

# Digital Inclusion and the Broadband Strategy Plan

Office of Civic Innovation &  
Technology

Louisville Metro Government

November 30, 2020



# What is Broadband?

- It's not just an internet connection
- It's a standard for internet speeds

## Definition:

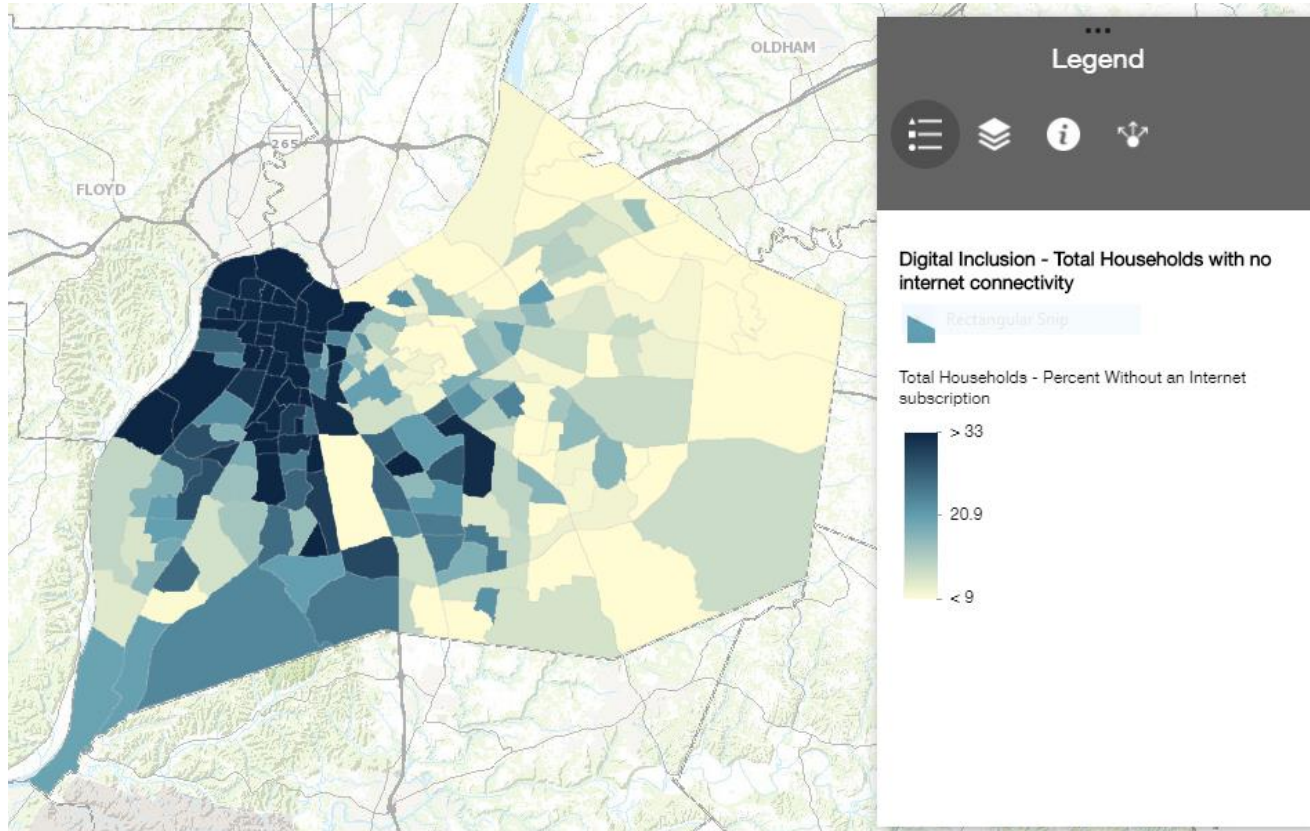
- 25 Megabits per second download
- 3 Megabits per second upload

