City of Bellingham, WA
Municipal Broadband Study

Agenda
- About Magellan
- Project Goals
- Key Personnel
- Project Process
- Project Schedule
- Project Cost
- Questions
About Magellan Advisors

Turnkey planning, engineering, implementation & funding

- Broadband Planning
  - Feasibility Studies
  - Market Assessments
  - Business Plans
  - Financial Plans
  - Roadmaps

- Design Engineering
  - Fiber To The Home
  - Backbone Fiber
  - Electronics
  - 4G/LTE
  - Rapid Design

- Turnkey Implementation
  - Procurement
  - Project Mgmt.
  - Construction Mgmt.
  - Inspections
  - Launch
  - Operations

- Funding & Grants
  - Over $300M Awarded
  - Funding Strategy
  - Grant Writing
  - Compliance & Ongoing Oversight

About Magellan Advisors

Developing fiber & broadband networks for more communities

- 400 Muni & Utility Clients
- 50 Community Networks Built
- 1M Homes with Fiber Broadband
- $1B In New Broadband Investments
Key Personnel

Jory Wolf  
VP of Digital Innovation  
Project Executive

Preston Young  
Sr Broadband Consultant  
Project Manager

Mike Johnson  
Sr Broadband Consultant

Matthew Southwell  
Associate Project Manager - Design

Melanie Downing  
Project Management Analyst

Similar Projects & Regional Work

- City of Fremont, CA  
  Broadband Master Plan
- City of Manhattan Beach, CA  
  FTTH Broadband Master Plan
- City of Fairfield, CA  
  Broadband Master Plan & Business Plan
- City of Concord, CA  
  Broadband Master Plan
- City of Hayward, CA  
  Broadband Public-Private Partnership
- City of Vallejo, CA  
  Broadband Consulting
- City of San Leandro, CA  
  Broadband Master Planning
- City of Palo Alto, CA  
  FTTH Design & Business Planning
- Napa County, CA  
  Broadband Strategic Plan & Plan Implementation
- Marin County, CA  
  Digital Infrastructure Strategic Plan & Digital Literacy
- Sonoma County, CA  
  Broadband Strategic Plan & Broadband Business Planning
- City of South San Francisco, CA  
  Broadband & Wireless Feasibility Study
## Project Goals

- Expand the availability of robust, reliable broadband
- Capitalize on existing assets and planned projects in the public-right-of-way to expand Town-owned broadband infrastructure
- Examine the existing broadband market in Bellingham to understand the needs for additional options
- Engage the community about its broadband needs to promote economic development and quality of life
- Consider a range of business model options for Bellingham to support expanded broadband access

## Work Plan

| 1. Asset Inventory | • Fiber & Copper Networks, Facilities, Datacenters, & Related Infrastructure  
|                    | • Tools such as Broadband Now, Fiber Locator, Provider Interviews  
|                    | • Evaluate CIP, Development Agreements to Assess Opportunities |
| 2. Needs Assessment | • Broadband Survey Instrument and Group Discussion Sessions  
|                    | • Satisfaction with Current Service  
|                    | • Current and Future Needs  
|                    | • Digital Inclusion |
| 3. Market Assessment & Gap Analysis | • Current service offerings  
|                                      | • Providers  
|                                      | • Service Levels  
|                                      | • Pricing |
| 4. Funding Analysis | • Strategic joint builds & dig once  
|                      | • Reinvestment of revenues received for the use of infrastructure in the public right-of-way  
|                      | • Grant opportunities including economic development, transportation, CASF, EDA |
Draft Survey

- Survey of locations
- Convenience sample
- Covers all key issues for broadband planning
- Multiple paths
  - Household or Organization
  - Broadband or No Broadband
- Draft version is online

https://survey.alchemer.com/s3/6560249/
Bellingham-Internet-Survey

Work Plan, continued

5. Business Model Evaluation
- Opportunities for Joint Build
- Legal & Operational Structures
- Balancing Goals
- Partnership Matrix & Key Next Steps

6. Conceptual Network Design
- High Level Network Design
- Leverage Existing Assets
- Collaboration with Regional Partners
- Estimated High-Level Costs
- Leads to Shovel-Ready Project for Grant Applications

7. Financial Analysis
- 10 year pro forma
- Capital and Operational Expenses
- Estimated take rates, depreciation schedules, and cash flow
- Appropriate business modeling

8. Final Plan Compilation & Approval
- Detailed findings of all previous tasks
- Recommendations & Action Items
- Review & Refinement w/Town Team
- Presentation to Leadership for Approval