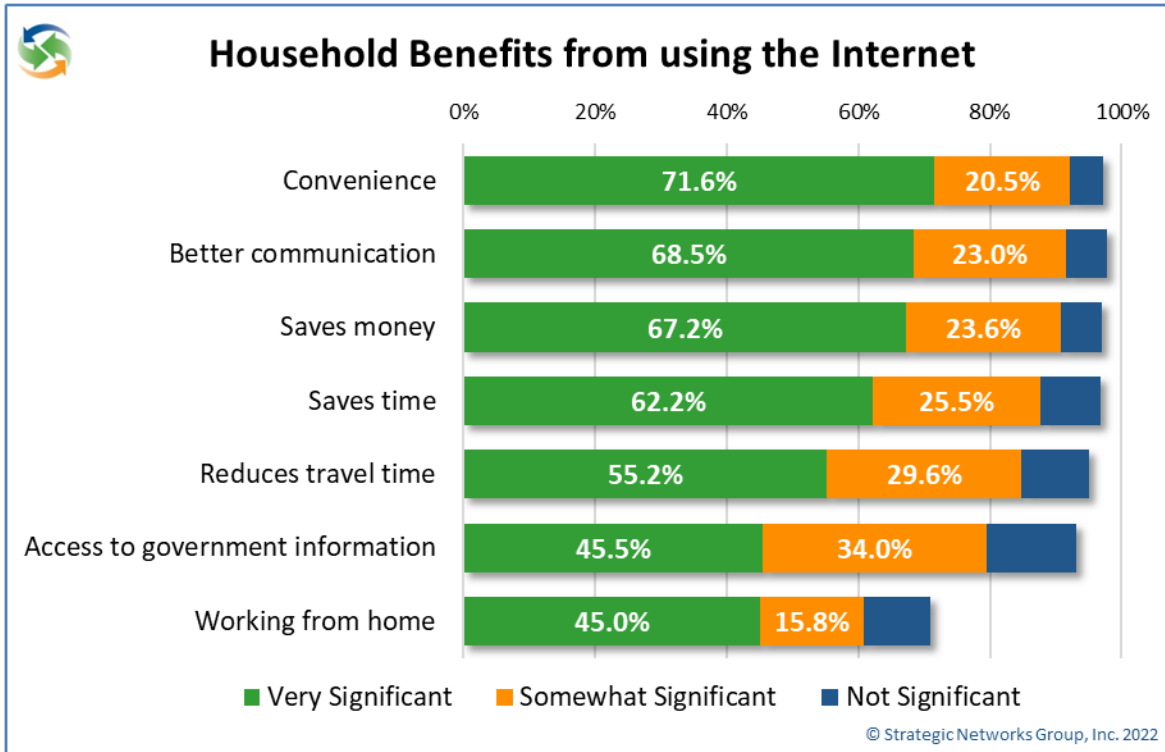


- **Over 20% of Hermiston businesses plan to use the internet for advertising and promotion**
- **80% of businesses report currently having a web site for their organization**

