



City of San Bernardino Broadband Strategic Master Plan

November 6, 2024





Project Overview

Goal: Develop a Broadband Strategic Master Plan

Steps Taken

- Conducted needs assessment
- Analyzed market and business models
- Explored cost and financing options
- Identified community needs and issues
- Developed recommendations





Needs Assessment

Issues Analyzed

- Legal and Regulatory Authority
- Media Options
- Existing Infrastructure
- Network Ownership Risks
- Existing Challenges





Comparison of Business Models

Potential Business Models

- Retail Subscription Service Provider Model
- Wholesale Model
- Open Access Model
- Advertisement Model

Recommendation: **Open Access Model**

Benefits of Open Access Models

- Ability to deliver value for investment
- Broadest segment of the population benefits
- Balanced approach
- Delivers the most significant infrastructure development and community benefits





Comprehensive Risk Analysis

Risk Assessment Phases

- Planning
- Design
- Deployment
- Operations
- Maintenance

Sample City-Specific Risks Analyzed

- Environmental Regulations and Compliance
- Construction Delays and Costs
- Permitting and Compliance
- Operational Restrictions
- Supply Chain Issues



Cost Modeling



Assumed Costs & Return on Investment (ROI)

- \$633 - \$645 million total projected cost. Includes: staffing, mainline fiber, electronics, engineering and construction management, and service drops
- Revenue exceeds network costs in Year 10
- 46 years to recoup ROI
- \$19.5 million annual revenue
- \$7.9 million budget



Financial Options



Mix of Funding Recommended

- Revenue Bonds
- Utility Fees
- Public-Private Partnerships

Setting Up Public Private Partnerships For Success

- Careful planning, clear contractual agreements, and ongoing collaboration
- Aligning interests and effective risk management
- Focus on financial and social objectives



