

Staunton Broadband Initiative

Strategy Meeting

8/26/20

Agenda

1. Introductions
2. Brief background of project – [Bev & David](#)
3. Potential New Partners -The Preserve at Pine Meadows and Douglas Ranch - [David](#)
 - Champions:
 - Richard George, The Preserve
 - Brian & Pam Senjem, Douglass Ranch
4. Update re Jeffco County Commissioner Lesley Dahlkemper – [David](#)
5. What can we do to improve and garner more interest in the project and meet the 350 benchmark? - [Bev](#)
6. Review Action Plan created during discussion - [Bev](#)
7. Other items or questions- [Bev](#)

Resident Feedback

Concerns and Objections

	Concerns	Response
1	<p>Older people are happy with the amount of their current bill from Century Link. They don't use internet enough to justify an increase in cost even though their internet would be faster. (Woodside)</p> <p>Retired and use internet only to surf. Additional cost of new routers, the contract commitment time and \$500 contribution - too much to invest. (EFR)</p> <p>Currently have internet speeds around 15 -20 mbps for \$45/month and do not want to more than double internet bill. Can stream just fine. (MVL)</p> <p>The general consensus is still that it's too expensive. Folks don't want to pay ~\$102/month for 25mbps with a router rental when they already get 15 for \$45 including a router, and they can stream OK. (MVL)</p> <p>Concerned that SPT can only cater to a certain demographic that MVL does not have. Looking at property values of the Silverheels Ranch project, I realize how different MVL is from that type of neighborhood and it's a bit discouraging to think we will ever get the numbers we need from our neighborhood with the price packages offered by SPT. (MVL)</p>	<p>Of course, people always have a choice. But we hope people are considering the whole picture when it comes to cost. (internet, phone, and cable together). Comparing only internet expenses without looking at the the ability to eliminate cable TV and reduce phone expenses does not tell the full story. The new Communications Committee will draft up several cost scenarios for residents to use for comparison.</p>

Concerns and Objections

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2	<p>A lot of people do not want to pay the \$500 fee for internet hook up. (MVL)</p>	<p>SPT will be investing, significantly, in fiber infrastructure, even with funds from the grant. SPT needs to know that they will have future customers in order to make a responsible investment.</p>
3	<p>No assurances, in writing, from SPT to those who paid the \$500. That's why it failed.</p> <p>What concerned me was no commitment for the \$500 for installation costs bringing fiber to the house and no commitment on pricing. Nothing in the sign up form committed SPT to anything. (Woodside)</p>	<p>The pricing sheet presented May 2, 2020 encompasses the price structure and discounts based on penetration. However, SPT is open for suggestions to communicate more clearly</p>
4	<p>Term of the contract a concern- some residents are at or above retirement age and may be selling homes. They are not comfortable with SPT's word that they will allow them to break their contract. (MVL)</p> <p>What did cause me to pause was the 3-5 year service contract. I found this to be excessive for a service that is unproven. (Woodside)</p>	<p>Similar to any other term contract, customer is responsible for satisfying the term of the agreement. In the event customers is unable to satisfy the term. SPT is unable to put in writing the ability to break a contract, however, SPT understands "stuff happens" and therefore, will work with customers on an individual case basis (ICB) to limit the financial liability.</p>

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5	It will take SPT too long to fix a downed fiber line with three technicians living 70 miles away. (Woodside)	If we are awarded the grant, SPT plans to expand and add a business office, probably somewhere near Bailey. They will also hire additional technicians and purchase additional service trucks, as needed.
6	Concerned COVID will delay the project.	SPT is considered an essential service and is operating at full capacity under COVID, with precautions. Additionally, SPT will be contracted with the State and under a 2-year commitment.
7	I have NEVER seen a project such as this successfully completed without massive cost overruns and/or contractor underperformance. Fulfillment is often years in the future. I have neither the funds nor the life expectancy to be held hostage by the failure of another such endeavor. Assuming no differences with this proposal, has significant thought been given to what kind of failsafe/contractor penalty, if any, can be expected of partners/contractors?	<p>Again, SPT will be contractually obligated to complete the project within a 2-year time-frame. However, DORA understands “stuff happens” i.e. delays due to weather, permitting, supply chain, etc. And therefore, will most likely work with the provider on a schedule to complete the project.</p> <p>In the event a provider is found to have <i>neglected</i> its obligation , the Broadband Board may request that another entity complete the project. However, DORA has yet to experience this matter</p>