Hermiston Broadband Additional Findings

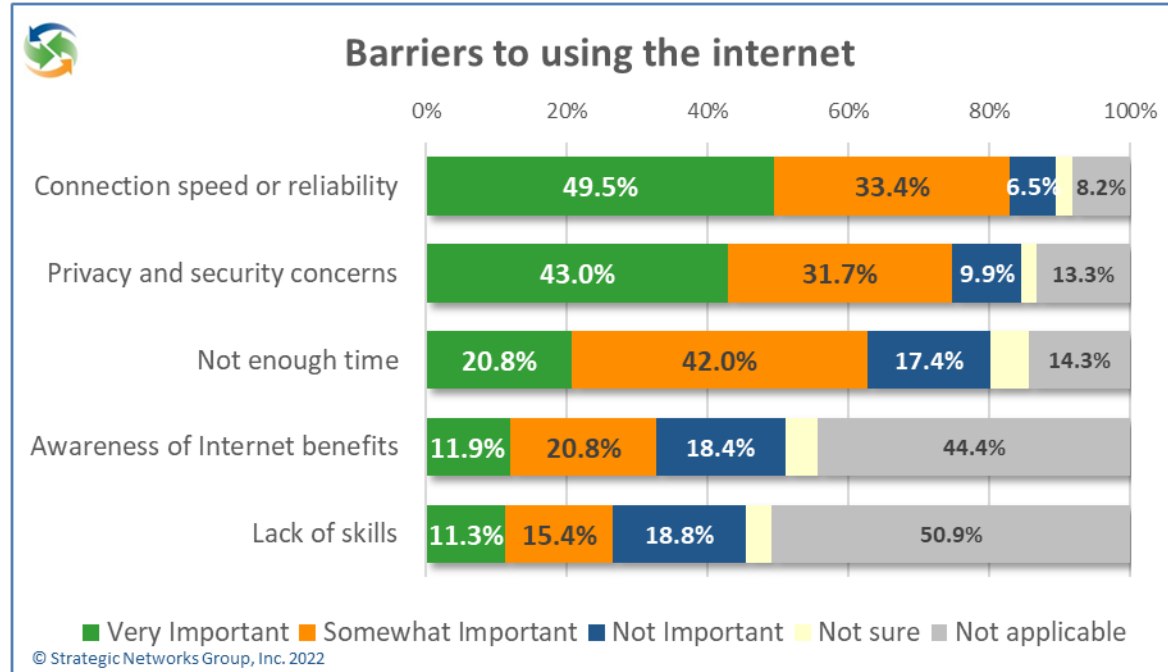
Household Results

Households Benefits from Online Usage



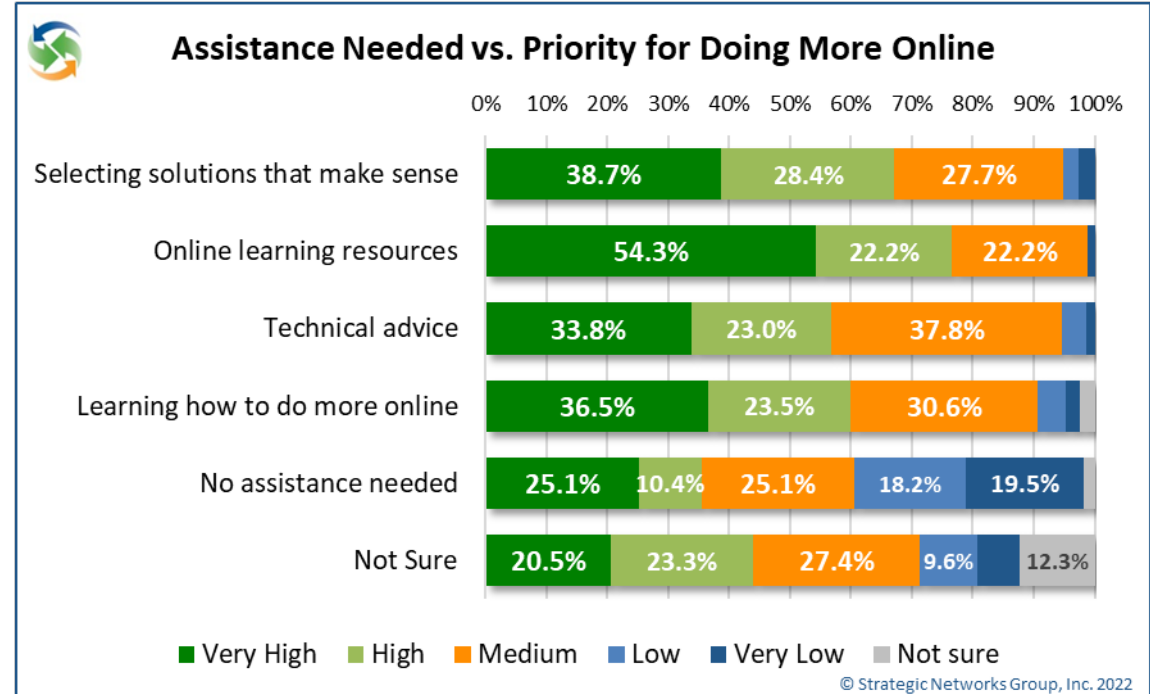
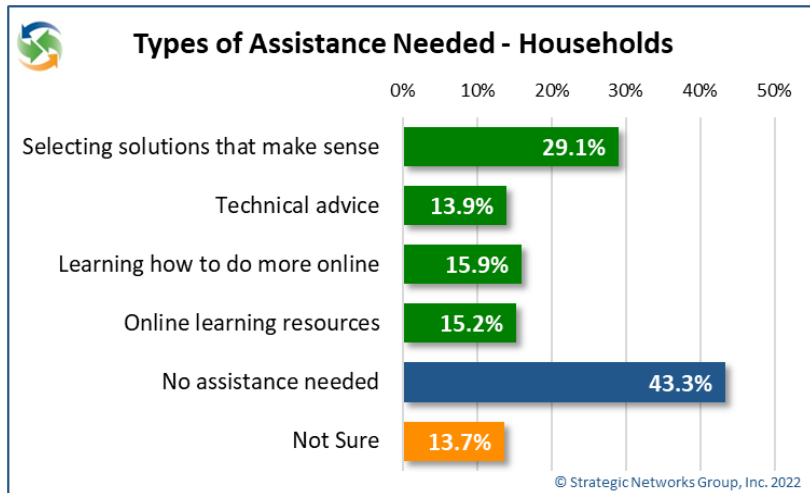
