



**City of Palm Desert**  
**Broadband Feasibility and Master Plan Study**  
**Planning Session**



January 11, 2024

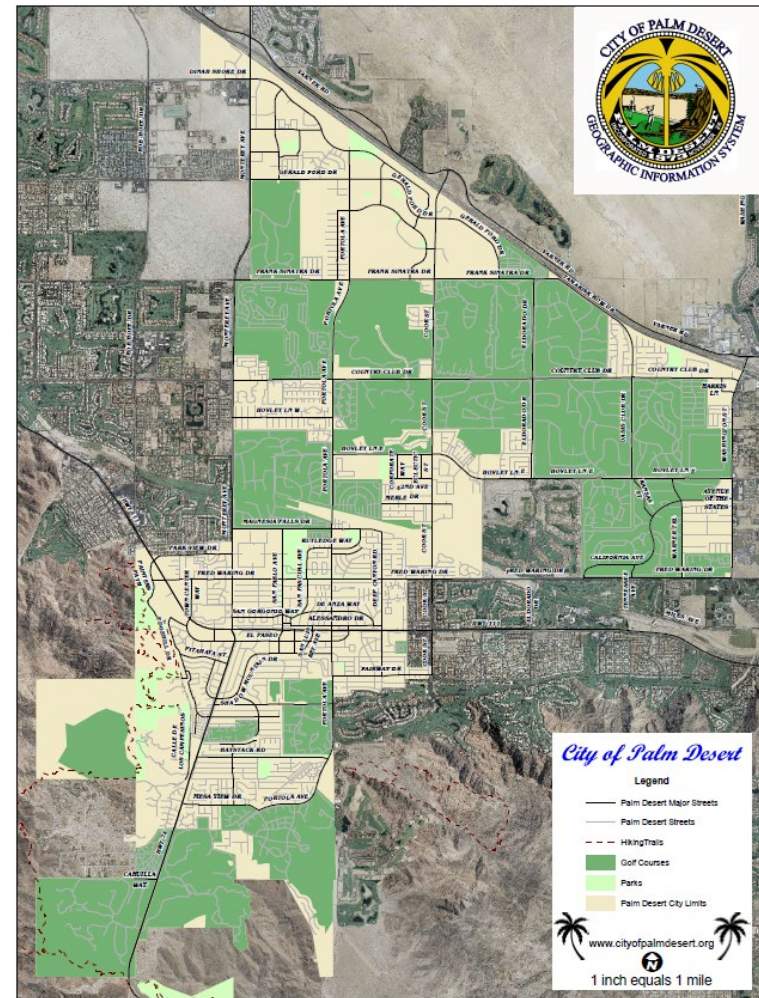


# Agenda

## Today's Goal

*Provide a summary of the findings from Phase I & Phase II of the Study, so Council can decide about next steps.*

- ✓ Overview of Completed Vision Tasks
- ✓ Preliminary Design & Cost Estimates
- ✓ Funding Alternatives
- ✓ Explore Partnerships
- ✓ Recommendations
- ✓ Discussion & Next Steps



# Overview of Completed Vision Tasks

- ✓ Resident & Business Survey
- ✓ Market Assessment
- ✓ Stakeholder Engagement
- ✓ Asset Inventory
- ✓ Establish Community Broadband Vision



