City of Stevenson
Planning Department

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TO: **Stevenson City Council**
FROM: **Kimberly Pearson, Broadband Project Coordinator**
DATE: **September 20th, 2018**
SUBJECT: **Broadband Strategic Planning – Work Plan Update**

Introduction

On February 8th, 2018, the Stevenson City Council selected broadband planning as its third highest priority for 2018 and 2019. Broadband internet is defined by the Federal Communications Commission as internet with speeds of at least 25 Megabits per second (Mbps) downloading and 3 Mbps uploading. The City hired a Broadband Project Coordinator to initiate efforts to develop a Broadband Strategic Plan (Plan) to improve broadband access and utilization by Stevenson residents, businesses, and institutions.

Work Plan

After consulting with staff, the Mayor, and various organizations, including BroadbandUSA and the Mid-Columbia Economic Development District, staff plans the following approach to broadband planning.

Task 1 – Develop a Vision, Goals, and Criteria for Success *(Completed)*

After researching potential models and plans to initiate community-led broadband efforts, staff and the Mayor of Stevenson decided to create a City of Stevenson Broadband Action Team (BAT), a 14-person advisory council. On September 4th, 2018, BAT members participated in a kick-off meeting to develop a vision, goals, strategies, and criteria to evaluate potential strategies. Participants included:

Pat Albaugh, *Port of Skamania*

Scott Anderson, *City of Stevenson*

Jeff Breckel, *Citizen*

Kari Fagerness, *Skamania Economic Development Council*

Bob Hamlin, *Skamania County Commissioner*

Eric Hansen, *Public Works*

Matthew Knudsen, *Planning Commission*

Leslie Naramore, *Washington Gorge Action Programs*

Casey Roeder, *Skamania County Chamber of Commerce*

Melanie Sharp, *Skamania County Public Utility District #1*

Task 2 – Assess Resources, Gaps, and Needs *(Underway)*

To perform gap analyses that identify unserved and underserved areas of the community, staff plans to map broadband resources, deploy surveys, and assess municipal procedures that impact broadband.

- Map Broadband Resources: Staff met with ISPs to better understand local broadband infrastructure and will partner with Skamania County GIS Services to create a broadband map.
- Business Internet Survey & Gap Analysis: Deployed on August 1st and closed on September 1st, the survey yielded 40 responses regarding internet type, quality and ability to meet business needs. See the attachment for visualizations of the survey results. Further gap analysis planned.

- Community Internet Survey & Gap Analysis: Yet to be deployed, the survey will seek feedback on internet access, quality, and ability to meet residents' needs, as well as residents' demand for improved internet service. Demographic data may also help determine the extent to which different groups of constituents lack internet access or experience poor service quality.
- Assess Municipal Procedures: Review procedures, policies, rules or ordinances that impact broadband deployment. Identify potential beneficial changes to procedures to include in Plan.

Task 3 – Develop Broadband Strategic Plan *(Underway)*
Staff will synthesize information from both the BAT meeting, survey(s), broadband map, and procedure assessment to develop potential strategies to achieve the vision and goals established by BAT.

Task 4 – Engage Community & Partners *(Underway)*
Staff and the community will meet with the incumbent Internet Service Providers (ISPs) to discuss the current state of internet service in Stevenson, meeting a requirement to apply for state funding.

Task 5 – Review Strategies to Develop Broadband Network
Staff and community will review potential broadband strategies against chosen criteria for success. Staff will provide potential network designs, cost estimates, business models, and operating models.

Task 6 – Select Organizational/Business Framework
Staff will determine, in conjunction with potential partners, the best organizational/business framework to initiate and operate the selected broadband strategy. The chosen framework will define financing needs.

Task 7 – Seek Funding Options
The Stevenson broadband project may qualify for various funding opportunities, including Washington's CERB Rural Broadband Program, which provides up to $1,000,000 in loans and grants for broadband infrastructure projects in rural communities. The City may apply for funding in either January or March of 2019. Staff may pursue this and other funding options dependent on the strategies identified in the Plan.