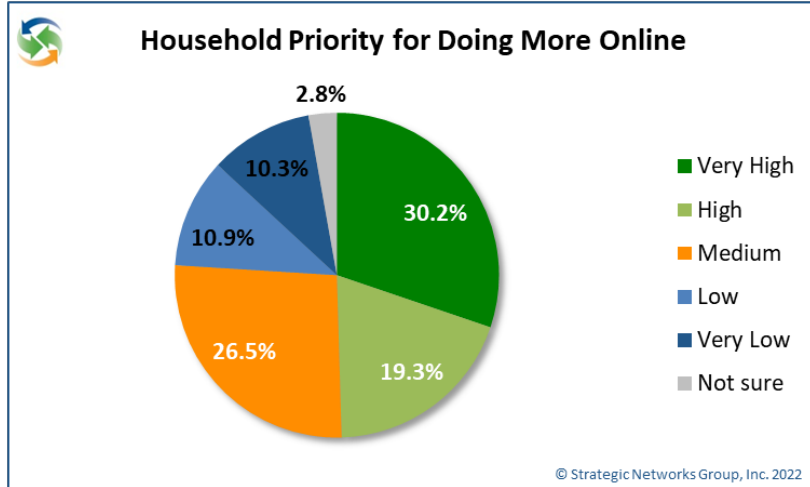
- Convenience, Communication, and Cost Savings were the main benefits reported from Households
- Many respondents credit online utilization to increasing their knowledge and skills