Community Engagement



Engagement Approach

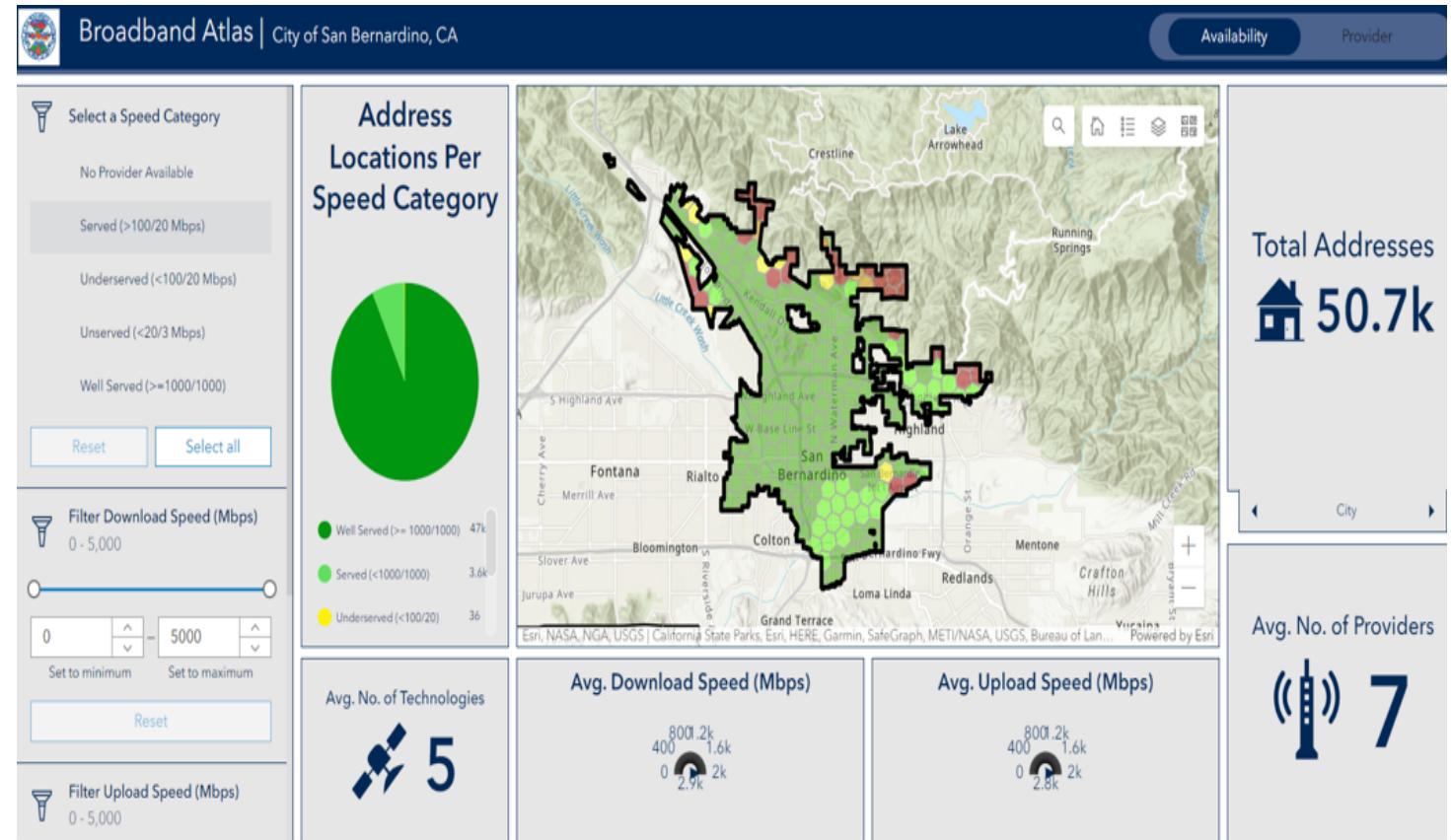
- Meaningful, diverse, inclusive

Events & Information Sharing

- Taskforce
- Stakeholder roundtables
- Public meetings

Data Gathering

- Survey
- ISP interviews
- GIS mapping



What We Learned



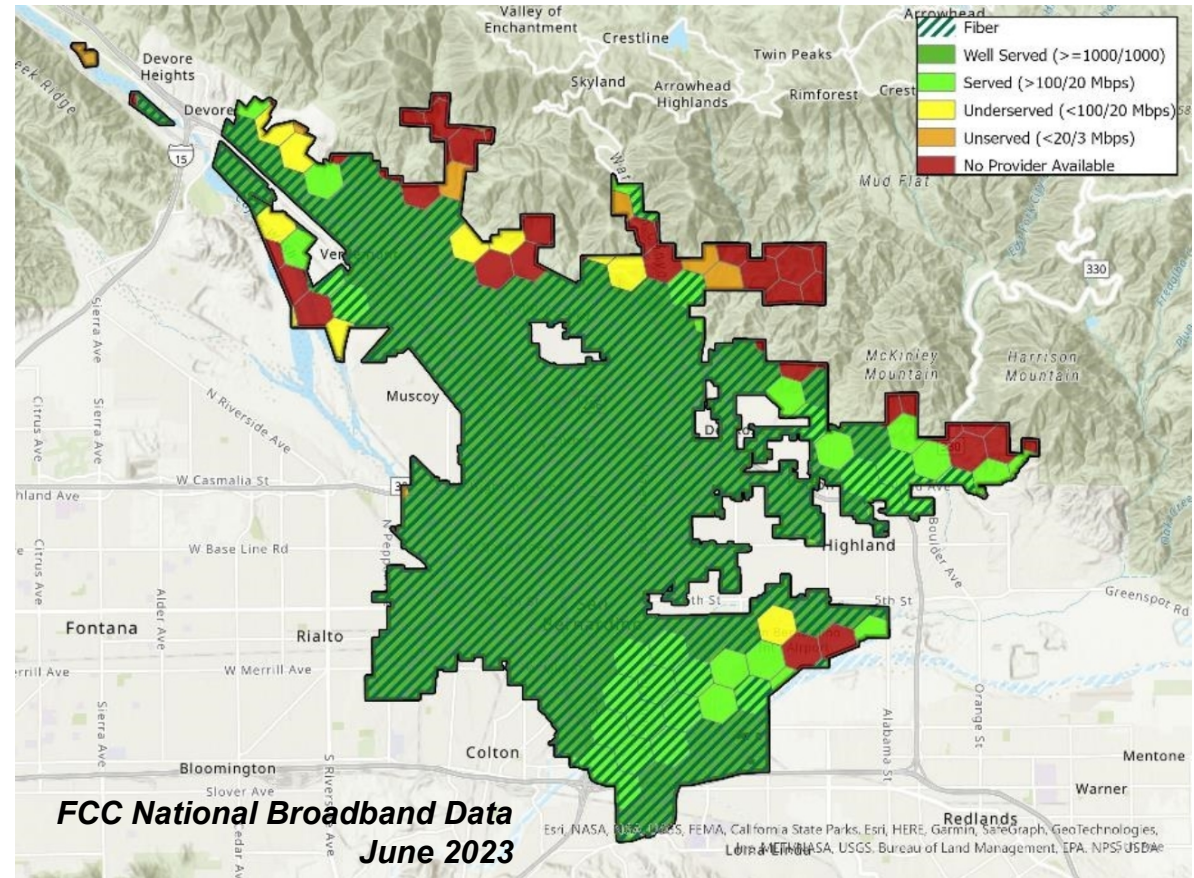
- Affordability is a key community challenge
- Concerns about lack of provider competition
- Reliability was identified as an issue by residents and businesses
- Many students still rely on mobile hotspots and cell phones for access
- Cybersecurity is a longstanding issue





What We Learned Continued

- Ample infrastructure exists, but there are still underserved areas
- Connectivity issues reported in the northside, 6th ward, and Delmann Heights
- Building a municipally-owned network is not financially sustainable or necessary
 - It would take more than 45 years to recoup the investment





Recommendations

- Communicate and negotiate with ISPs
- Encourage eligible entities to apply for funding
- Pursue local partnerships to address broadband adoption, digital inclusion, and digital equity
- Support participation in California LifeLine
- Advocate for closing the digital divide





Project Q&A

*Thank you for the opportunity
to work with you!*

Michael Baker
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