Timeline
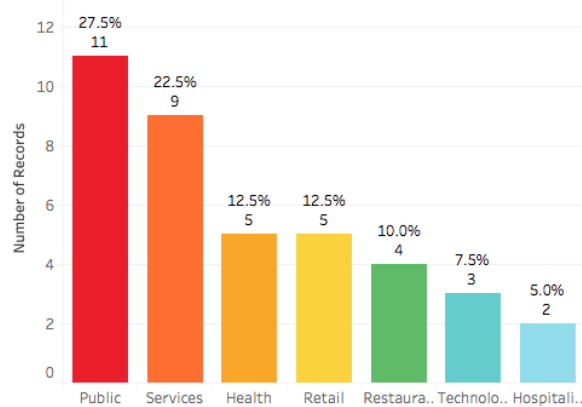Below is a potential timeline to achieve the aforementioned tasks. These tasks are iterative and overlap.

	August	September	October	November	December	January	February	March
Task 1 – Vision	▓	▓						
Task 2 – Assess	▓	▓	▓					
Task 3 – Plan		▓	▓	▓				
Task 4 – Engage			▓	▓	▓			
Task 5 – Select				▓	▓	▓		
Task 6 – Framework						▓	▓	
Task 7 – Funding							▓	▓

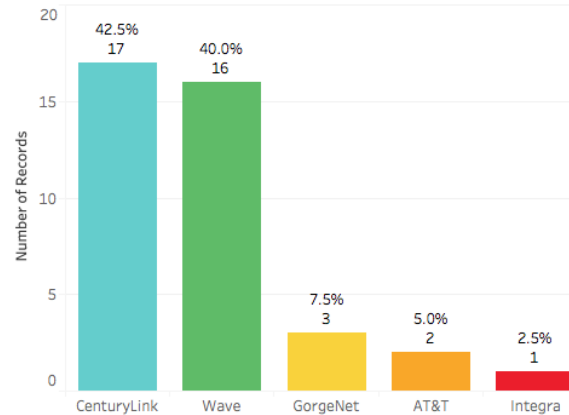# Attachment: Business and Organization Internet Access Survey Results

The Business and Organization Internet Access Survey received responses from 40 of around 160 businesses and organizations in Stevenson. Below please find data visualizations detailing the responses. We first asked respondents about the industry they pertain to and their Internet Service Provider, type of internet connection, speed subscribed, and internet cost. Then, the survey asked respondents to take an internet speed test at the website speedof.me. The median speeds and ranges of speeds are reported below. Note that the speeds of Skamania Lodge were not represented in the ranges because they were outliers, but they are respectively 500 Mbps speed downloading and 500 Mbps speed uploading.

In terms of internet quality, we asked respondents whether they require more bandwidth (higher internet speeds) and 50% responded that they need more bandwidth. However, 47.5% of respondents said that their use of bandwidth-intensive applications would stay the same if they had more bandwidth. When asked about the frequency with which their internet service makes it difficult to do business, 90% stated they face difficulties at some point. Lastly, 37.5% of respondents stated that improved broadband would help their business grow. For additional visualizations, visit the link on the following page.
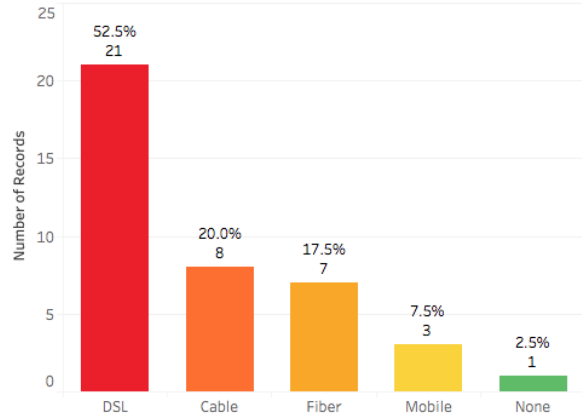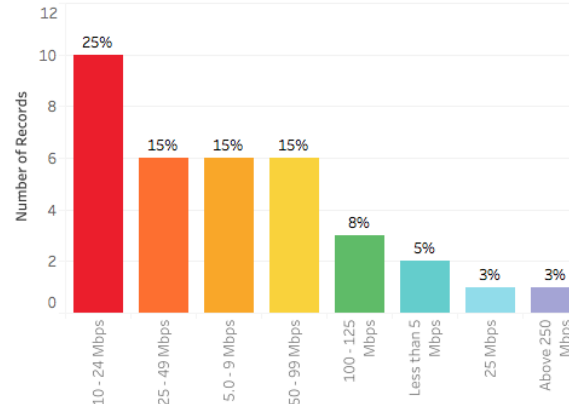
Respondents by Industry