Barriers to Households Internet Usage

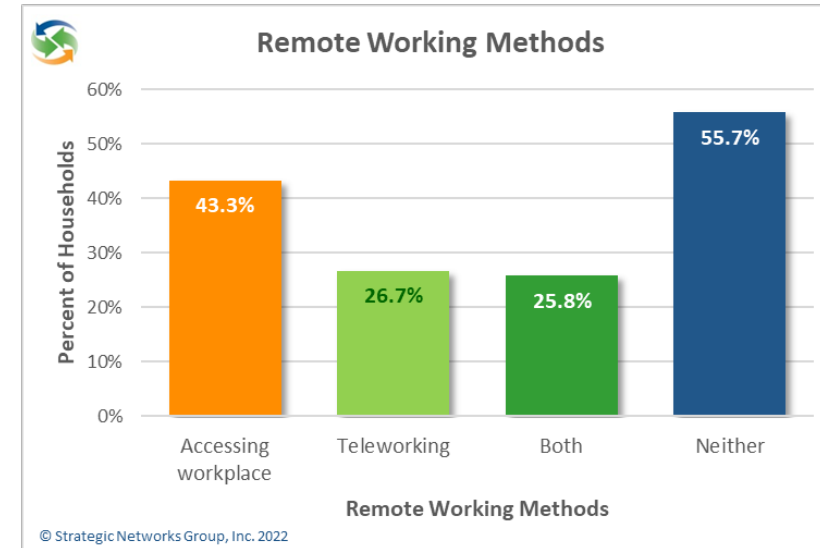
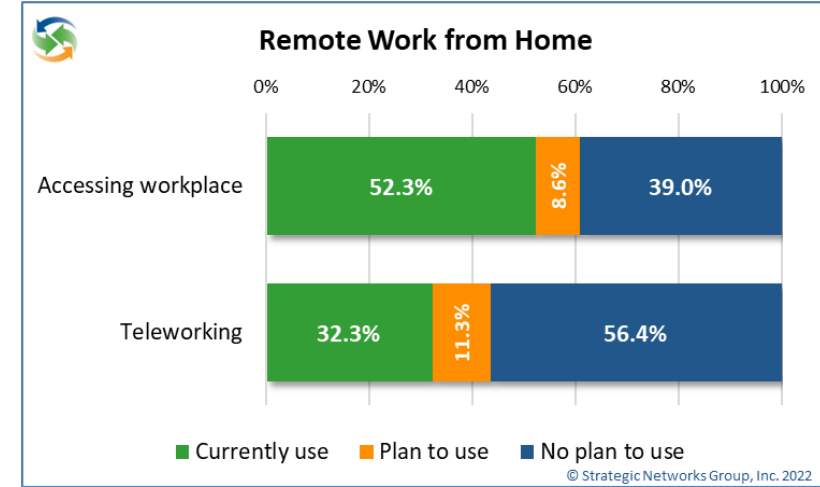
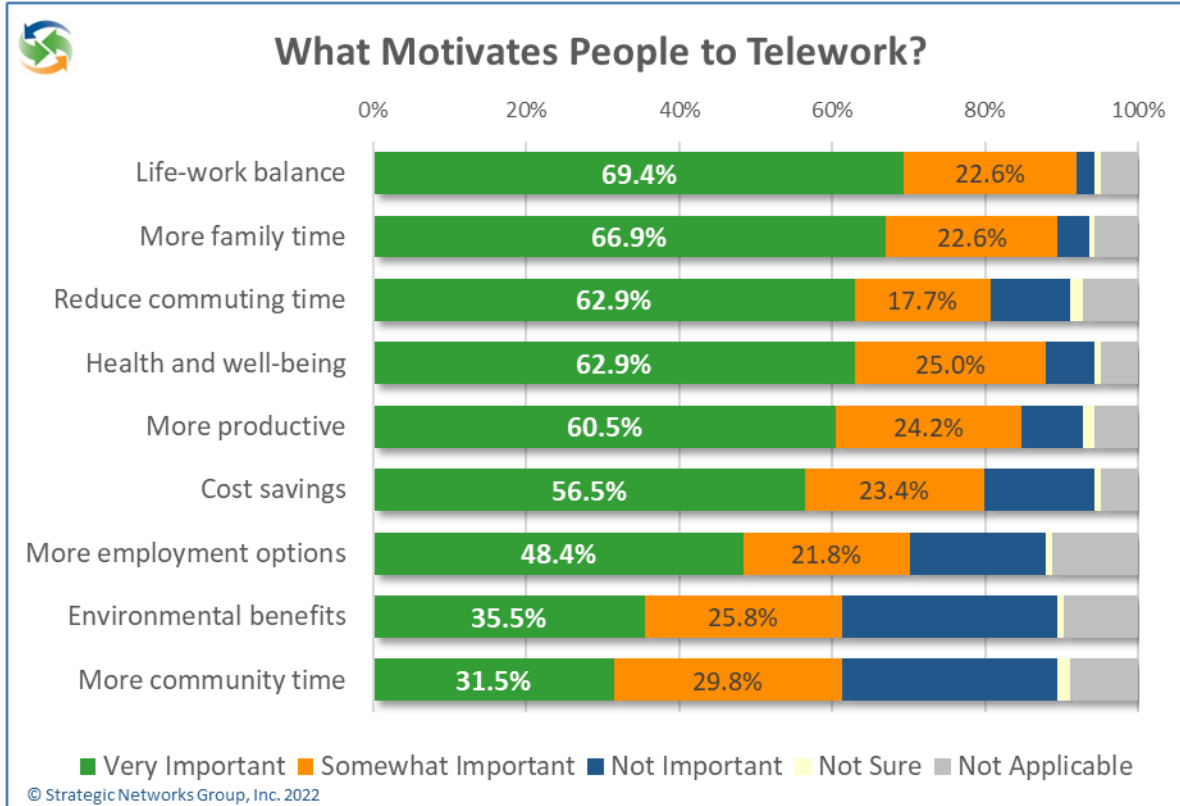


