



STAFF REPORT

Meeting Type: SandyNet Advisory Board Meeting
Meeting Date: 9/19/2024
From: Gregory Brewster, IT Director
Subject: SandyNet Mission Statement Endorsement

BACKGROUND / CONTEXT:

In early 2024, SandyNet entered into a contract with RISI to complete the SandyNet Master Plan. RISI conducted interviews with Sandy City Council to get a feel of priorities, vision, goals, and other relevant information. In late June, RISI came back with the concept of establishing a mission for SandyNet, which would better help them develop the plan. RISI recommended that the mission statement be separate from the master plan and be approved by Council prior the master plan draft.

RISI Compiled three draft mission statement, which were brought before the SandyNet Advisory Board on July 17, 2024. The consensus among the Board members was to have Staff adjust the mission statement and consider removing the work ubiquitous and consider planned organizational growth, values to employees, a focus on community and declaration of integrity.

KEY CONSIDERATIONS:

The following words were identified by staff to be considered in the mission, vision and values: Economic Activity/Development; Community; Sustainability; Digital Equity; Access; and Industry Leader.

The following sections provide supporting information for the overall mission.

Economic.

- 1) Council approved SandyNet business rates to be the same as residential rates when business fiber was deployed in 2016/2017, and that practice is still in effect today. This practice was implemented to help support local and small businesses.
- 2) In 2016, SandyNet was granted urban renewal funds to build out fiber to businesses inside the urban renewal area. This was the first push into the business areas of Sandy after the original fiber-to-the-home project wrapped up in 2015.
- 3) Current Council Policies include, "The City of Sandy will create an environment for businesses to grow and flourish, recognizing the [private] market is the most efficient mechanism for determining which businesses will expand or locate in Sandy. Provision of excellent city

services—SandyNet and other utilities, streets and roads, transit, police, etc.—is a key factor in creating the foundation for business growth.”

- 4) Under the 2009 SandyNet Master Plan, “... the mere presence of the SandyNet ISP has been a powerful marketing tool in the city’s economic development efforts. Prospective businesses recognize the importance of broadband service, and the existence of a municipal ISP indicates that the city is innovative and supportive of business.”
- 5) Under the economic development website, “Unlike most other cities, the City of Sandy views internet connectivity as a utility, not unlike electricity or water. The City of Sandy created its own internet service provider (SandyNet) many years ago due to the lack of internet services made available by the private market. SandyNet has grown to the point that we can now provide gigabit optical fiber internet connections and VOIP telephone service to any business or residence within city limits.”¹
- 6) Under the 2023 Economic Development Strategic Plan; Strategy 2.2: Invest in broader awareness and utility of SandyNet and other resources and amenities that support and attract home-based workforce.

Sustainability.

- 1) Under the 2021-2023 City Council Goals; Section 1.F: “Continue to grow SandyNet to make it self-sufficient for the long-term.”
- 2) Under the 2023-2025 City Council Goals; Section: Good Governance and City Operations, “Maintain financial sustainability of city programs, events, and services through adequate cost recovery policies and practices.”

Community.

- 1) On January 29, 2015, Mayor Bill King signed a letter of support from Next Century Cities regarding the importance of broadband to the community. “It is increasingly clear that ultra-fast, next-generation Internet networks are the key to building and sustaining thriving communities, as essential as good healthcare, great schools, and reliable public safety. Indeed, in the coming decades, the Internet will increasingly become a platform for delivering these and other core services to our citizens, in addition to providing an onramp to the jobs and opportunities of tomorrow. Providing high-quality Internet is inarguably essential to safeguarding the public interest in the years and decades to come.”
- 2) From the 2009 Master Plan, “Sandy’s path ... was first motivated by a need to bring broadband service to local businesses and residents, who at the beginning of the decade had no other access to broadband service.”

SUSTAINABILITY FRAMEWORK.

While no specific framework has been selected to identify and measure the sustainability aspect of the mission, vision or values, an adequate framework should be implemented to ensure that all relevant aspects of sustainability are tracked and maintained.

A framework will help made proper and relevant decisions beyond the mission statement itself. For example, equity may be a section that warrants consideration, but is not explicitly defined by the mission and vision statement.

MISSION STATEMENT.

¹ <https://www.ci.sandy.or.us/economic-development/page/advantages-opening-your-business-sandy>

It is the mission of SandyNet to strengthen the economy, improve quality of life, and remove barriers to high speed and reliable broadband access by promoting sustainable practices that focus on understanding and meeting the needs of the community.

VISION STATEMENT.

SandyNet aspires to be a leader among publicly owned broadband utilities by providing unmatched broadband service and support to the Sandy community. We aim to be a trusted partner to those we service and to assist in facilitating economic activity and development. We strive to improve the quality of life and root ourselves in the community for years to come.

VALUES STATEMENT.

To fulfill its mission, SandyNet must listen and understand the changes and challenges of the community. SandyNet is dedicated to supporting and advancing the goals and needs of the community and City Council. To achieve this, SandyNet must build trust and accountability, and communicate to the public in a clear and timely manner.