

# CITY OF GAINESVILLE

## Broadband Business Plan Strategy

January 27, 2021

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# MAGELLAN ADVISORS



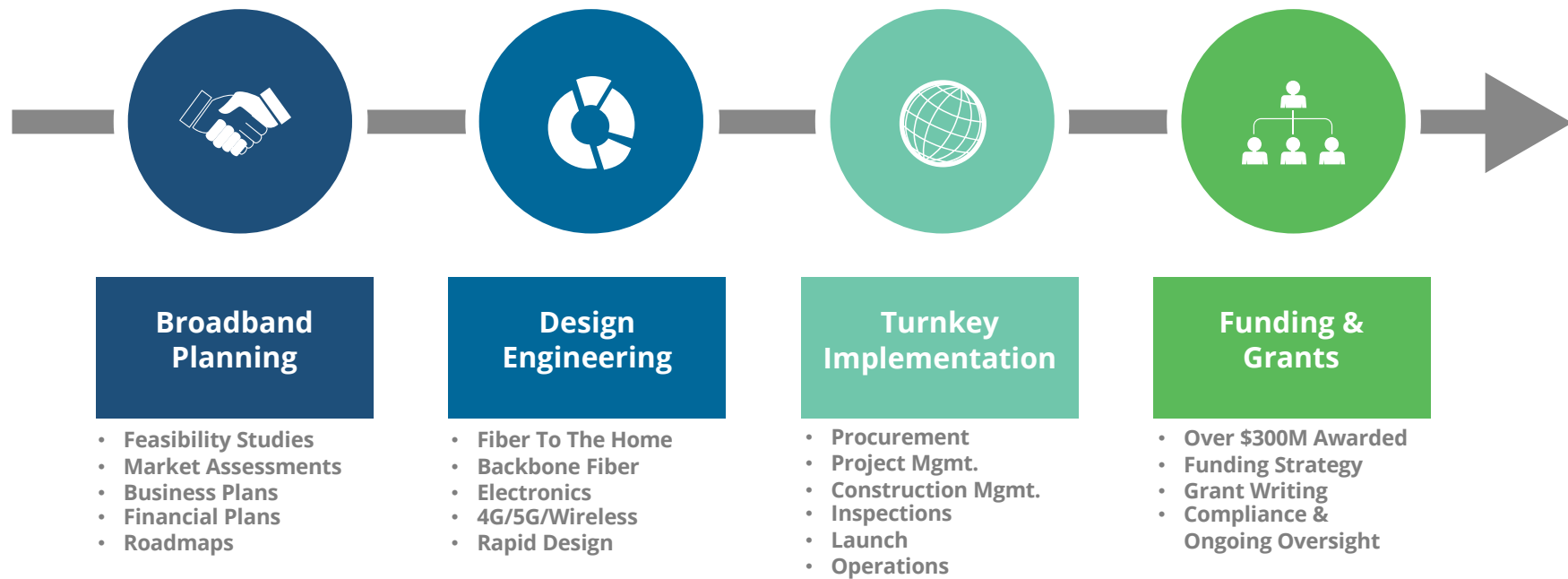
Muni & Utility Clients

Community Networks Built

Homes with Fiber Broadband

In New Broadband Investments

## Turnkey Broadband Solutions for Municipalities



## OUR DIFFERENTIATORS

- **More municipal fiber broadband plan projects in Florida than any other firm**
  - City of Lakeland Business Plan
  - City of Palm Coast Business Plan
  - City of Fort Lauderdale Business Plan
  - City of Clermont Fiber Plan
  - Town of Jupiter Broadband Plan
  - Town of Palm Beach Broadband Assessment
  - Town of Longboat Key Broadband Study
  - Escambia County Broadband Plan
  - Hendry County Broadband Assessment and Feasibility Study
- **Over 400 municipal fiber projects nationwide**
- **Deep experience in Digital Inclusion**
- **Turnkey partner for project lifecycle**