Connection Speed or Reliability is the most inhibiting factor to increasing online adoption

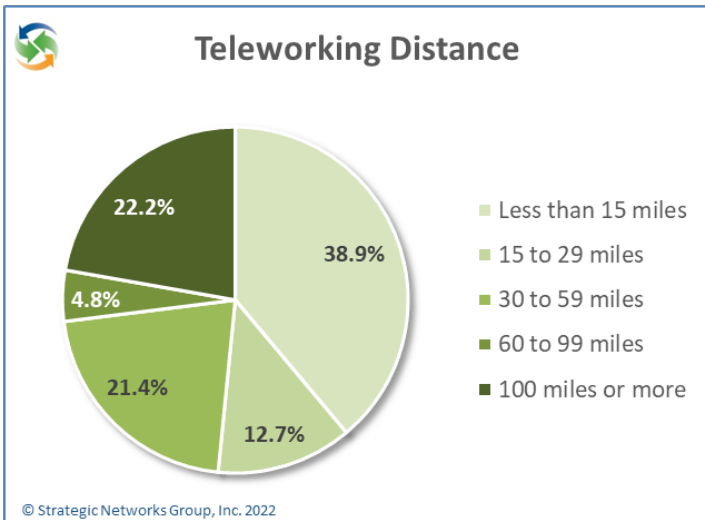
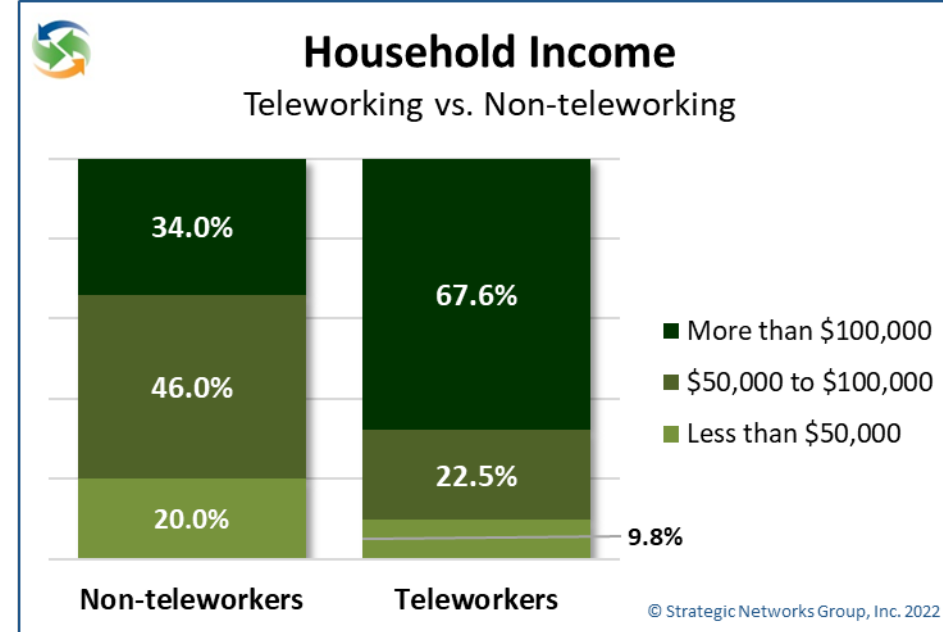
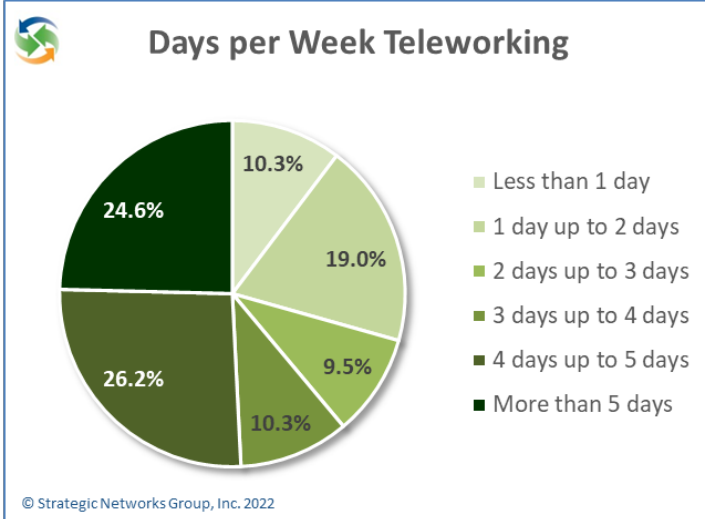
Getting Households Online



