





Background

April 28, 2017 issued RFP

Primary Questions:

- How can the City better utilize its available fiber optics capacity within both the public and privately owned networks?
- Where and how should the City expand its fiber optics network?
- What funding opportunities exist for future expansion?
- What options are available for the City to monetize its fiber optics assets?

July 17, 2017 awarded the contract to Magellan Advisors

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Research and Outreach Efforts

- Business Broadband Survey
- Residential Broadband Survey
- Interviews with every department
- Interviews with City Council Members
- Two Public Meetings for Residents
- One Public Meeting for Businesses
- One Public Meeting for Public Sector Partners
- Collaboration with Staff on Report



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Agenda

- Broadband Strategy – Jory Wolf
- Smart City Strategy – Tony Batalla
- Q&A



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Questions from the working session:

- What opportunities exist for *residential broadband* in the City?
- Are there *Revenue share* opportunities for conduit?
- What is happening with *small cell licenses*?
- Can we *partner with developers*?
- What *grant opportunities* are out there?
- How can we address *Digital Inclusion* needs in the community?



Incorporating into the Final Draft

- *Residential Service* may be addressed in future phases. It is very costly and we do not recommend The City offer residential service *at this time*.
- *Financial models* including *revenue share* have been included in the plan.
- The City has *completed negotiations* for two Small Cell MLAs
- *Partnering with developers* is recommended. Fiber should be a consideration on any new projects.
- *Grant opportunities* include traffic signal funding, public safety, transportation, economic development
- The City has identified partners to begin a *Digital Inclusion* program