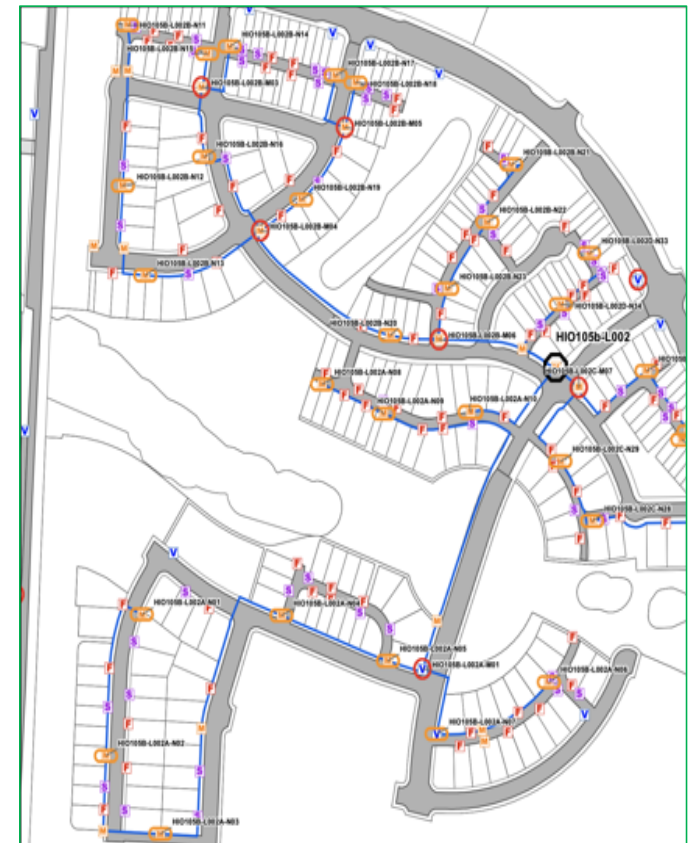


# OTHER KEY MUNICIPAL EXPERIENCE



## Municipal Fiber To The Premise Networks

City	FTTH Homes Designed
City of Mont Belvieu, TX	8,000 Homes
City of Rancho Cucamonga, CA	10,000 Homes
City of Lodi, CA	15,000 Homes
City of Lehi, UT	25,000 Homes
City of Boulder, CO	44,000 Homes
City of Loveland, CO	35,000 Homes
City of Golden, CO	15,000 Homes
City of Newport, TN	10,000 Homes
Johnson City Energy Authority, TN	65,000 Homes
City of Lenoir City, TN	35,000 Homes



