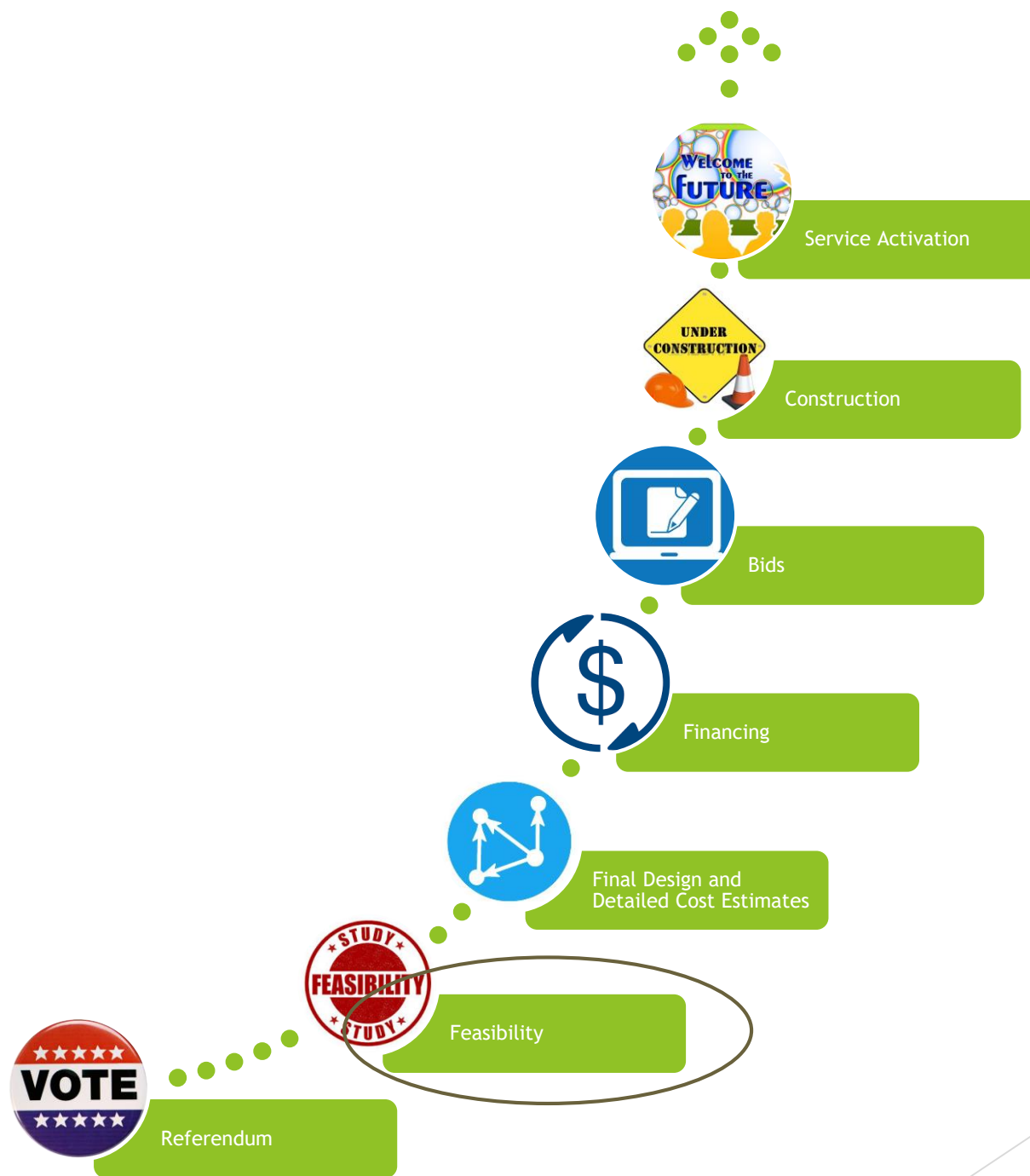


A Phased Approach to Feasibility

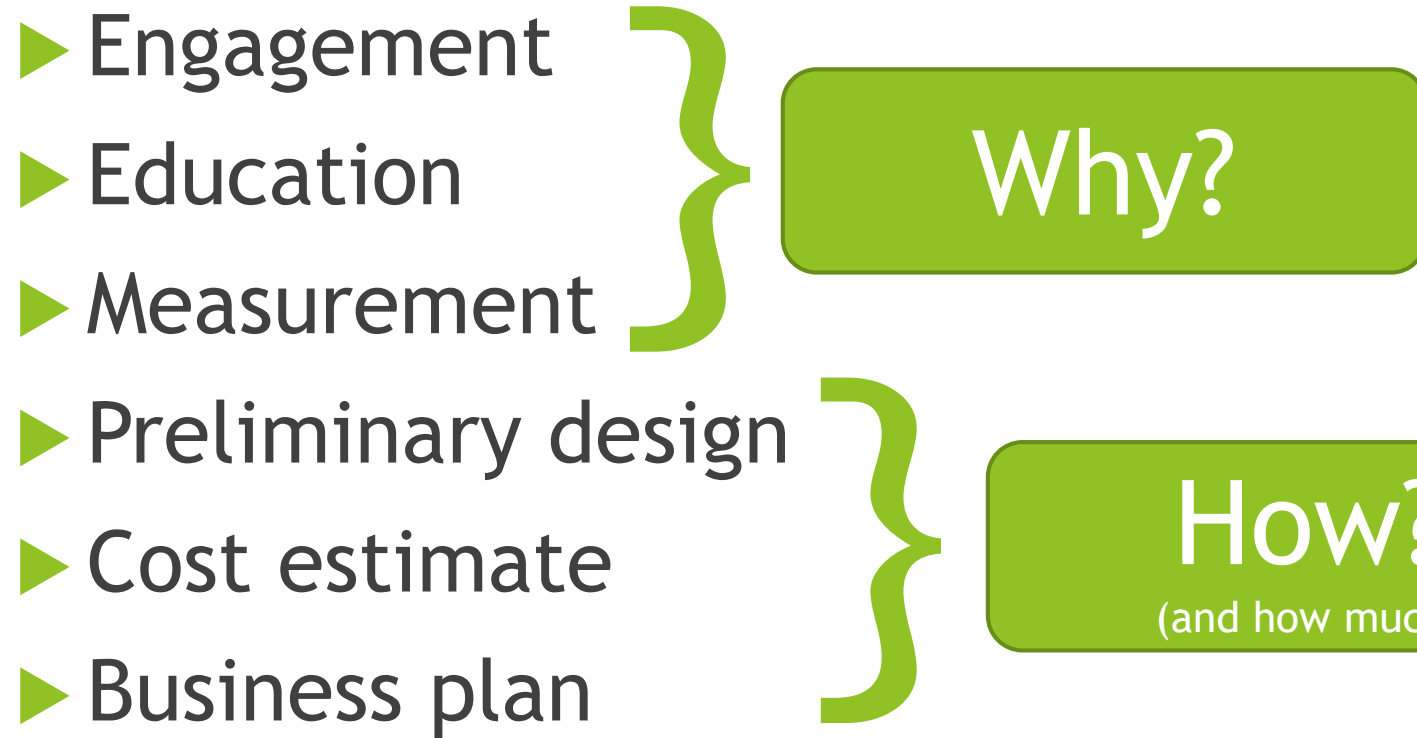
Curtis Dean, SmartSource Consulting

Todd Kielkopf, Kielkopf Advisory Services





Elements of Feasibility



Elements of Feasibility

▶ Engagement

▶ Education

▶ Measurement

▶ Preliminary design

▶ Cost estimate

▶ Business plan

Why?

How?

(and how much?)