Broadband Implementation

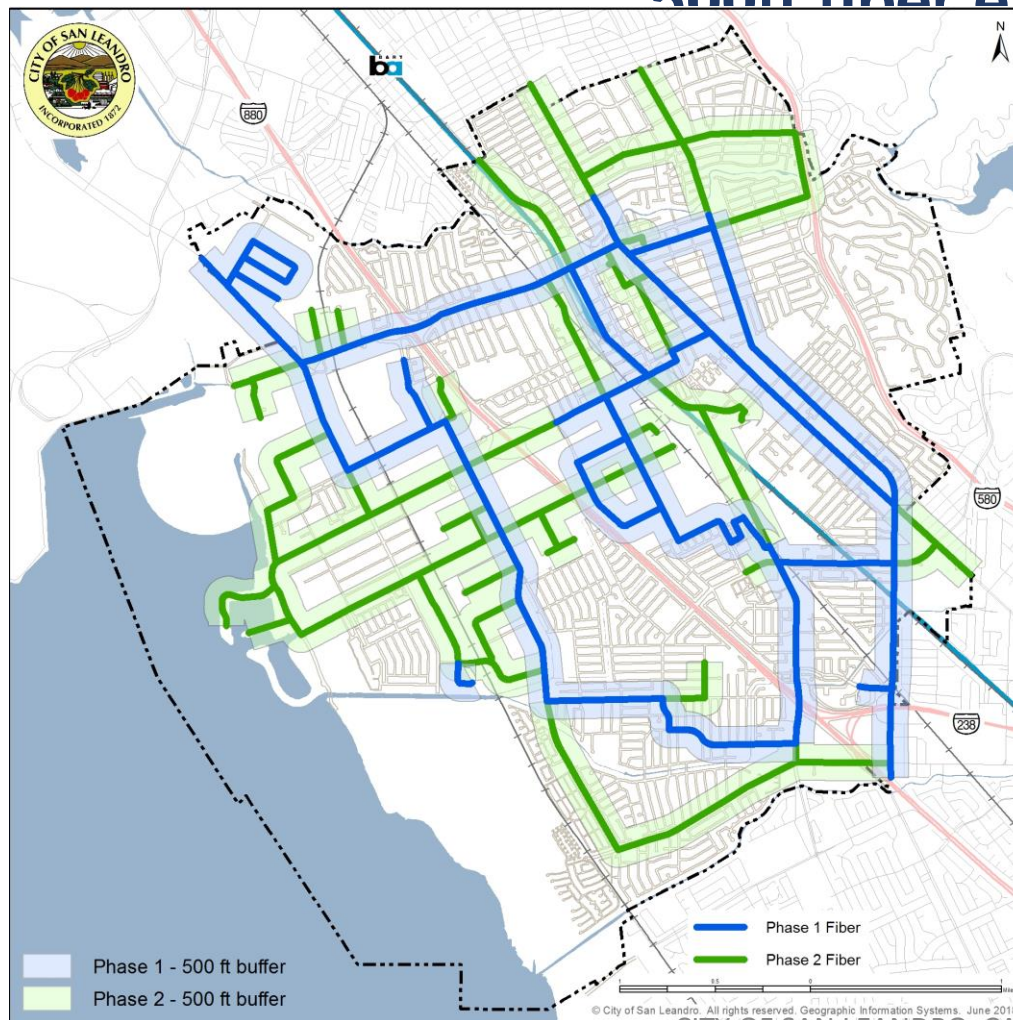
2 Phase Implementation

Models assume providing wholesale broadband to businesses and vertical assets

- Phase 1: Existing fiber network
- Phase 2: Populating existing conduit plus expansion of network



City of San Leandro Proposed Network and Buffer Zones (adding 500ft fiber ext)



Phase 1 - Blue Lines – Existing Fiber

Phase 2 - Populating Existing Conduit and Planned Fiber Ext

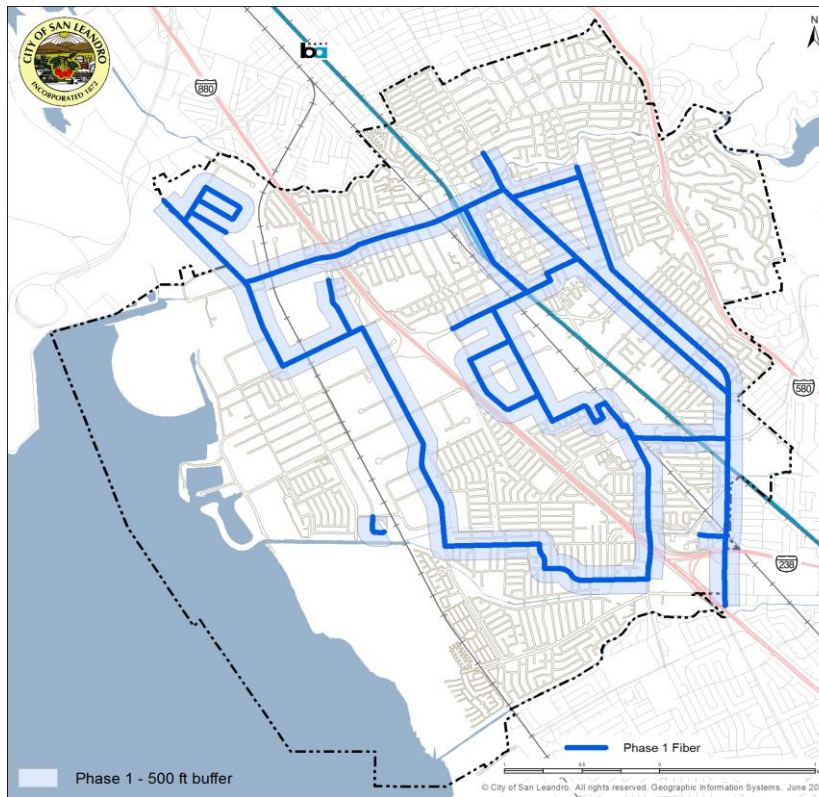
Proposed network expansion is designed to supplement current network.

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Business Model & Financial Analysis

Phase I – Wholesale Provider on Current Footprint with Magellan's Operations Model