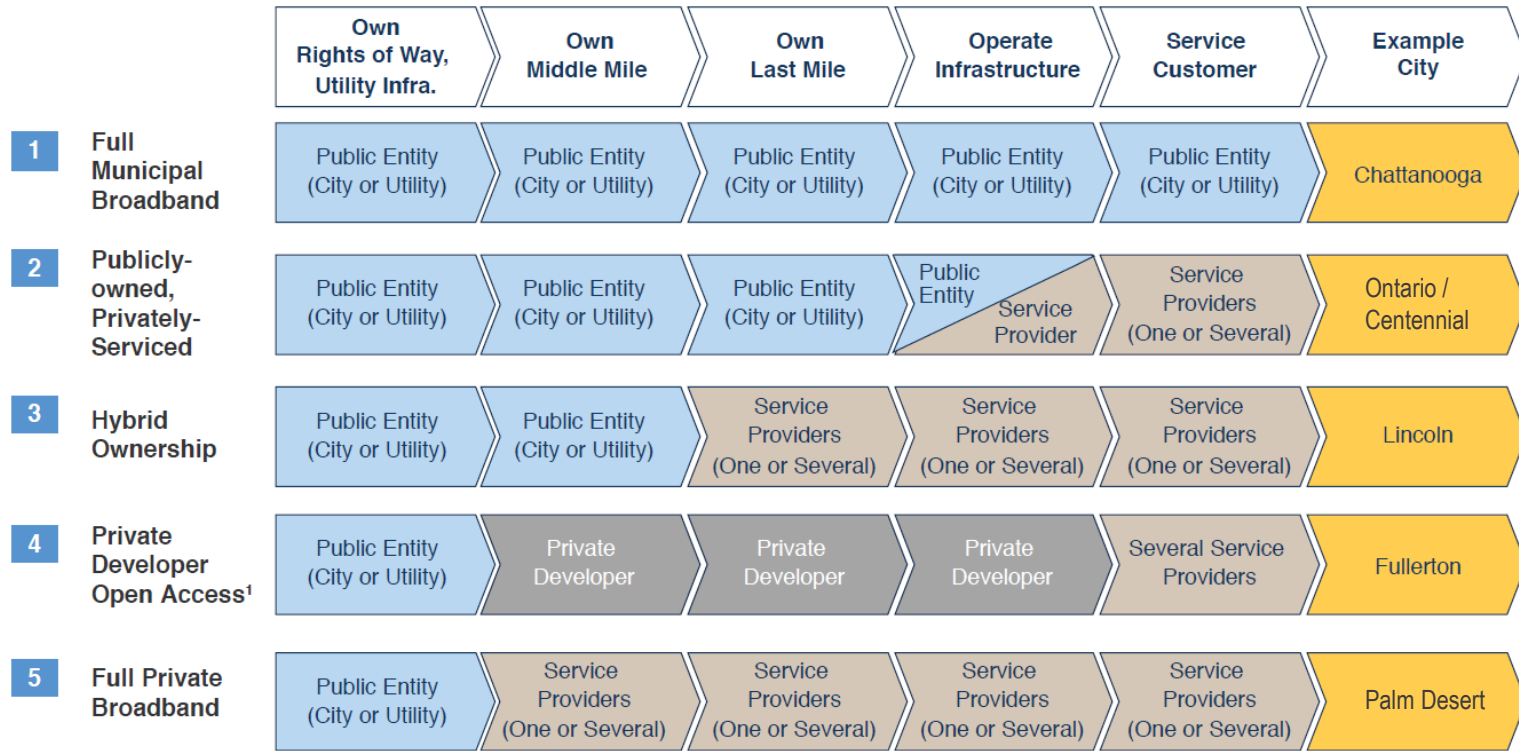
# Key Findings

- ✓ Major broadband concerns are availability, speed, cost, security, reliability, expandability, resiliency, and redundancy
- ✓ Internet considered to be an essential public infrastructure like electricity, water, and transportation
- ✓ Economic Development is one of driving forces behind improved broadband services
- ✓ Cellular coverage is decent in most parts of the City, but not along Highway-111 and on the south end of the City
- ✓ Free public Wi-Fi is currently unavailable in downtown business areas or outdoor recreation spaces
- ✓ Not enough competing broadband service providers in the City to meet the needs of residents and the business community
- ✓ Unserved and underserved, as well as low- and fixed-income communities need improved inexpensive broadband services
- ✓ Council, residents, and businesses feel strongly that the City needs to help facilitate better broadband



