




Broadband Utility
215 N. Mason St.
Fort Collins, CO 80524
fcconnexion.com

MEMORANDUM

Date: August 2, 2019

To: Mayor Troxell and City Councilmembers

Thru: Darin Atteberry, City Manager 

From: Colman Keane, Executive Director – Broadband 
Erin Shanley, Marketing Manager - Broadband 

Re: July 30 Work Session Summary: Connexion Update & Strat Ops

Introduction

At the July 30 Work Session, Colman Keane and Erin Shanley delivered a presentation to Council on the current status of the Broadband initiative and upcoming Strat Ops program. All Councilmembers were present.

Council provided the following input:

- Encouraged Connexion staff to focus on using plain language and avoiding technical terms that could be difficult to interpret.
- Encouraged use of “community-owned” language in marketing materials.
- Would like to ensure residents understand the services that will be available and how the services will benefit them.
- Suggested paying for advertising on competitor networks.
- Leverage Citizen Groups/Committees
 - Potentially involve previous members of Citizen Groups in projects or events
 - Consider formalizing Connexion Ambassadors, like City Plan Ambassadors

Council appreciated the overview of the Strat Ops program and believe the process will be an effective and important step for Connexion. Implementing a consistent vision across management will help spread a vision through the department and to those providing Connexion services. Council is very proud and excited for a community-owned broadband service.

Next Steps & Follow Up

- Request for clarification on collaboration efforts with Estes Park and Loveland
- Request for clarification on benefits to the community
- Verify process of door hanging services on doors with “No Soliciting” signs

- Request for progress update on Connexion services in mobile home parks and multi-family units.

Conclusion

The Fort Collins Connexion team is moving forward with the next steps and follow up per Council's request, as well as reviewing/considering the items Council identified in the Work Session.