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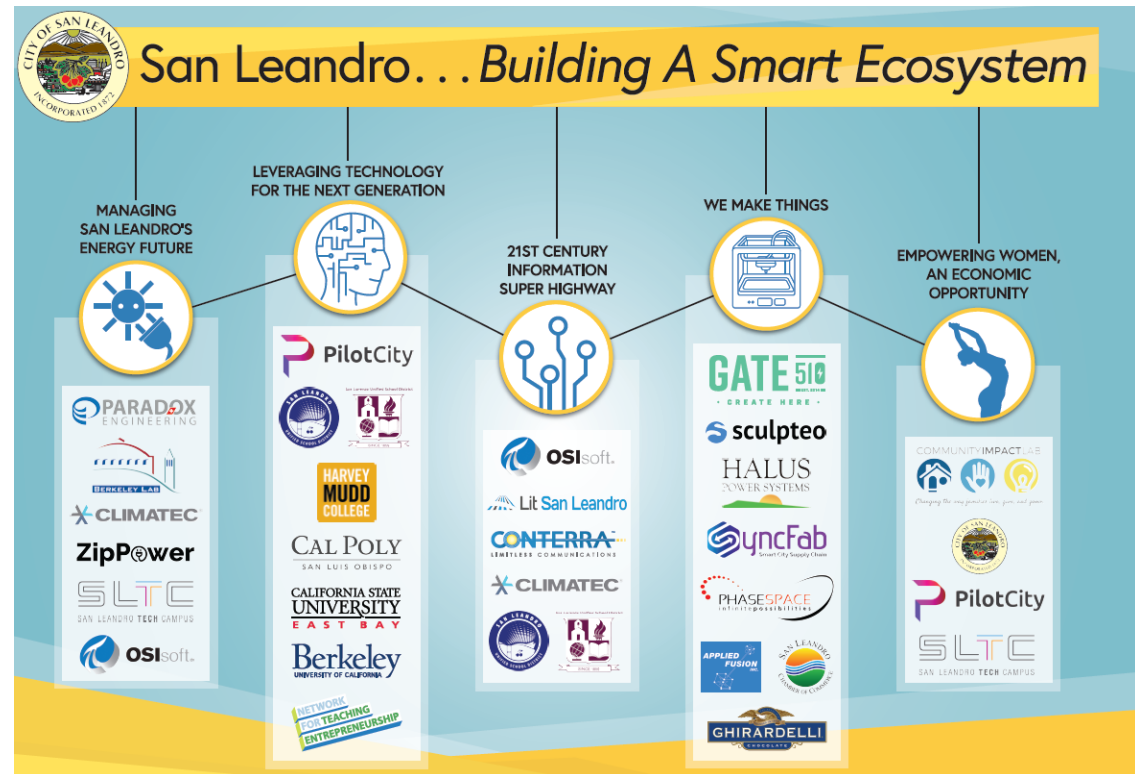
Next Steps

1. Document and maintain an inventory of available assets
2. Implement a fiber management system
3. Develop and standardize agreements for fiber and conduit leasing
4. Develop pricing policies for fiber and conduit leasing
5. Publish rates and terms
6. Create a city enterprise fund to maintain proper budgets, cost accounting, and track revenues generated by the program
7. Develop an RFP and competitively bid for a design/build contractor for outside-plant (OSP) O&M
8. Decide on management structure
9. Develop an RFP for contractual services or a public-private partnership for marketing and managing the network and services
10. Expand fiber segments in business districts and corridors
11. Deploy and implement Smart City equipment and services that can be supported by each phase of network expansion