# MAGELLAN ADVISORS



## Introductions to Team

### Core Team



**Courtney Violette**  
Project Lead



**Dr. Greg Laudeman**  
Project Manager



**Dr. Gillian Violette**  
Project Analyst

### Subject Matter Experts



**Dave Brevitz**  
Regulatory



**Jessica Zufolo**  
Rural Broadband/Grants



**Mark Lane**  
Technical

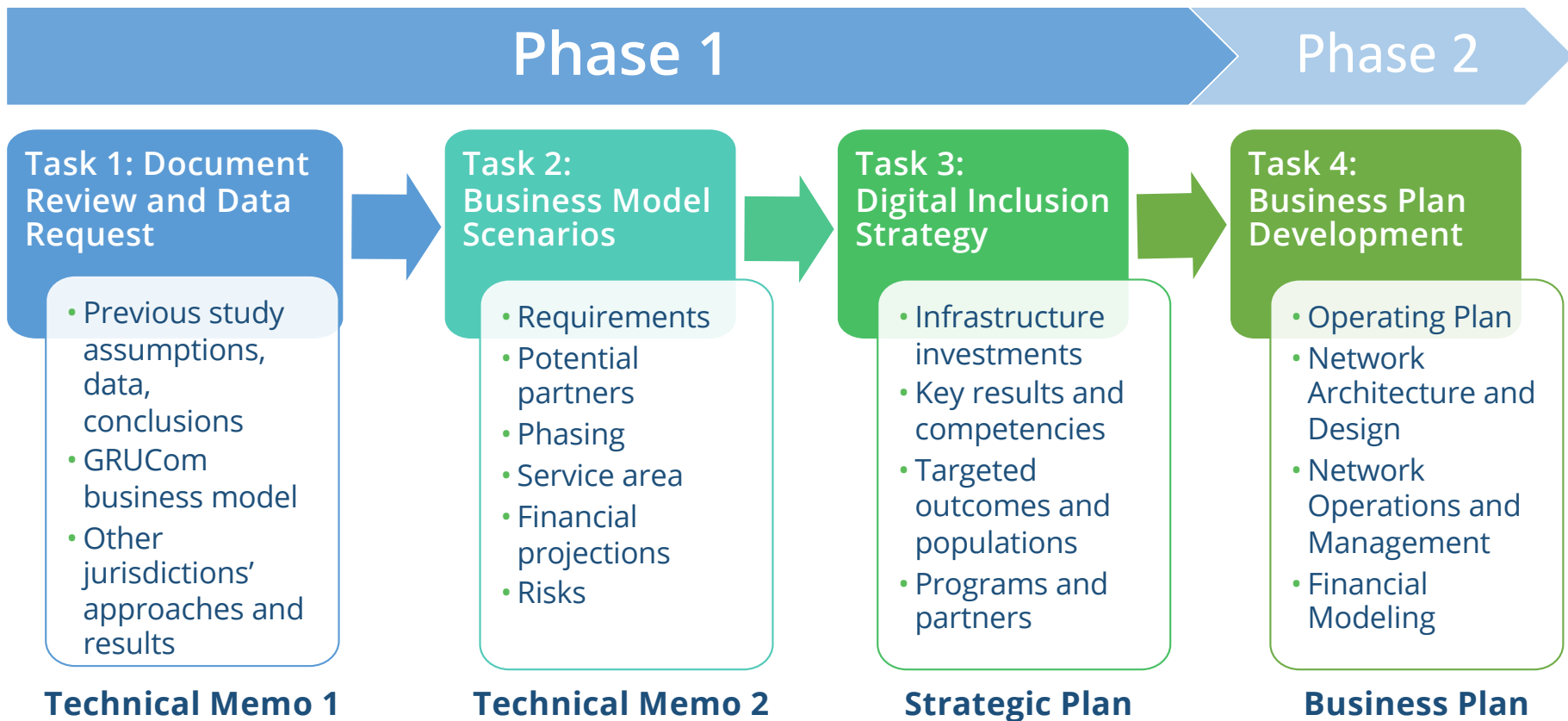


**Scott Moehnke**  
Financial



**Matthew Southwell**  
Design

# OUR APPROACH FOR GAINESVILLE



# STATEMENT OF WORK – PHASE 1

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## TASK 1 - DOCUMENT REVIEW

- Validate data and assumptions from the previous CCG study and update assertions with new, readily available data.
- Review the existing GRUCom business model and assets and provide observations and assumptions.
- Review of other market data, including infrastructure maps from the City, service providers, and other sources.
- Provide additional insights from other jurisdictions, particularly in Florida, that will inform our next steps.
- Other data collected through Client Data Request.

# STATEMENT OF WORK – PHASE 1

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## TASK 2 – BUSINESS MODEL SCENARIOS

- **Develop a minimum of three (3) high-level scenarios to support a Digital Inclusion Strategy for the City which could include:**
  - Retail services
  - Public-private partnerships
  - Public-public partnerships, including participation with the University
  - Open-access
  - Dark fiber leasing
  - Public subsidization
  - Delivery of services within the City, and outside the City
- **Workshop Scenarios with City Leadership**

# STATEMENT OF WORK – PHASE 1

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## TASK 3 – DIGITAL INCLUSION STRATEGY

### What does digital inclusion mean to Gainesville?

- Everyone can access and is able to use to digital tools for learning, wellness, and work.
- Engage City leadership and stakeholders to identify new opportunities and programs to build and implement a broad digital inclusion plan across the city.
- Survey the local population to determines issues that are specific to Gainesville citizens.

*Initiatives such as these can assist Gainesville to improve access, adoption, and affordability for low-income households with students, seniors over the age of 65, or other underserved segments, as well as small business, incubators, and entrepreneurs.*



# STATEMENT OF WORK – PHASE 1

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## TASK 3 – DIGITAL INCLUSION STRATEGY

### Digital inclusion initiatives can include:

- Providing inexpensive or free access to devices for those in need
- Digital access to municipal services – *“Digitizing City Hall”*
- Remote learning/education opportunities
- Remote telehealth/telemedicine opportunities
- Early childhood learning and youth programs
- Digital initiatives focused on aging in place for older populations
- Identifying and working with private partnerships that incentivize those partners to provide reduced or free services to the underserved communities.

