

Questions for Industry Panel

1. This Broadband Strategic Plan represents a milestone in urban planning for the City of Portland. For the first time, the City has taken steps to include Broadband as an essential, critical infrastructure in the planning fabric, along with transportation, telecommunications, parks, power, and water/sewer infrastructure. A robust broadband ecosystem of infrastructure, competitive providers, services and devices is necessary for economic growth, job creation, livability, sustainability, public safety and civic engagement. However, achieving the goals outlined in this plan cannot be accomplished by City policy and actions alone. The City must engage with and create partnerships with Industry. What kind of partnering opportunities do you see for your company and the City to increase broadband deployment and broadband competition in Portland? Where and how can such partnerships have the most impact?
2. The economic development workgroup wanted to find incentives for developers to include broadband in their buildings, and for providers to extend very high bandwidth services (dark fiber, 1 Gbps and up, Ethernet, etc) in areas where business clusters. They discussed both regulatory and financial incentives to developers and providers. What types of incentives from PDC and the City would be most effective to encourage high bandwidth services to urban development areas, such as the Central East Side?
3. Affordability of Internet access is key to digital inclusion goals of the City. For one thing, the education and health workgroup noted that high-speed broadband access is a necessity for K-12 students and their families. In the future, both education and health care will be conducted in meaningful ways, using the Internet from home. For those that cannot afford adequate broadband services, these innovations in delivering basic education and health care will provide no benefit, and could actually marginalize certain groups from the mainstream even further than they are today. How do you see the connection between broadband costs to consumers and social equity? How would you recommend that affordability be addressed through public policy?
4. Would incentives (like franchise fee reductions, subsidies for infrastructure deployment, corporate tax breaks, etc) guarantee that your company would deploy 100 Mbps down/50 Mbps up (the National BB Plan benchmarks) to every household in Portland? Describe how you think the City should structure incentives to meet this goal?
5. The public safety workgroup notes that there are publicly owned assets that could be leveraged to help commercial providers build reliable networks with better coverage, such as City-owned towers, buildings, fiber plant and 700 MHz spectrum. They would like to find technology companies willing to launch pilot projects to develop wireless networks that could meet public safety requirements for reliability and coverage, which they could then use for public safety communications. What elements, if any of a public/private partnership to deploy wireless broadband for public safety would interest your company, and how might that partnership be launched?
6. The Strategic Plan recommends Implementation of a “dig once” policy to cost-effectively enable gradual deployment of fiber infrastructure (and protect streets and roadways). Such a policy would require installation of excess conduit (or fiber) any time a trench or road is open in the public rights-of-way, which would then be available to all providers in lieu of a new dig on that route. The plan also recommends that the City leverage the IRNE fiber assets, City streets, sewers and other rights of way to place publically owned infrastructure assets at the disposal of service providers who agree to deploy very high bandwidth services at lower than market cost to industry and employers. This could include broadband infrastructure development in public works projects, such as streets, sewers, etc. to diffuse

high capacity infrastructure throughout the City and region. How do you think a “dig once” policy and/or a sharing of public infrastructure policy could work, and would it lower your costs to provide service?

7. The City is interested in conducting a Fiber to the Home (FTTH) pilot project, with a provider, or several partners in Portland, to demonstrate the effectiveness of FTTH technology. Do you see value in such a pilot? In your view, is Portland disadvantaged relative to other communities who have fiber to the home?
8. Are there policies, incentives or environmental conditions that you believe have helped other communities achieve better broadband penetration and coverage than Portland has? What can Portland learn from other cities that we can put to work here to achieve our Broadband goals?
9. One problem the City faces is that small and medium size companies cannot find affordable space with high capacity broadband connections. The Broadband Plan states that the City must attract research institutions, data centers, media companies or other entities that require broadband skilled workforces and high quality broadband services to create the anchor tenancy for a “broadband cluster area” to develop. It also states that Standards and Best Practices for industrial buildings, commercial developments and neighborhood planning need to be updated to require that buildings are pre-wired for both mobile and fixed networking, with much higher standards of wiring and in-building coverage for wireless networking. What other actions do you think will make the most difference in updating our urban infrastructure for the highest quality broadband connectivity?