Smart City Strategy

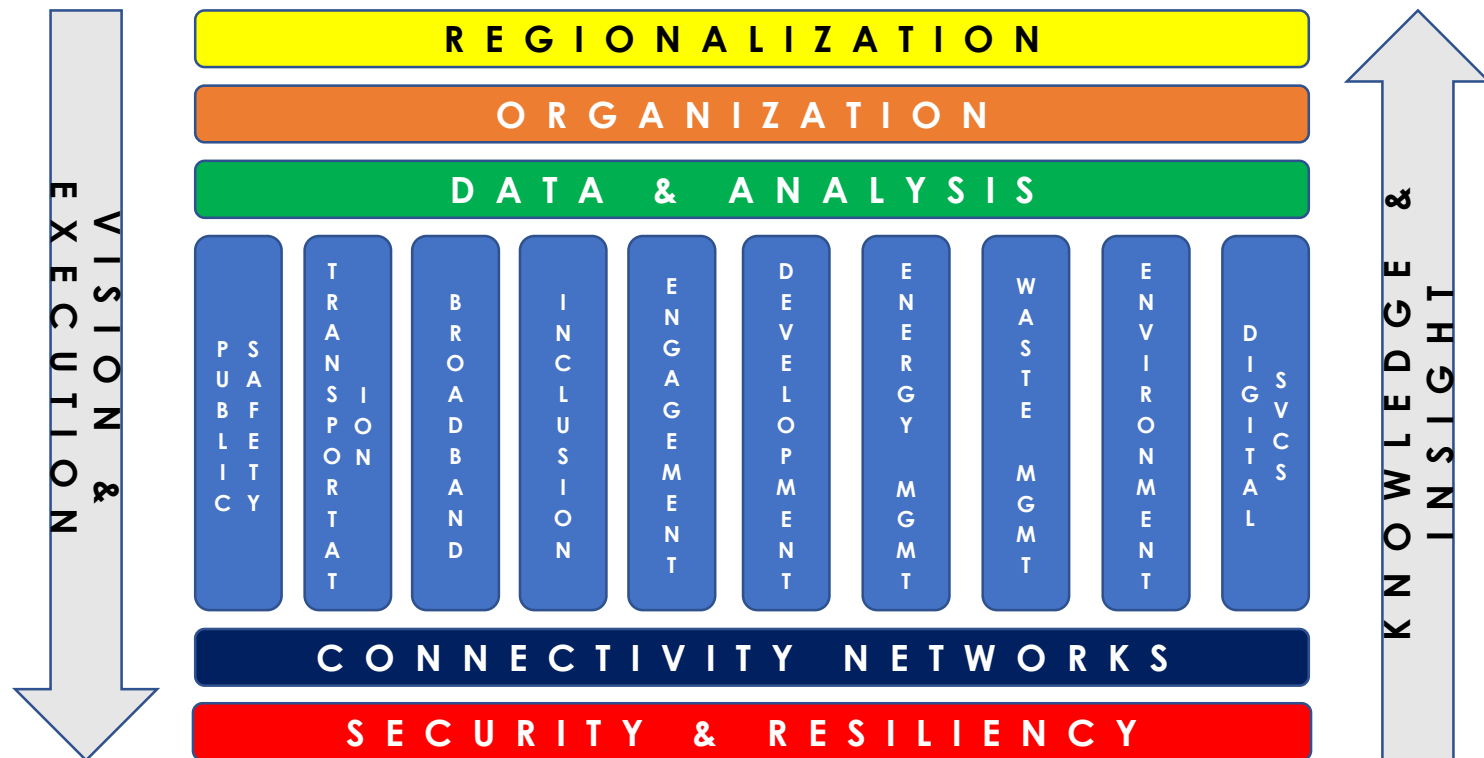
- Digital Transformation
- Public Wi-Fi
- Street Lights
- Buildings & Energy
- Mobility
- Digital Inclusion
- Public Safety