# STATEMENT OF WORK

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## TASK 3 – DIGITAL INCLUSION STRATEGY



DIGITAL



MARIN



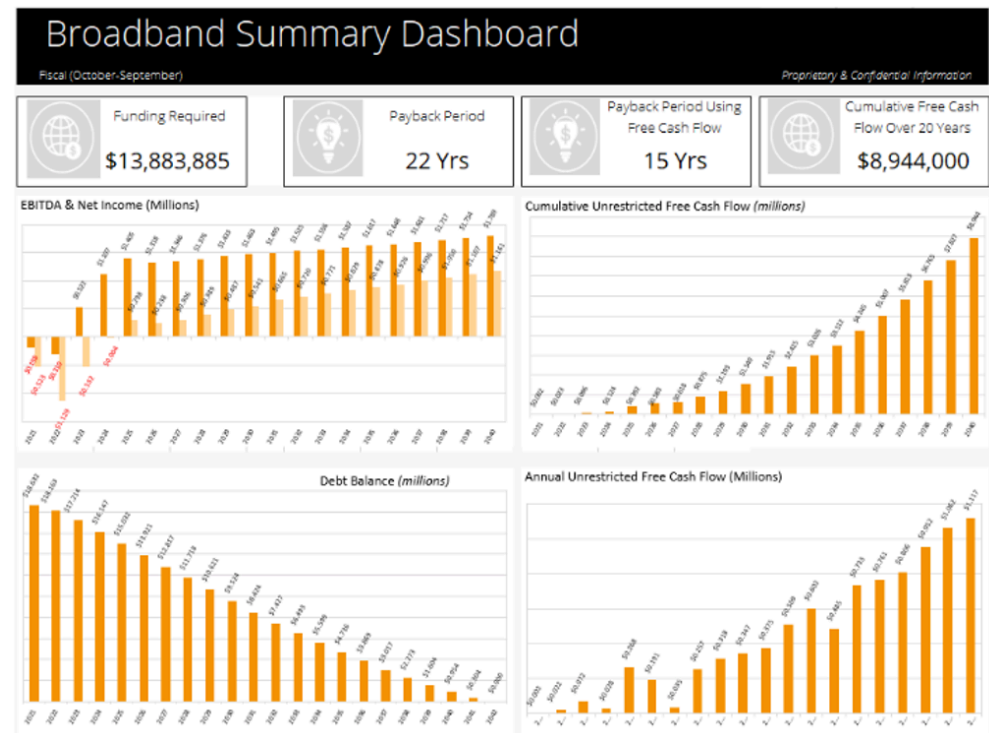
# STATEMENT OF WORK – PHASE 2



## TASK 4 – GAINESVILLE’S BROADBAND BUSINESS PLAN

- Network Architecture and Design
- Network Operations and Management
- Operating and Staffing Plan
- Financial Modeling

*Develop an actionable plan to meet your customers’ expectations of high-speed, reliable, affordable Internet access with responsive local customer service.*