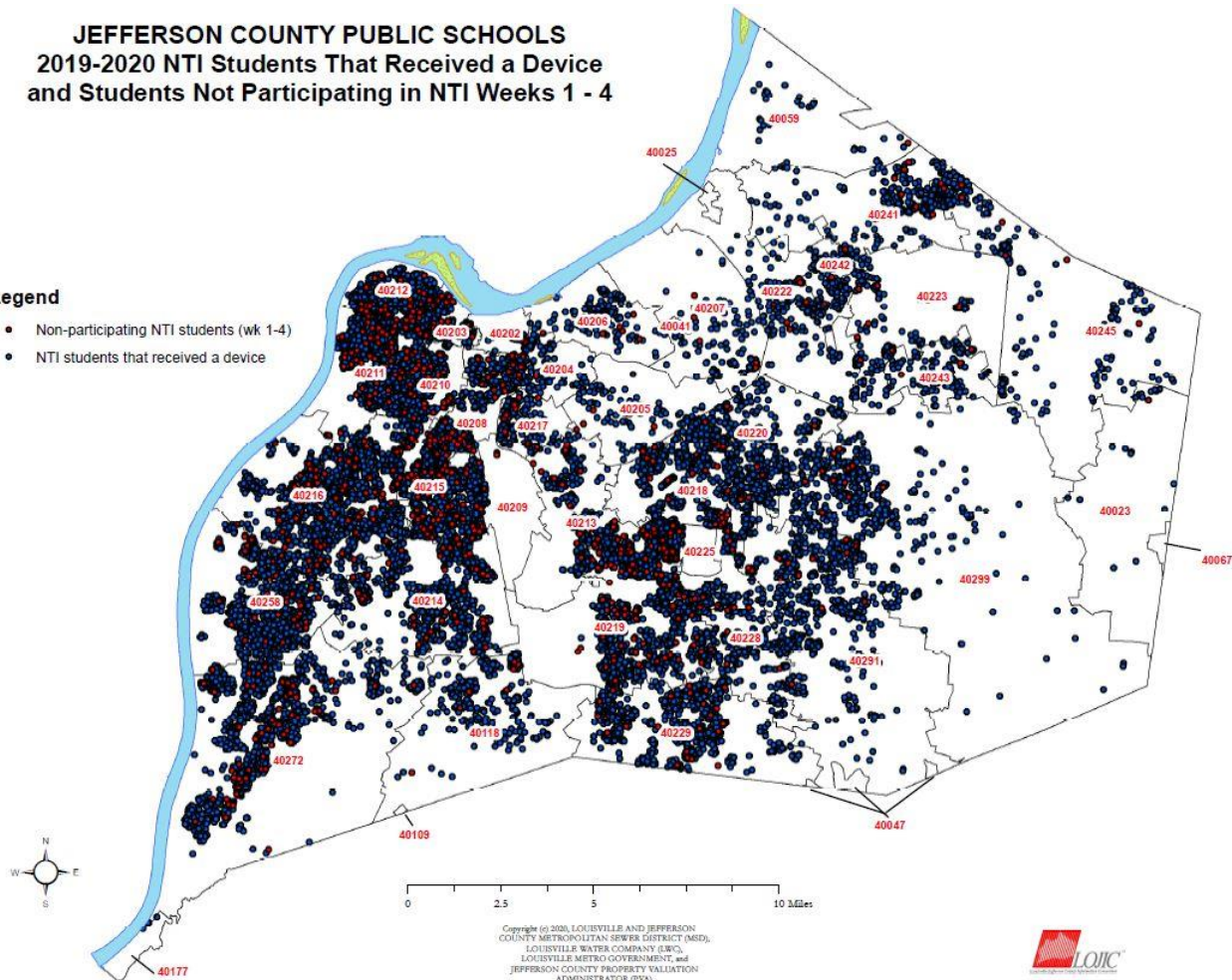
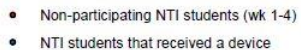


# Current Landscape



# Digital Divide





# Customer Challenges

- Affordability
- Access
- Choice



# Cost of Local Internet Plans

## AT&T

- Entry Level

- Speed: 25/25 mbps
- Monthly Cost: \$65
- Set-Up Costs: \$100

- Top End

- Speed: 940/880 mbps
- Monthly Cost: \$90
- Set-Up Costs: \$100

## Spectrum

- Entry Level

- Speed: 50/5 mbps
- Monthly Cost: \$75
- Set-Up Costs: \$60

- Top End

- Speed: 940/35 mbps
- Monthly Cost: \$130
- Set-Up Costs: \$200



# Low-Cost Plans

## AT&T Access

- Cost: \$10
- Speed: 25/1 mbps
- Requirements:
  - SNAP
  - SSI & over 65
- Notes:
  - Data-cap
  - Free equipment and installation