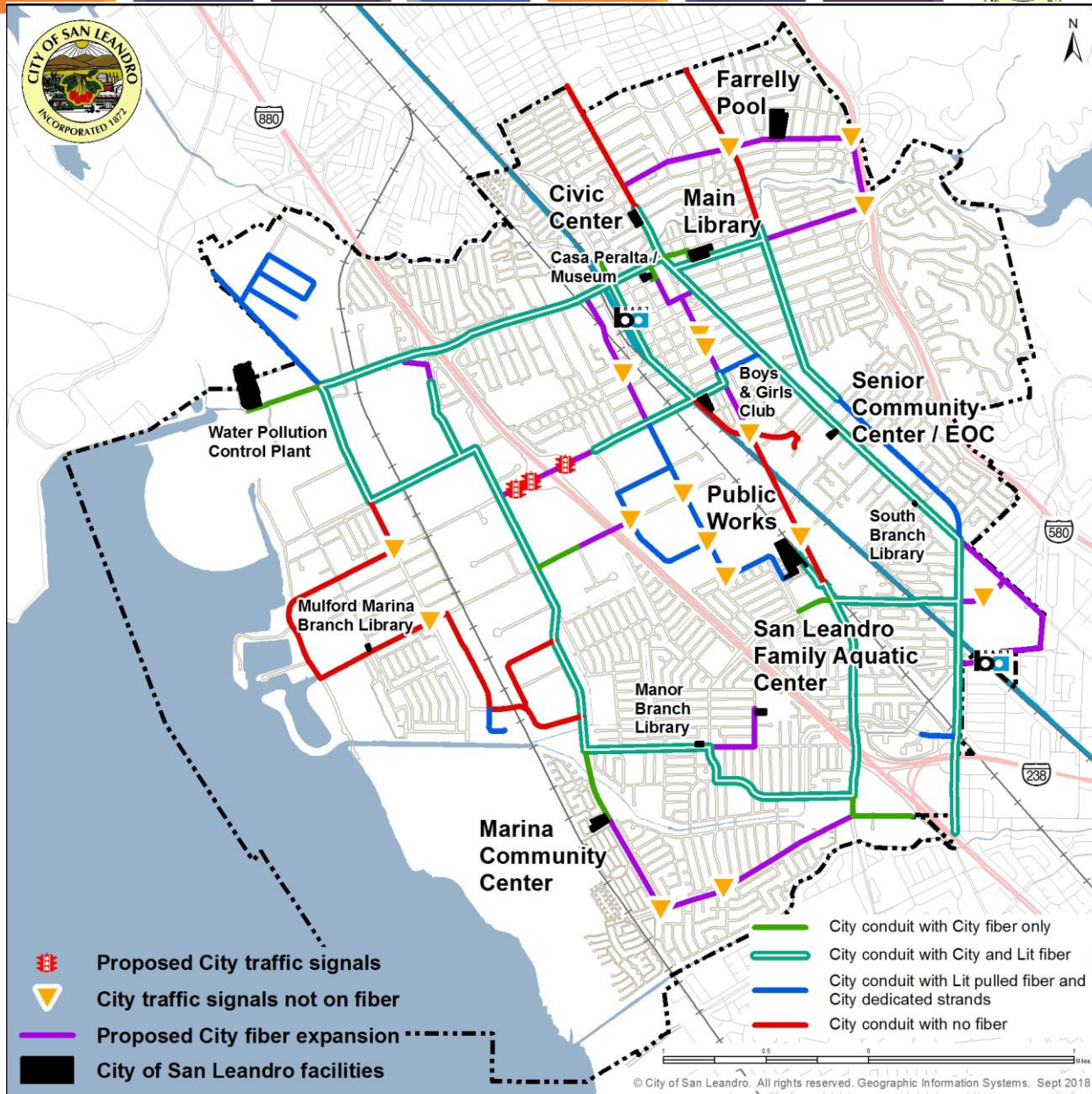
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Smart City Model



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Public Wi-Fi Expansion Update

- County Tower: Up
- Marina: Up
- City Hall/Library: In Progress



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Public Wi-Fi Expansion Update