# Broadband Models

## City Main Business Model Options for Broadband Expansion



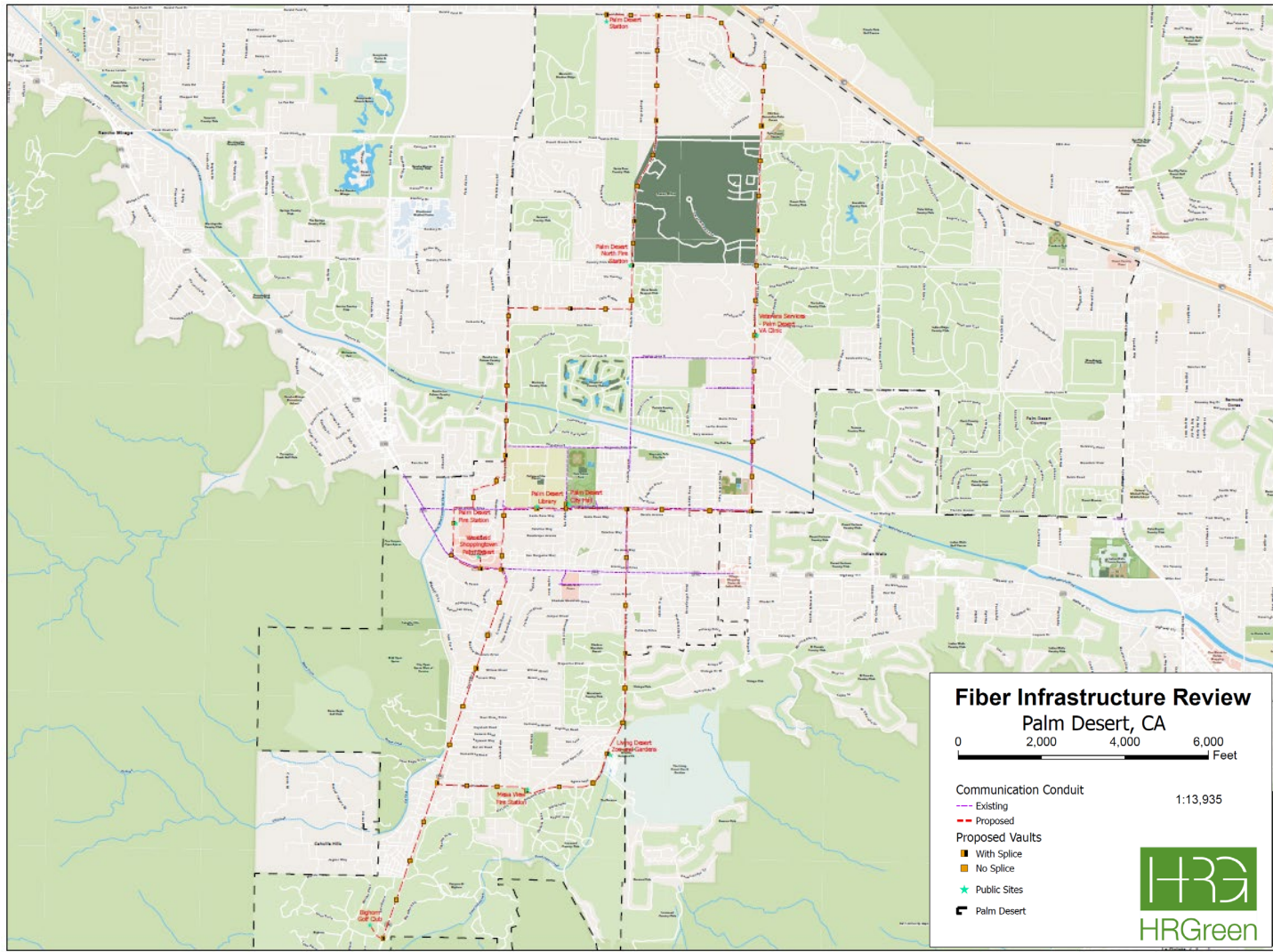
Note: 1) Private Developer is defined as private company that builds, owns and operates the network infrastructure and offers open access to it to several retail SPs that provide service on the top

Source: "Broadband Models for Unserved and Underserved Communities" - US Ignite Whitepaper

# Visioning Session Outcomes

- ✓ **Recommended model: Model 3 – Hybrid Ownership**
- ✓ General characteristics: municipal owned, designed, and constructed middle-mile fiber ring network.
- ✓ **Partner with one or more private sector providers to construct, manage, operate, maintain, and provide services over middle-mile fiber ring network**
- ✓ Partner(s) potentially own, design, construct, manage, maintain, and provide services over last mile connections to residents and businesses.