- **Of those interested in doing more online- Online Learning Resources is the most viable way to increase adoption**
- **Respondents need help selecting online solutions that make sense**

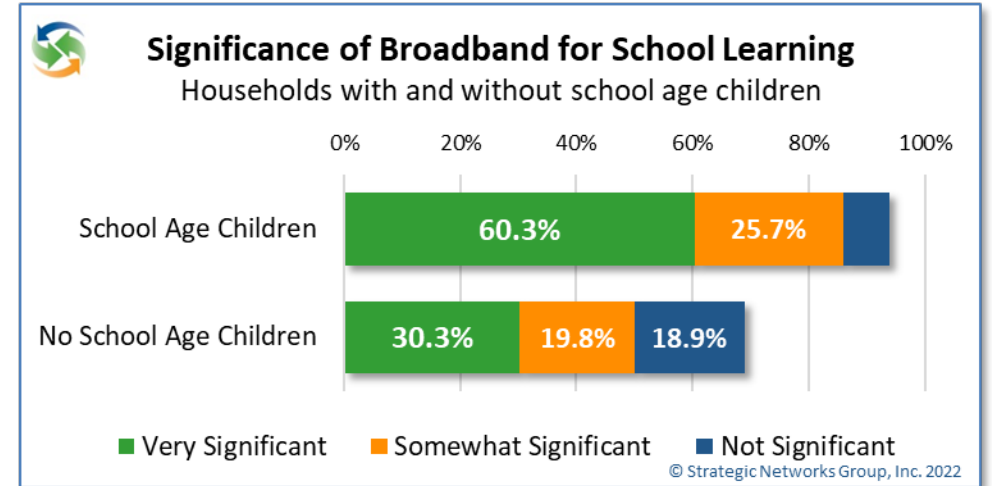
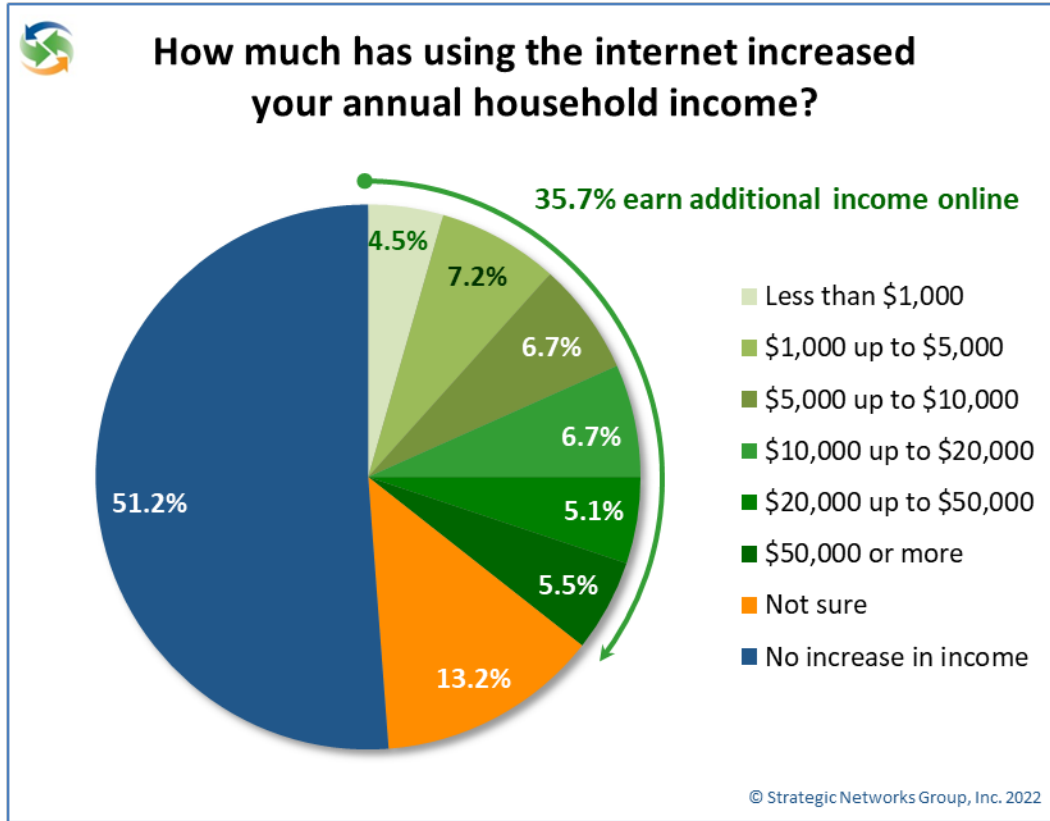