## Spectrum Internet Assist

- Cost: \$22.50
- Speed: 30/3 mbps
- Requirements:
  - National School Lunch Program
  - Community Eligibility Provision (CEP) of the NSLP
  - Supplemental Security Income (For Applicants 65+ Years of Age)
- Notes:
  - Wi-Fi cost extra





# What have we been doing?



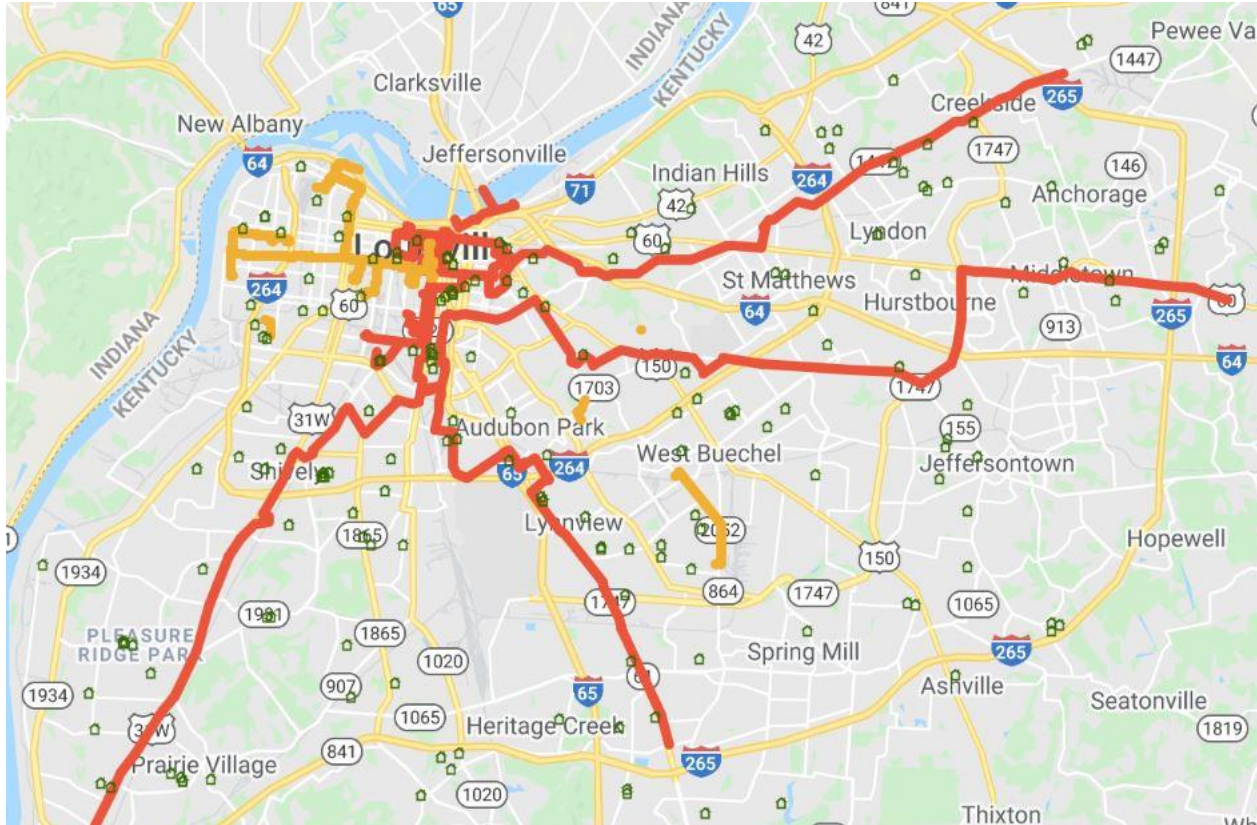
# Digital Inclusion

- Low Cost Internet Sign Ups
- Donated Computer Distribution
- Digital Skills Training

[digitalinclusion.louisvilleky.gov](https://digitalinclusion.louisvilleky.gov)



# Building Municipal Fiber



# Public Wi-Fi Access Points

- Government Buildings
- Libraries
- Community Computer Labs
- Russell Public Wi-Fi