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8	<p>SPT website offers packages with “up to..” speeds. If we pay for 25 MBPS are we not guaranteed 25 MBPS? (MVL)</p>	<p>SPT website advertises two deliveries of Internet technology. A portion of the SPT network is fixed wireless and therefore SPT advertises "up to" speeds, however, their FiberStream service is a Fiber-to-the-Home platform in which they deliver the advertised speeds. The website has been updated to clarify</p>
9	<p>I am reluctant to commit money to a project that may cause more damage to our roads to bring this type of installation in our neighborhood. The roads have become dangerous with vehicles in the ditches and the high speeds of vehicles. The roads issue is important along with the safety of our neighbors before a broadband project. (EFR)</p>	<p>In the event SPT decides to bury lines, they must obtain permits from the State and/or County to perform the work. Upon completion of the work, the State/County will inspect and approve the work. Therefore in most cases, the roads are in better condition post construction.</p>
10	<p>StarLink will be up and running in 2021 and will not require commitments. (Woodside)</p> <p>There are many more options coming and paying now for something that might happen in 2023 from a tiny company that will not be able to compete is too risky for me. (Woodside)</p>	<p>Having choices are good for customers. StarLink may be one of several viable choices. However, some residents have expressed concern that this is satellite and will have the same issues as current satellite service does, such as line of sight issues, limits on service, latency, etc.)</p>

Suggestions

	Suggestions	Response or Action
1	<p>SPT needs to be competitive with Satellite ISPs and Century Link. Century Link is \$45/month and folks are able to stream. If SPT offered a budget option (e.g., 10-15 mbps) we may get more interest. (MVL)</p> <p>Would SPT do a value package for consistent 15 mpbs? I think we'd get a lot more takers with that but I'm not sure it'd be worth it for SPT. (MVL)</p>	<p>SPT is unable to offer a package that provides anything less than 25 mbps. This is a requirement of the grant.</p>
2	<p>Put <u>in writing</u> that a resident can break a contract without having to pay a fee if they sell their home. (MVL)</p>	<p>Similar to any other term contract, customer is responsible for satisfying the term of the agreement. In the event customers is unable to satisfy the term. SPT is unable to put in writing the ability to break a contract, however, SPT understands "stuff happens" and therefore, will work with customers on an individual case basis (ICB) to limit the financial liability.</p>

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3	<p>If SPT could relax the 3-5 yr. commitment to one year or offer a reduced penalty for "early out" it may help others make a decision. Seems to me that if SPT is confident that subscribers would be pleased with their service, a one year contract is sufficient. (Woodside)</p>	<p>SPT is obligated to submit a 5-year business model as part of the application process, and therefore must present a forecast encompassing inputs to substantiate the model and thus, a 3 and 5 year commitment provides such. In addition, SPT must present a business model to its Board of Directors and obtain approval for the Broadband Application – This process is completed for the Staunton grant and the model is based on a 3 and 5 year commitments</p>
4	<p>include the fact that high speed internet increases your home's value by 3%. I'd say the homes in EFR average 500k right now. 3% of 500k is 15,000 dollars!! That makes the 500 bucks well worth it, for even the most frugal of people. (EFR)</p>	<p>This information will be included in future communications. A Committee is being convened to work on communications.</p>

Suggestions

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5	<p>I really think that would be helpful in understanding how much more work we need to do in each of the 3 neighborhoods - kind of like pre-election polls to assess support so the lobbyists know where to focus. (EFR)</p>	<p>We've previously conducted surveys and we're tracking commitments by neighborhoods. Champions for each neighborhood should be able to provide that detail.</p>
6	<p>Unless we are willing to go door to door to drum up support I believe the initiative will fail again. In order for that to happen it will need to be organized and people will need to commit to doing the work necessary to see this through to the end. (MVL)</p> <p>I hope residents realize they need to help if they want this. (MVL)</p> <p>People should be willing to help the other neighborhoods if they need it. (EFR)</p>	<p>We are hoping to get more people involved. i.e. we are establishing Communications Committee. But please contact Bev Long at bevlong2555@gmail.com with offers to help. Or you can contact your neighborhood champion.</p>
7	<p>I think presentations to a single community could help. Presentations that include all the service areas are helpful, but it does not allow "friends and neighbors" to feed off one another very easily.</p>	<p>This will be arranged during the month of September.</p>

Suggestions

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8	<p>Direct TV has an offering (AT&T Now) (www.attvnow.com) that is for streaming beginning at \$49.99 Actually, it may be less expensive than Direct TV. Also, Dish has streaming packages beginning at \$59.99 as well. Helping people realize they can get their regular channels at lower cost by eliminating cable. (EFR)</p>	<p>This information will be included in future communications. A Committee is being convened to work on communications. Additionally, scenarios are being developed that show cost comparisons between now and after fiber.</p>
9	<p>As a Woodside Resident of 41 years and a local Real Estate Agent I think a bulk mail-out to encourage people to commit to broadband service will help. It will only increase and keep our home values in our area. Right now our internet is a huge problem for those working at home and our virtual schooled students. (Woodside)</p> <p>We should send more letters to residents (MVL)</p>	<p>This is a great offer and we will use our new Communications Committee to spearhead such a mailing. Additionally a follow up post card has been suggested.</p>
10	<p>SPT should send out a flyer to folks introducing themselves to the neighborhoods as a potential future provider to show residents this is a "real" thing. It should not just be reliance on residents to spend their own time and money to reach out to folks. Yes, we want this for ourselves, but SPT will benefit from this financially. (MVL)</p>	<p>SPT has committed to provide materials for the Communications Committee to use as well as distribute information on their own.</p>