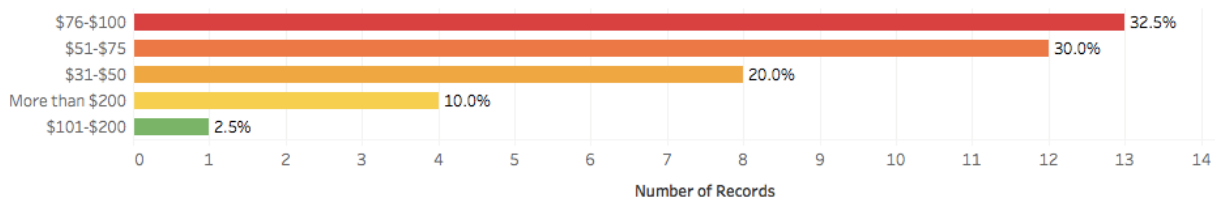| Industry	Number of Records
Public	27.5% — 11
Services	22.5% — 9
Health	12.5% — 5
Retail	12.5% — 5
Restaura..	10.0% — 4
Technolo..	7.5% — 3
Hospitali..	5.0% — 2

Internet Service Providers

Provider	Number of Records
CenturyLink	42.5% — 17
Wave	40.0% — 16
GorgeNet	7.5% — 3
AT&T	5.0% — 2
Integra	2.5% — 1

Type of Internet Connection

Type	Number of Records
DSL	52.5% — 21
Cable	20.0% — 8
Fiber	17.5% — 7
Mobile	7.5% — 3
None	2.5% — 1

Speeds Subscribed

Speed	Number of Records
10 - 24 Mbps	25%
25 - 49 Mbps	15%
5.0 - 9 Mbps	15%
50 - 99 Mbps	15%
100 - 125 Mbps	8%
Less than 5 Mbps	5%
25 Mbps	3%
Above 250 Mbps	3%

Internet Service Cost

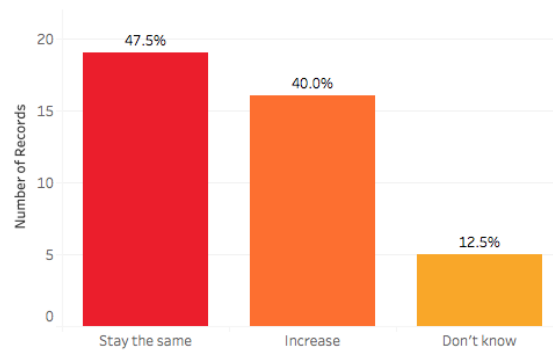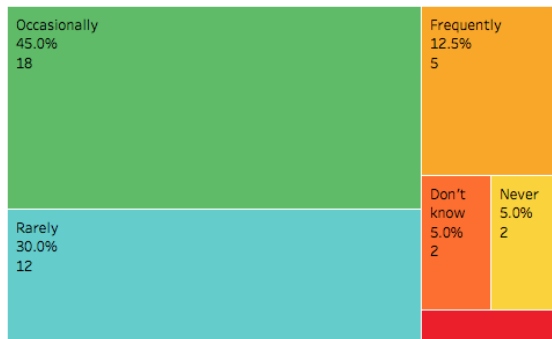| Cost	Number of Records
$76-$100	32.5%
$51-$75	30.0%
$31-$50	20.0%
More than $200	10.0%
$101-$200	2.5%

Compared to your current bandwidth, do you need more, less, or the same?

	More	The same	Don't Know
Percentage	50.00%	32.50%	15.00%
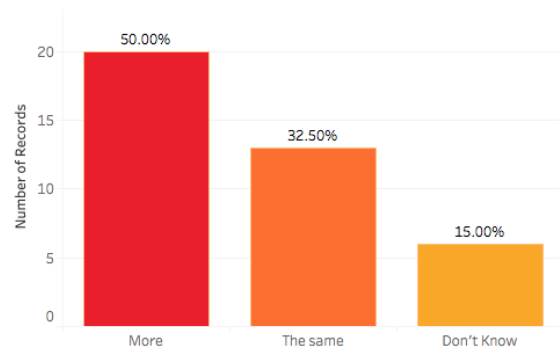
If you had more bandwidth, your use of bandwidth intensive applications would…

	Stay the same	Increase	Don't know
Percentage	47.5%	40.0%	12.5%

How often does your internet service make it difficult to do business?