# Targeted Projects



- Description:

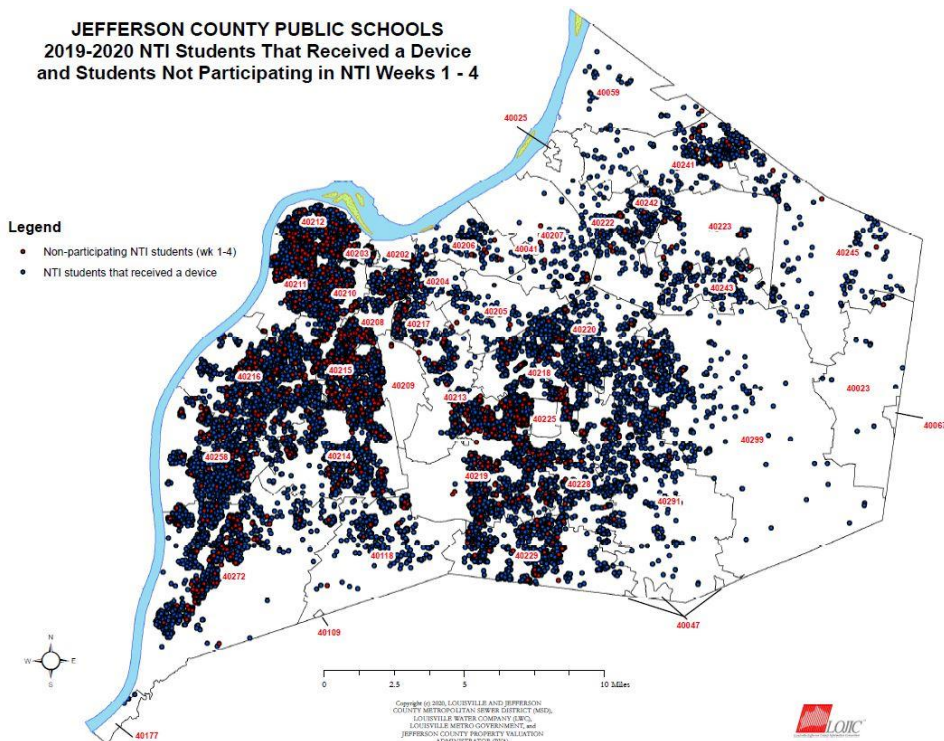
- Create a fund to provide a \$50 monthly subsidy for 2000 homes

- Cost

- Upfront: \$1.5 million
- Recurring: \$1.5 million

- Impact

- Increased broadband adoption in low-income communities



# Public WiFi

- Description:

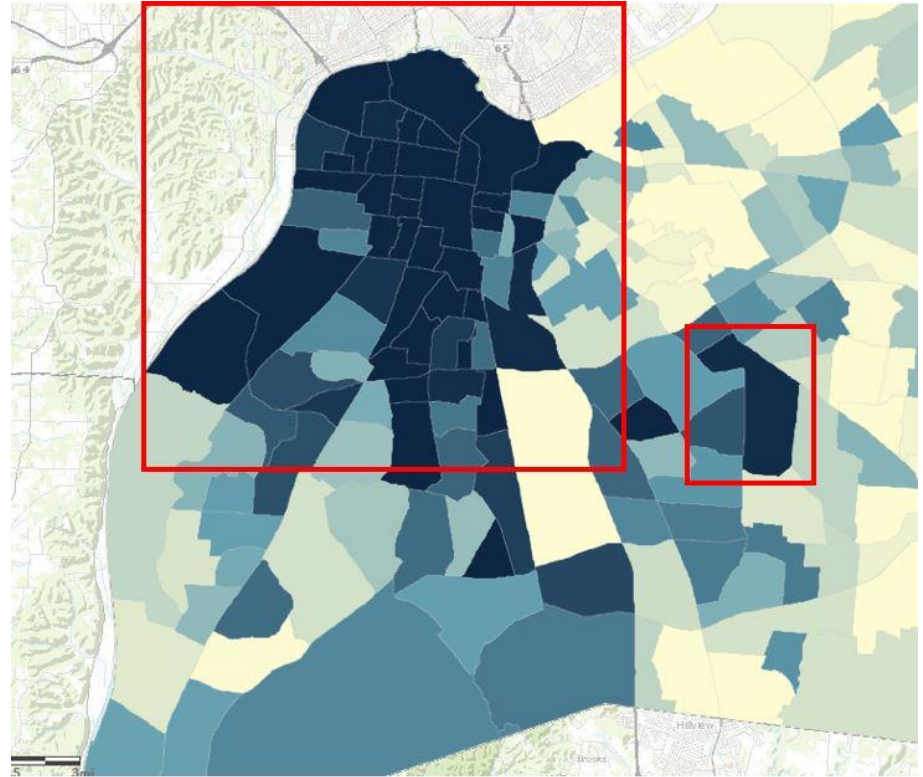
- 80 Wi-Fi hotspots deployed to 12 parks in the most under-connected neighborhoods

