Citywide Broadband Improvement Program
City of Victoria
WHAT WE COVER

INITIATIVE → PROCESS → FINDINGS → SOLUTIONS → WHAT'S NEXT?
COBBFENDLEY TEAM

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FOUNDED IN HOUSTON IN 1980
41 years of success.

FULL-SERVICE ENGINEERING & SURVEYING
18 dedicated service groups including specialty services - Utility Coordination, GIS, SUE, and Right-of-Way.

A DEPTH OF RESOURCES
530+ employees in 20 office locations throughout Texas, New Mexico, Arizona, Utah, Colorado, Florida, and Washington.

PIONEER PARTNERS
SUBCONTRACTOR
City of Victoria with other Local Public Entities (government, education, healthcare, and economic development)

Developed an RFP seeking development partners to assist in solving the broadband access and adoption challenges

City of Victoria is taking a lead role

Each member of the Victoria Broadband Commission has committed to finding a comprehensive solution that benefits all the stakeholders and enhances the livability of our community
THE PROCESS

REVIEW THE EXISTING INFRASTRUCTURE
Identified Gaps In Infrastructure And Digital Equity Factors

PUBLIC ENGAGEMENT
Facilitated and Processed Results From Surveys For Residents And Businesses

STAKEHOLDER ENGAGEMENT
Met With Local Service Providers and Public Entities

DEVELOP A NETWORK SOLUTION AND STRATEGY
Provided Preliminary Engineering Design and Implementation Methods

COMPREHENSIVE ANALYSIS AND RECOMMENDATION
Compiling All Resources And Data To Form Appropriate Recommendations
3 FINDINGS

- Residents believe most current services are poor and are neutral at best.
- Connectivity and internet access is the top challenge while living or working in Victoria (City and County).
- Internet pricing and options were rated the poorest of all factors (City and County).

FINDINGS

How Would You Rate The Following Factors Related To Internet Connectivity In Your Area?

948 Residents Responded to this Survey
LACK OF ADOPTION DUE TO INCOME & DIGITAL ILLITERACY

- Digital Equity Issues cannot be resolved by lower prices
  - Those who don’t adopt broadband services have not experienced the value that it brings.
- This needs to change at the City level. Not from the ISPs.
  - Community leaders can reverse the trends to promote adoption and economic development.
## Our Recommendation

### Public-Private Partnerships
- Partnerships include City/County/Public Partners and Operators/ISPs/Private Partners.
- Funding – Not Applicable

### Targeted Infrastructure Development
- Underserved location that the City is uniquely capable to address the needs of the underserved.
- Funding
  - Capital Projects Fund
  - EDA

### Additional Resources for Adoption
- Promote existing federal and provider-backed subsidy programs and leverage local support channels to provide digital literacy programs and generate trust and value of Broadband services
- Funding – Not Applicable

### Promotion of Regional Initiatives
- CBCOG Regional Broadband Loop will provide a sustainable Emergency Management network and Victoria would be the northeast-most tie-in.
- Funding
  - CDBG-Mitigation
PUBLIC-PRIVATE PARTNERSHIPS

- Partner with service providers and provide opportunities for private providers to expand into areas within the City
- Help promote Victoria to be ISP friendly
- New service providers have plans of expansion within the City over the next two years
- Incentives to promote partnership:
  - Tax abatement
  - Joint marketing plans
  - Leverage provider assets for creative smart city solutions
- $19,683,397 - Middle-Mile Development Estimate funded by the Private Provider
Persistent gaps in services disproportionately affect residents who reside in areas that show less adoption.

Gaps leave these residents behind in their quality-of-life needs.

Utilizing Fixed-Wireless last mile solutions and middle mile fiber backhaul allows for economical deployment in underserved communities.

Funding opportunities can be utilized to partner with operators or ISPs within the City to design, build, and implement last mile service to underserved and low-income communities.

Investing in infrastructure shows the City is trying to improve quality of life, and service providers can take over infrastructure later.
ADDITIONAL RESOURCES FOR ADOPTION

- Add resources or partnerships to assist with adoption.
- **Use existing staff**, public libraries, schools, and local nonprofits for digital equity programs, such as establishing a call center to help qualified low-income residents enroll in subsidy programs.
- The core issue for many low-income residents is one of affordability.
- Development of a plan for utilizing current resources/personnel within City and other partner organizations to help low-income residents sign up for subsidized services is recommended.

PROMOTION OF REGIONAL INITIATIVES

- Provides direct services to the **Port and Regional Airport of Victoria**.
- The **City of Victoria and Victoria County are key stakeholders** and have a proposed section of the emergency backhaul loop, which requires their collaboration with the regional initiative.
- Public-private partnerships and funding opportunities that will be allocated to all cities and counties and do not require a funding match.
- Upgraded broadband services can increase quality of life and population growth which would have a direct and positive impact on the region.
Investing in Broadband is like investing in Real Estate.

- City invests, builds infrastructure
- Promote adoption and revitalize communities
- Makes the City look good in the eyes of the public
- Covered through Broadband specific grants
WHAT’S NEXT?

TEAM WITH REGIONAL PROJECT

APPLY FOR FUNDING

DEVELOP PPP TO BRING UNDERSERVED AREAS SERVICE