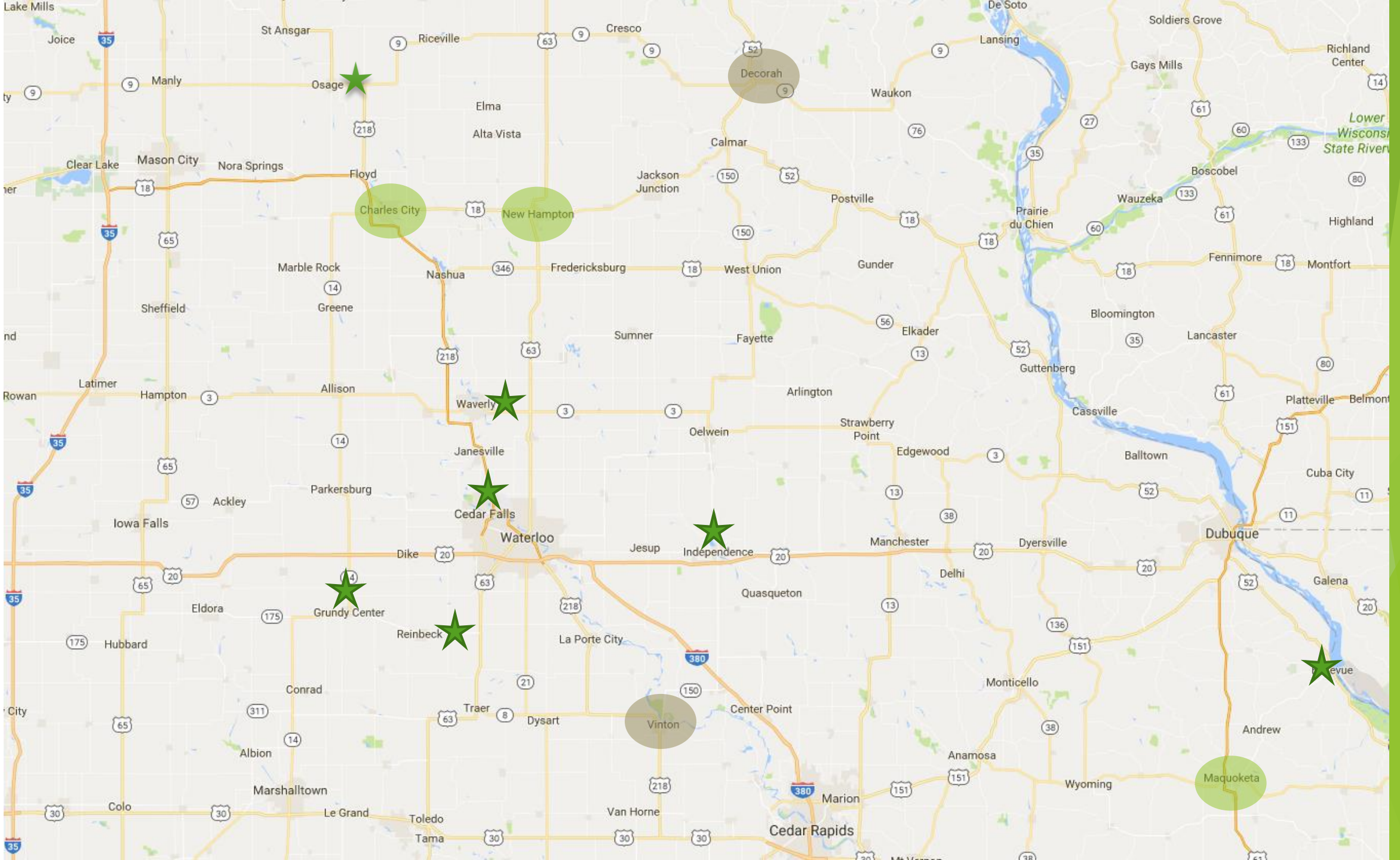
Market &
Political
Feasibility

Less than \$25,000

Financial
Feasibility

\$35,000 +





Charles City

New Hampton

Decorah

Vinton

Maquoketa

Grundy Center

Reinbeck

Keosauqua

Waverly

Cedar Falls

Independence

Community Engagement and Education

- ▶ Engagement
- ▶ Education
- ▶ Measurement
- ▶ Evaluation

Engagement

1

Identify service offerings by incumbents and consumer attitudes about those services

2

Identify potential barriers for a successful project (external and internal)

3

Interview community leaders to identify specific community needs

4

Conduct stakeholder meetings with education, public sector, economic development, health care, businesses, & general public

Education

1

Define characteristics of
21st Century broadband

*Fast, affordable, reliable,
universally available*

2

Promote value of quality
broadband

*Quality of life, jobs &
economic opportunity,
education, health care,
and municipal needs
(SmartGrid/Smart City)*

3

Outline what a municipal
fiber utility would look like

4

Share experiences from
other municipal broadband
communities

Measurement

1

Identify local business uses (or lack thereof) for broadband services

2

Conduct a community survey to gather information about attitudes and uses of broadband

Evaluation



Examples from Iowa: Common Themes

- ▶ “If a community fiber broadband network were built in (City) that offered superior service for a reasonable price, how likely would you be to switch from your current provider(s)?”

Charles City, IA

- Somewhat or very likely: 82.9%

New Hampton, IA

- Somewhat or very likely: 78.3%

Maquoketa, IA

- Somewhat or very likely: 78.6%

Examples from Iowa: Common Themes

- ▶ Citizens biggest complaints about their current broadband services

Cable TV

- Price
- Customer service experience
- Reliability

Internet

- Price
- Reliability
- Speeds
- Customer service experience

Telephone

- Required by their provider
- Reliability/call quality
- Customer service experience

Examples from Iowa: Nuances

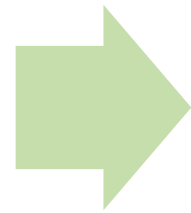
- ▶ Maquoketa
 - ▶ Business community not as supportive as general public due to perceptions that the electric utility had mismanaged electric rates
 - ▶ Business community not well educated on need for broadband
 - ▶ Opposition to any GO bond debt
- ▶ New Hampton
 - ▶ Strong support from business community, less engagement from general public
 - ▶ Theory: general public were supportive, but not motivated to participate for some reason(s)
- ▶ Charles City
 - ▶ Highest level of support across the board
 - ▶ Concerns about whether the city can do it without having an established electric utility

All three communities have decided to move forward with full feasibility

Summary

Communities that are considering a feasibility study may want to consider taking a phased approach to the process

Community Engagement
and Education
(Market and political
feasibility)
WHY



Full feasibility study
(Financial feasibility)
HOW

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, leaving a large white central area. The shapes are layered, creating a sense of depth and movement.

Questions?

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