- Cost

- Upfront: \$800,000
- Recurring: \$250,000

- Impact

- Stop-gap measure for those most impacted by digital divide





# FTTH for West Louisville

- Description:

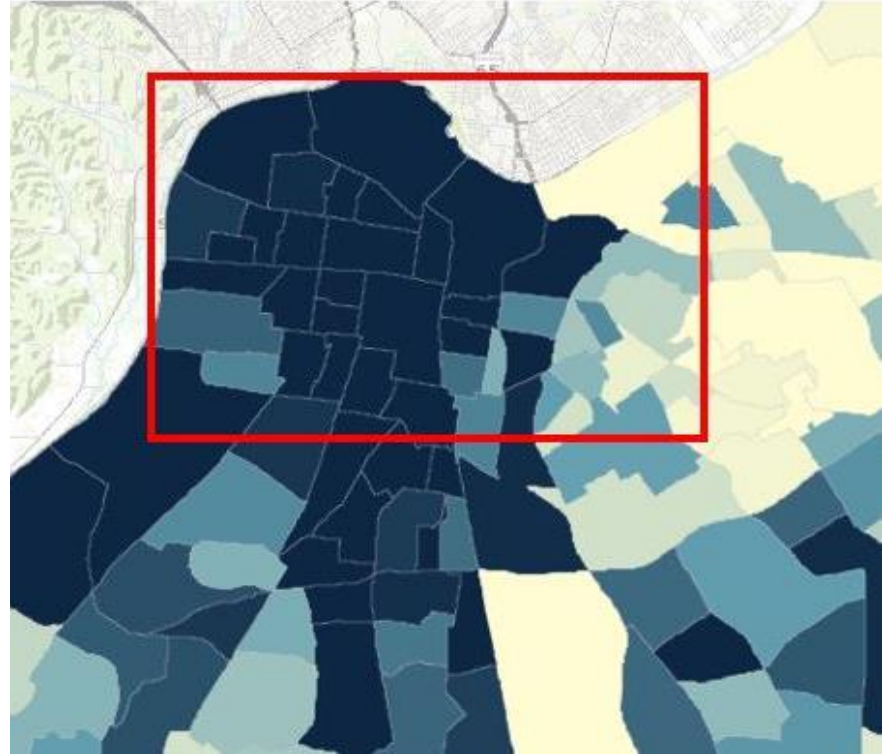
- Fiber to the Home network to 37,370 premises in West Louisville

- Cost

- Upfront: \$8.6 million
- Recurring: \$300,000

- Impact

- Create an affordable high-speed access in the under-connected neighborhoods





# Fixed Wireless Service in SE Lou

- Description:

