



Department Source: City Utilities - Water and Light

To: City Council

From: City Manager & Staff

Council Meeting Date: July 17, 2017

Re: Broadband Market Analysis Update

## Executive Summary

In 2013, a Broadband Planning Study was commissioned to understand options for improving current and future broadband services within the community. Magellan Advisors was the consultant chosen to perform a Broadband Needs Assessment & Planning Study which they completed in 2014. Since their 2014 report, several of the incumbent internet service providers have deployed enhanced offerings to areas of Columbia. In December of 2015 the City of Columbia contracted with Magellan Advisors to update their 2014 report.

## Discussion

In 2013, The City of Columbia, University of Missouri and Regional Economic Development Incorporated (REDI) commissioned a Broadband Planning Study to understand options for improving current and future broadband services within the community. Magellan Advisors was the consultant chosen to perform a Broadband Needs Assessment & Planning Study. With the ability to leverage Water & Light's fiber-optic network, the study examined potential opportunities for the City to expand use of this network to foster next-generation broadband services for the residents, businesses and community anchor institutions.

Magellan determined that the City may want to consider expanding its current fiber-optic network to broaden the service offerings provided throughout the community. The current network was considered an asset that could be enhanced with additional funding commitments and further build out.

Magellan recommended that the City investigate implementing public policy tools and developing a broadband business plan. The development of a comprehensive broadband business plan would lay out the business, market, technical, and operational strategies for the City to use in further development of its network. The business plan would determine total costs for construction, operation, and management of the network.

Over the past several years, legislative bills have been proposed to prohibit or limit municipalities from offering broadband internet services. Some of them would have prohibited municipalities from providing certain services already being provided within the boundaries of the municipality without a vote of the people. Others specified when it would be permissible for a city, town, or village to offer competitive services. None of these bills have been enacted into law as of this report.

Since Magellan's 2014 report, several of the incumbent internet service providers have deployed enhanced offerings to areas of Columbia. In December of 2015 the City of



Columbia contracted with Magellan Advisors to update their 2014 report. To update their report, Magellan completed a current broadband market analysis and a field verification survey.

Magellan's market analysis has determined the services that are available, providers, service level, pricing, and access levels within the City of Columbia. They have documented the privately owned networks in Columbia and created broadband maps to illustrate how Columbia is served by broadband and through which providers. Magellan met with each identified provider to document the infrastructure changes that have occurred since the previous sets of meetings.

Attached is Magellan's updated report.

## Fiscal Impact

Short-Term Impact: None

Long-Term Impact: None

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Community Facilities & Services, Secondary Impact: Economic Development, Tertiary Impact: Not Applicable

### Strategic Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

### Comprehensive Plan Impacts:

Primary Impact: Infrastructure, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

## Legislative History

Date	Action
August 18, 2014	REP76-14 Broadband Planning Study

## Suggested Council Action

Acceptance of the Broadband Market Analysis Update from Magellan