# Preliminary Design



# Cost Estimates

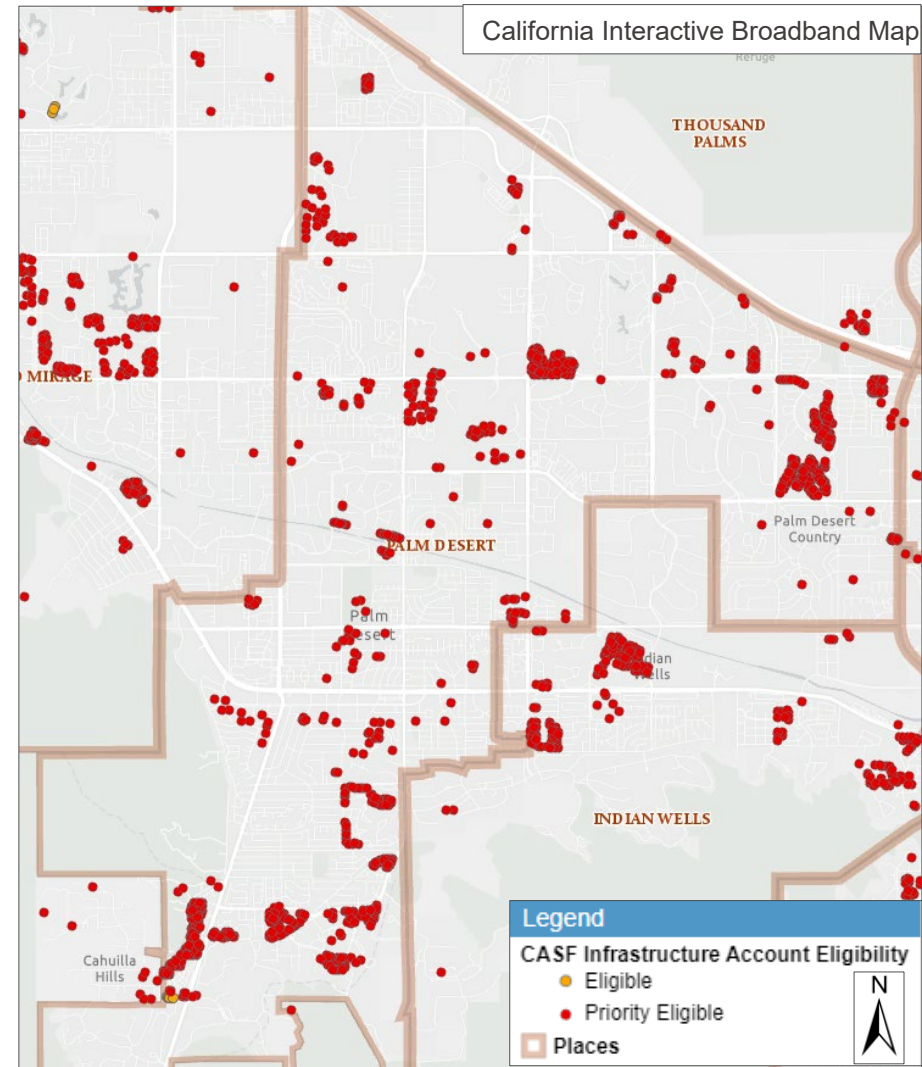
Category Description	Cost Estimate	Price per foot
Estimated 288ct Material Costs	\$697,429	\$6.24
Estimated Backbone Installation Cost (no splicing)	\$9,803,606	\$87.75
Estimated Design Engineering and PMO Labor Cost	\$298,298	\$2.67
<b>Estimated 288ct Total Backbone Segment w/Splicing Cost</b>	<b>\$12,167,553</b>	<b>\$108.91</b>





# Funding Alternatives


- ✓ Apply for California Last Mile Federal Funding Account (**FFA**).
- ✓ Apply for California Advanced Services Fund (**CASF**) Infrastructure Account.



# Explore Partnerships

- ✓ Utilized Request for Expressions of Interest (RFEI) to identify potential private sector partner(s).
- ✓ RFEI posted November 8, 2023, on the City's bid system.
- ✓ Responses were due on December 1, 2023.
- ✓ Received one viable response to RFEI from Arcadis

REQUEST FOR INFORMATION  
INVITATION FOR BIDS  
2023-RFI-222  
BROADBAND PARTNERSHIP



City of Palm Desert  
73-510 Fred Waring Drive  
Palm Desert, CA 92260

RELEASE DATE: November 8, 2023  
DEADLINE FOR QUESTIONS: November 15, 2023  
RESPONSE DEADLINE: December 1, 2023, 5:00 pm

RESPONSES MUST BE SUBMITTED ELECTRONICALLY TO:  
<https://procurement.opengov.com/portal/cityofpalmdesert>

# Explore Partnerships

- ✓ Public-private-partnership (P3) business plan
- ✓ Build an open access city-owned middle-mile ring and last mile network
- ✓ Network will be a long-term asset for the city
- ✓ Use a design-build-finance-operate-maintain model
- ✓ Full turnkey implementation, including operating it over time
- ✓ Municipal middle-mile ring network will most likely be publicly funded
- ✓ Provide private financing for what does not come from the public sector
- ✓ Recoup capital investment via provider and City anchor tenant payments



# Recommendations

- ✓ **Recommendation #1:**  
Complete RFP to Identify Partner(s)
- ✓ **Recommendation #2:**  
Pursue Grant Funding
- ✓ **Recommendation #3:**  
Finalize Detail Designs
- ✓ **Recommendation #4:**  
Construct Network



# Council Discussion

- ✓ Questions & Answers
- ✓ Discuss with Council what role if any the Council would like the City to play in improving broadband
- ✓ Today's Goal: ***Provide a summary of the findings from Phase I & Phase II of the Study, so Council can decide about next steps.***
- ✓ Discuss Next Steps





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**Thank You!**