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888.960.5299

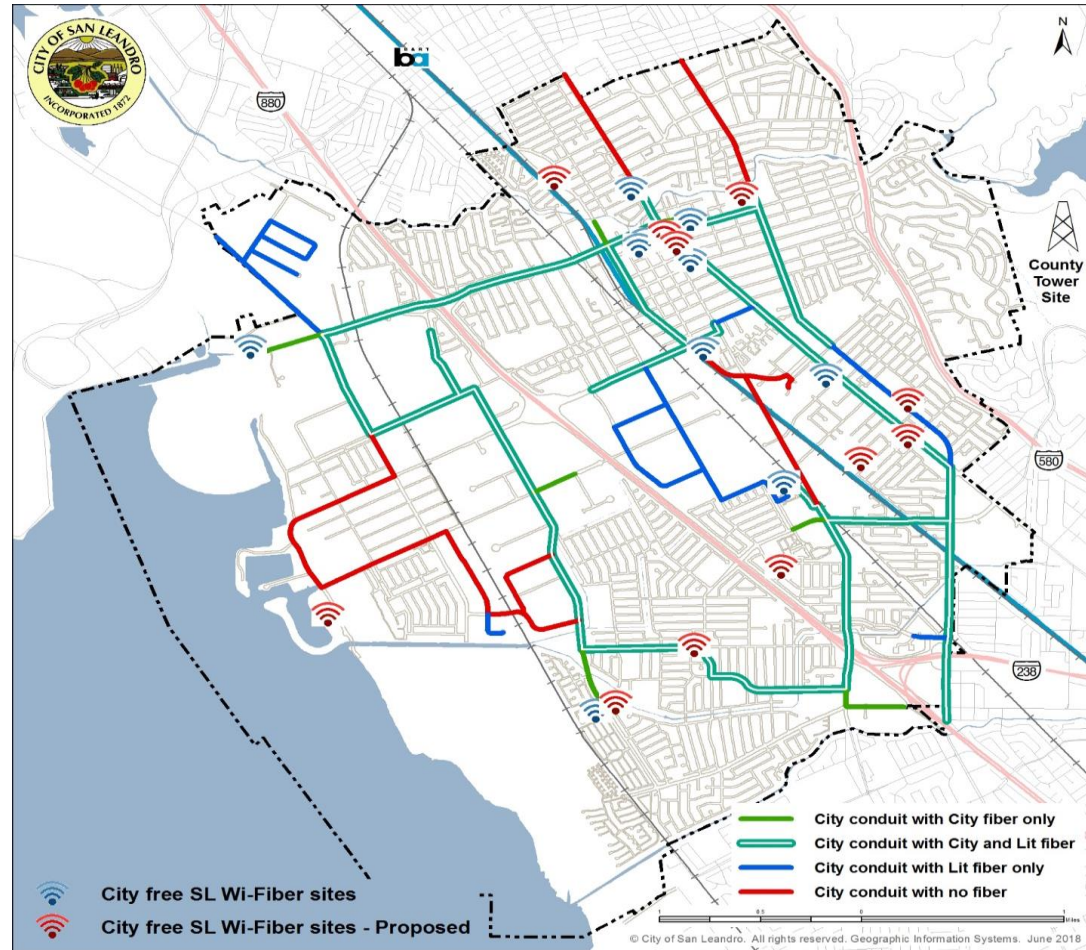
www.magellan-advisors.com

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Public Wi-Fi Expansion Update

Downtown,
Floresta,
Simpres Verde,
Halcyon,
Toyon,
Stenzel,
Memorial

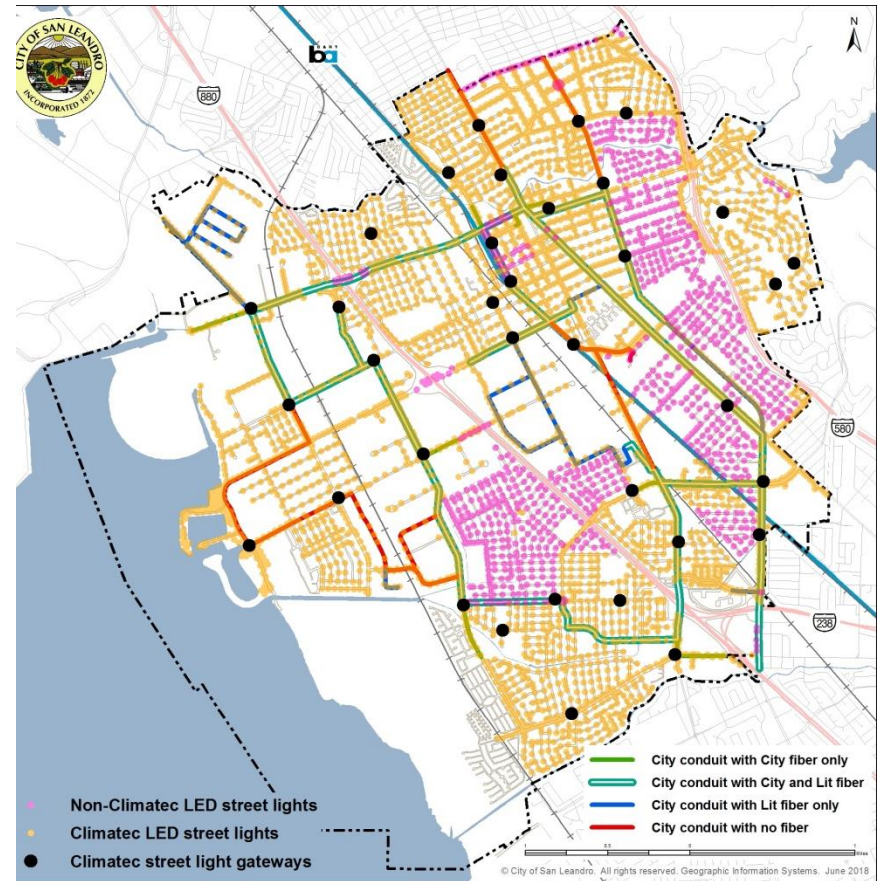


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Small Cell MLA Update

- Staff Involved:
 - IT, Engineering, City Attorney's Office
- Wireless infrastructure providers:
 - Mobilitie LLC and ExteNet Systems (California) LLC