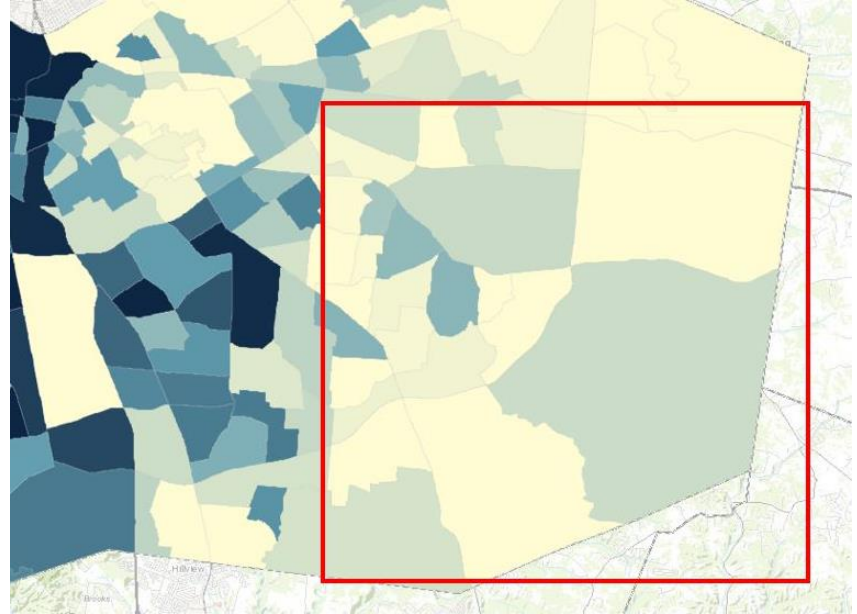
- Build middle mile fiber to extend improve service in more rural parts of Louisville

- Cost

- Upfront: \$3.5 million
- Recurring: \$100,000

- Impact

- Improve service in more rural parts of Louisville



# Proposed Projects Overview

Name	Upfront Cost	Recurring Cost (annual)	Time to Deploy (mo)
Community Connection Fund	\$1,500,000 + staff	\$1,500,000 + staff	3-6
Public Wi-Fi in Parks	\$800,000	\$250,000	6
FTTH in West Louisville	\$8,600,000 (build) + operate	\$300,000	30
Fixed Wireless in SE Louisville	\$3,500,000 (build) + operate	\$100,000	18
<b>TOTAL</b>	<b>&gt; \$14,400,000</b>	<b>\$2,150,000</b>	<b>36</b>



# What's next?



**What's the problem we are trying to solve?**



# **What is the preferred partnership model?**



The most likely “optimal” model will depend on capital, infrastructure and partner availability and each cities’ goals and community situation

Capital Availability	Existing Infrastructure	Partnership Options	Situation	Optimal Business Model	
Good Access to Capital and/or Funding	Good Existing Infra. And Capabilities	Viable ISP Partner(s)	Strong Community Support, Focus on Benefits	<b>Full Municipal Broadband</b> – maximizes community benefits when capital / infrastructure are available	1
			Less Support or Meeting Financial Targets a Must	<b>Publicly-owned, Privately Serviced</b> – reduces risk when full control over service not as important	2
		No Partner Options	Strong Community Support, Focus on Benefits	<b>Full Municipal Broadband</b> – maximizes community benefits when capital / infrastructure are available	1
			Less Support or Meeting Financial Targets a Must	<b>Full Municipal Broadband</b> – is the only option when no ISPs will partner	1
	Limited Existing Infra. Capabilities	Viable ISP Partner(s)	Strong Community Support, Focus on Benefits	<b>Publicly-owned, Privately Serviced</b> – reduces risk in absence of operational capabilities	2
			Less Support but Appetite to Take on More Risk	<b>Publicly-owned, Privately Serviced</b> – maximizes return potential while leveraging ISP partnership	2
			Less Support and Priority to Risk Mitigate	<b>Private Developer Open Access</b> – limits risk to the city but maximizes chances of success w/ ISP partner	4
		No Partner Options	Strong Community Support, Focus on Benefits	<b>Full Municipal Broadband</b> – is the only option when no ISPs will partner but there's capital	1
Limited Access to Capital and/or Funding	Good Existing Infra. And Capabilities	<i>Matters less – if there's no capital but there's infrastructure, hybrid is most often the right option</i>		<b>Hybrid Ownership</b> –optimal when capital is limited but there's existing infrastructure	3
	Limited Existing Infra. Capabilities	Viable ISP Partner(s)	Strong Community Support, Focus on Benefits	<b>Private Developer Open Access</b> – maximizes city control in light of limited funding / infrastructure	4
			Less Support or Meeting Financial Targets a Must	<b>Full Private Broadband</b> – maximizes chances of success while ensuring goals are met	5
		No Partner Options	<i>Does not matter</i>	<i>Limited options, have to go back and seek more capital, likely government funding / subsidies</i>	



**What are we willing to  
commit to solve it?**



**For more information**  
**[broadband.louky.city](http://broadband.louky.city)**