- **126 total respondents reported using the internet for Teleworking (15%)**
- **Lifestyle Benefits and More Family time are largest motivations**



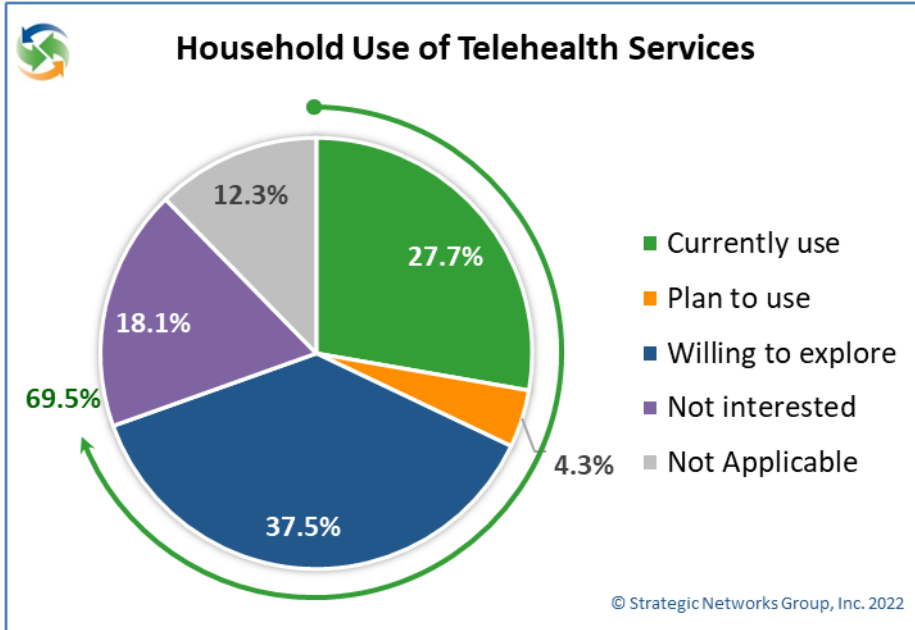
- About one fourth of Teleworkers do so for 5 days a week
- Teleworkers are averaging significantly higher incomes