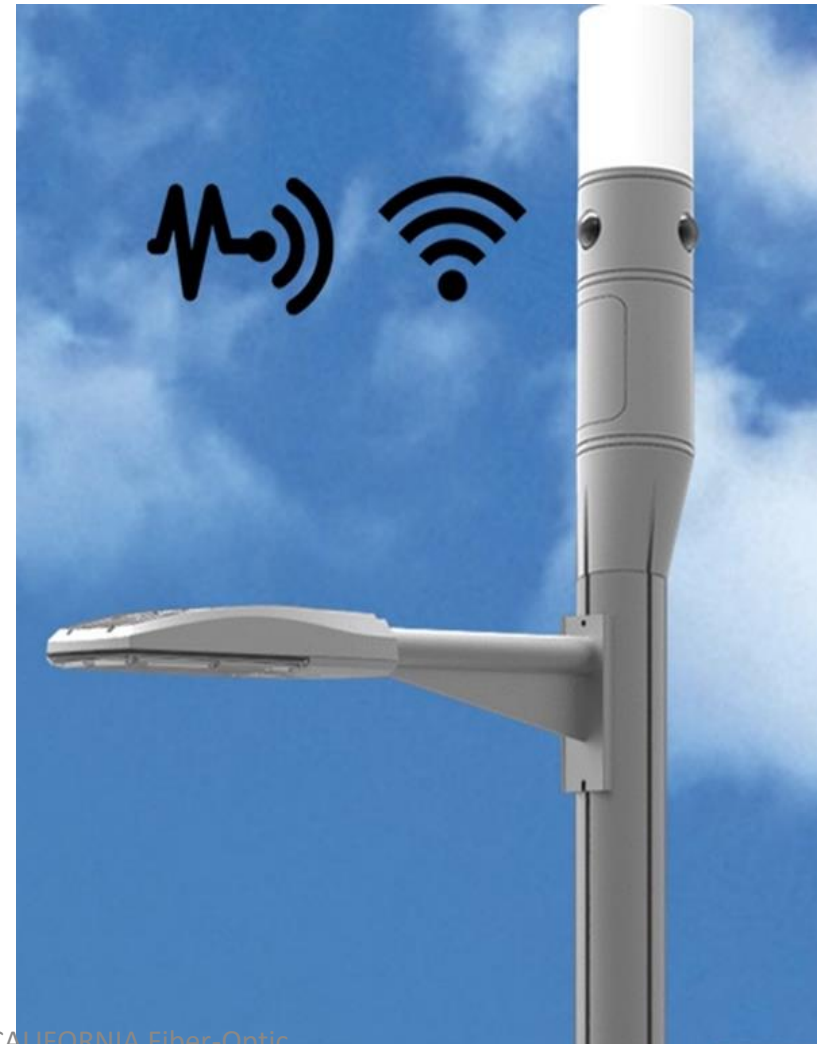


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MLA Key Terms

- Ten year term with automatic and optional five (5) year renewal terms;
- Must get business license, approvals, Encroachment Permit for each site;
- Co-terminus;
- Annual License Fee \$2,000/pole per year w/ 3 % per year escalator;
- Includes Fiber Optics;
- Protection for Municipal Wireless Infrastructure (Wi-Fi, etc.) and
- Includes design guidelines and a public input process for residential neighborhoods and sensitive populations.





Smart City Strategy Next Steps

- Fiber Management System
- Smart City Advisory Board
- Digital Inclusion Program
- Ongoing Small Cell Negotiations

Continue Seeking Opportunities in:

- Transportation
- Public Safety
- Digital Services
- Broadband
- Network Expansion

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Questions?