- Occasionally 45.0% — 18
- Rarely 30.0% — 12
- Frequently 12.5% — 5
- Don't know 5.0% — 2
- Never 5.0% — 2

Would improved broadband access help your business grow?

- No 62.5%
- Yes 37.5%
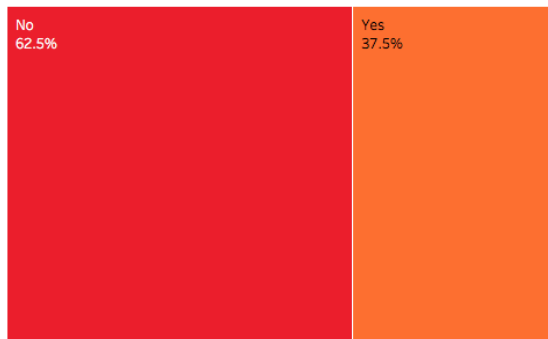
Median Download and Upload Speeds by ISP

	AT&T		CenturyLink		GorgeNet		Wave	
	Download	Upload	Download	Upload	Download	Upload	Download	Upload
Number of Mbps (Megabits...)	8.50	2.55	10.26	1.20	15.24	3.25	25.00	14.23
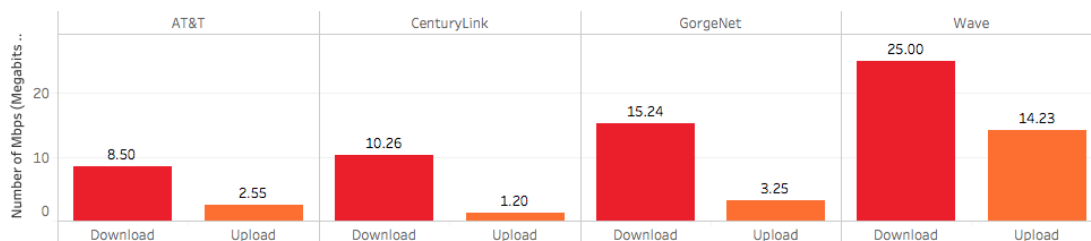
Ranges of Download Speeds

CenturyLink 8.32 ... Wave 96.00

(Download Speeds in Mbps)

Ranges of Upload Speeds

CenturyLink 1 ... Wave 100.5
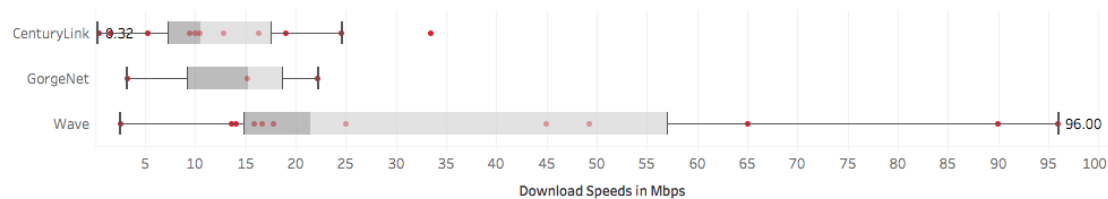
(Upload Speeds in Mbps)
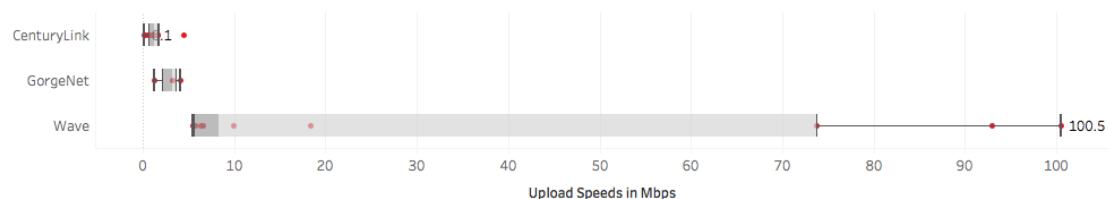
To view all of the visualizations, including those of speed and overall satisfaction, visit:
https://public.tableau.com/profile/kimberly.pearson#!/vizhome/StevensonBusinessSurvey/Story1