# SAMPLE DESIGN AND NETWORK COSTING

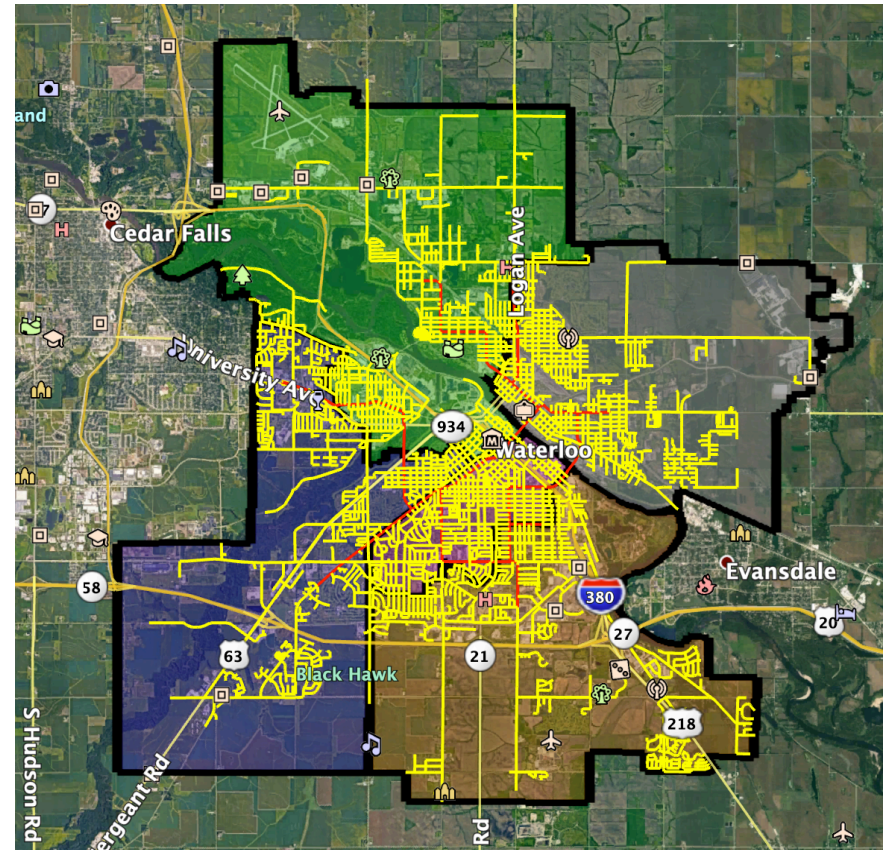


## Backbone Underground Estimate

**Assumptions**  
 all 100% underground - does not include equipment or drop costs  
 assumes 288 backbone cable  
 24" min depth  
 (2) 2" conduits  
 50' slack in each vault  
 hand holes every 600'  
 straight splice every 5000'  
 assumes no rock adder  
 pricing include soft surface restoration & Maintenance of traffic

Labor	Price	Unit	Quantity	Subtotal	Notes
Budget for OSP design & permitting, stamps etc	1.60	Ft	71,580.00	\$114,528.00	Underground
Budget for permit fees	0.50	Ft	71,580.00	\$35,790.00	
Directional Bore (2) 2"	14.00	Ft	28,632.00	\$400,848.00	assumes 40% of build
Trench (2) 2"	7.00	Ft	42,948.00	\$300,636.00	assumes 60% of build
Install Muletape in New duct	0.25	feet	143,160.00	\$35,790.00	
Install #12 Tracer wire	0.25	feet	71,580.00	\$17,895.00	
Install Fiber Cable in Duct - Including All Slack	1.00	feet	76,692.86	\$76,692.86	assumes 50' slack in each handhole
Remove & Restore Concrete	18.00	sq. feet	715.80	\$12,884.40	assume 1 sq. feet per 100 feet of ug install
Install Handhole	450.00	each	102.26	\$46,015.71	every 700'
Install New Splice Case & Prep Cable	250.00	each	15.34	\$3,834.64	assumes straight splice every 5000'
Ground Splice case	150.00	each	15.34	\$2,300.79	
Prep Cable in Panel	750.00	each	4.00	\$3,000.00	assume (2) 288 fibers in 4 panels
Splice Fibers	30.00	each	4,417.51	\$132,525.26	assumes backbone 288 fibers
Install Loaded 4u Panel	250.00	each	4.00	\$1,000.00	
Terminate Fibers	35.00	each	576.00	\$20,160.00	
Test Network	2500.00	all	1.00	\$2,500.00	
Install Marker Post	35.00	each	76.69	\$2,684.25	75% of handholes
Install Marker Post with Test Station	50.00	each	25.56	\$1,278.21	25% of handholes
<b>Labor Total</b>				<b>\$1,210,363.12</b>	
Material	Price	Unit	Quantity	Subtotal	Notes
Mule tape	0.05	feet	143,160.00	\$7,158.00	
288 ct Fiber	2.00	feet	80,527.50	\$161,055.00	includes 5% waste
Splice Trays	45.00	each	184.06	\$8,282.83	
Splice Cases	706.00	each	15.34	\$10,829.03	large style closure
Handholes	650.00	each	102.26	\$66,467.14	
#12 Tracer Wire	0.35	feet	71,580.00	\$25,053.00	
Ground Rods	25.00	each	15.34	\$383.46	
Marker Post	45.00	each	76.69	\$3,451.18	
Marker Post with Test Station	65.00	each	25.56	\$1,661.68	
2" Pipe	1.25	feet	143,160.00	\$178,950.00	
4u Fiber Panels - Loaded	4668.00	each	4.00	\$18,672.00	
<b>Material Total</b>				<b>\$481,963.32</b>	
<b>Total Backbone</b>				<b>\$1,692,326.45</b>	

23.64



# CITY OF GAINESVILLE RESOURCES

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- **Core City Team responsible for:**
  - Data on assets/infrastructure, sites, etc.
  - Identification of and initial outreach to stakeholders
  - Participation in biweekly status meetings
  - Review of deliverables
- **Input from departmental leaders (internal stakeholders)**
- **Relationships with external stakeholders**
  - Prospective customers
  - Prospective partners

QUESTIONS?

