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## MEMORANDUM

Date: May 11, 2017

To: Mayor and City Councilmembers

From: SeonAh Kendall, Economic Health Manager *AK*

Through: Darin Atteberry, City Manager *DA*  
Jeff Mihelich, Deputy City Manager *J.M.*  
Mike Beckstead, Chief Financial Officer *MB on behalf of MB*

Re: May 9, 2017 Work Session Summary – Broadband Plan Update

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### COUNCILMEMBERS PRESENT:

Mayor Wade Troxell, Mayor Pro Tem Gerry Horak, Ken Summers, Ross Cunniff, Kristen Stephens, Bob Overbeck and Ray Martinez

### STAFF PRESENT:

Mike Beckstead, Jeff Mihelich, SeonAh Kendall, David Young, Dan Coldiron, Tim McCollough and Ginny Sawyer

Staff provided the following review:

- Overview of work completed since the Dec. 20, 2016 work session including a recap of the retail model, peer cities, debt capacity, third party due diligence and other developments.
- Additionally, staff previewed timeline moving forward, resources needed, possible charter change and November 2017 ballot items.

### DISCUSSION SUMMARY:

- Discussion on how a low income program would be developed and funded.
- Council was agreeable to bringing in additional resources to develop and implement retail business plan, including additional information on City's total investment up-to-date and where funds will be appropriated (General Fund and/or Utilities Enterprise Fund).
- Questions arose about the difference between passing and drop costs.

- Council asked about net neutrality and privacy concerns; and requested that if the retail model is developed, policies be developed to address net neutrality and privacy.
- Council stressed that this is a competitive business model.
- Council was generally supportive of the retail model and asked staff to continue to explore public/private partnerships.
- Council supported a November ballot that includes adding language to include telecommunication to Fort Collins Utilities Light and Power, governance and the debt issuance needed to support the project.

**FOLLOW-UP:**

- Staff would like to add additional information on the Net Neutrality vs Privacy discussion. Net neutrality is the network providers ability to regulate (or “throttle”) certain services such as Netflix. When staff was addressing the question, staff addressed the privacy concern and will continue to research industry standards and municipal retail policies around net neutrality and customer data.
- Differentiation between “passing” and “drop costs” were discussed. The current financial feasibility includes “passing costs” for each premise passed (100%) and “drop costs” for the thirty percent estimated subscribers.

**NEXT STEPS FOR STAFF:**

- Research and development of the November ballot language to include adding telecommunication to Fort Collins Utilities Light and Power charter, governance model and the debt issuance needed to support the project.
- Completion of the high-level retail model business plan.
- Appropriation request for additional expertise and resources.
- Development and issuance of a request for proposal (“RFP”) for third-party or partners.
- Update City Council at the July 11, 2017 work session.



**Planning, Development & Transportation**

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**MEMORANDUM**

**DATE:** May 11, 2016

**TO:** Mayor Troxell and City Councilmembers

**THRU:** Darin Atteberry, City Manager *[Signature]*  
Jeff Mihelich, Deputy City Manager *[Signature]*  
Laurie Kadrach, Director of Planning, Development & Transportation *[Signature]*  
Tom Leeson, Community Development & Neighborhood Services Director *[Signature]*

**FROM:** City Plan Project Management Team

**RE:** **May 9, 2017 Work Session Summary – City Plan Outreach Strategy**

**Attendees:**

**City Council:** Mayor Wade Troxell, Mayor Pro-Tem Gerry Horak, Councilmembers Ross Cunniff, Ray Martinez, Bob Overbeck, Kristin Stephens and Ken Summers

**City Staff:** Ryan Mounce, Timothy Wilder, Aaron Iverson, Cameron Gloss, Tom Leeson, Meaghan Overton, Laurie Kadrach

**Discussion Summary:**

**OUTREACH STRATEGY**

- General agreement that the proposed outreach tools such as plan ambassadors, working groups, and a 'super board' of board and commission representatives are appropriate to use throughout the engagement process.
- General agreement that community members participating as ambassadors or on working groups need to be representative of the community; however, what fair and successful representation mean (e.g. by geographic area, socioeconomic status, ethnicity, etc.) needs to be defined.
- Ensure language and phrasing used during City Plan outreach is neutral.
- Important to reduce barriers of participation, such as choosing event locations throughout the community, offering childcare, and resources available for non-English speakers.
- Councilmembers could each be involved individually on an important City Plan topic or thread, and act as liaisons to the community throughout the process.
- Important for Council to interact and listen at the individual level, not just reading summaries of larger events and meetings.
- Engagement and outreach should build upon the successful elements of prior updates.
- Partner and collaborate with the Center for Public Deliberation throughout the process.

- Invite participation and discussion from those who have previously submitted SARs or Council communication.
- Outreach needs to be focused both on interaction with many stakeholders, and also on creating opportunities for deeper discussion and analysis of key issues.

### **CITY PLAN STRUCTURE & TOPICS**

- Build-out and planning for remaining lands will be an important topic to explore.
- Discussions need to occur not only about what the community wants, but also on what we can realistically accomplish and pay for. The plan should be more pragmatic or realistic about the topics the City has little influence and control over.
- Need to have boundaries and constraints on expectations. Example: affordable housing.
- Neighborhood livability and quality of life need to be included in the plan.
- The list of important topics is very similar to the existing outcome areas. The plan could focus on the outcome areas plus several new topics or drivers.
- Part of the initial stakeholder interview phase should include questions about what we have learned from previous processes.

### **Follow-up Actions:**

- Send to Council the prior engagement structures from the 1997, 2004, and 2011 City Plan updates and clarify how outreach for the next City Plan update has evolved, and how we're improving.
- When completed, send the Community Engagement Plan to Council, with the specific activities and tools that will be used as part of the four elements of the strategy and the different phases of the plan.
- As part of future City Plan discussions, try to segment input and information collected from the community when possible using demographic information. Example: Try to discern what the different priorities are among different age groups.