Households Income and Education

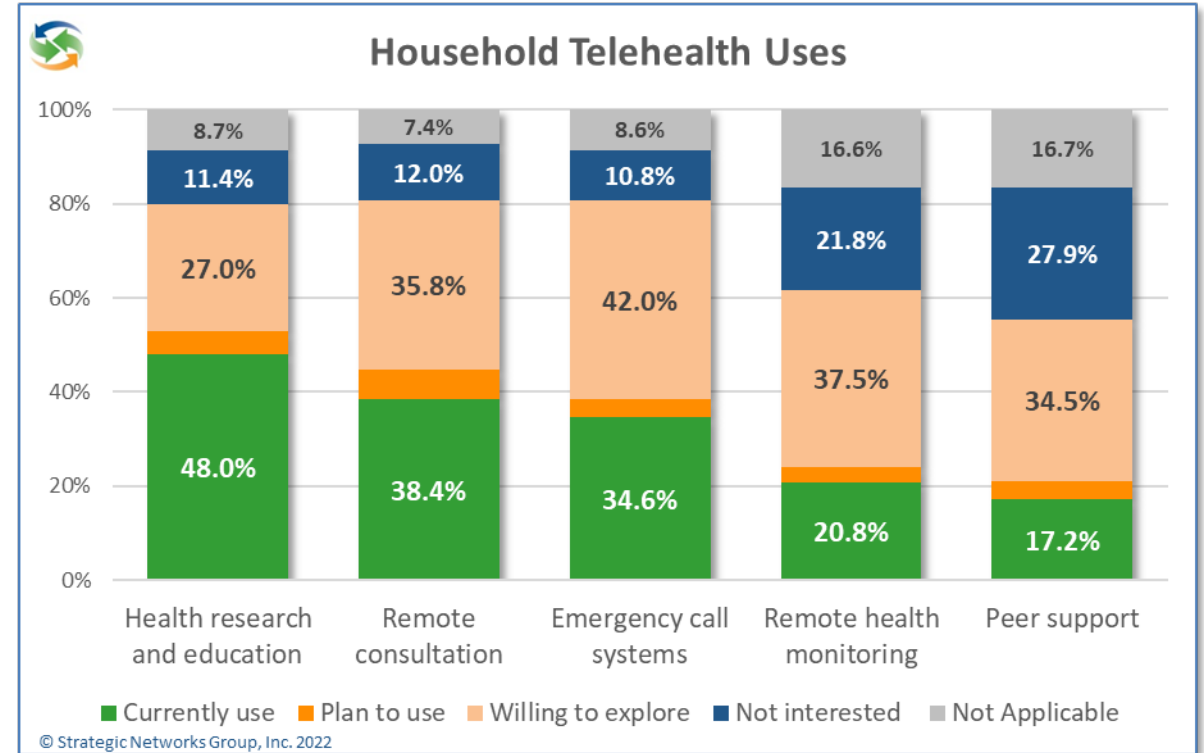


- **35.7% of respondents are earning additional income online**
- **Families with school age children (179) consider broadband highly significant for learning**

Telehealth Utilization



- A majority of respondents are willing to explore Telehealth services
- There is most interest in Emergency Call Systems



Thank You

Questions