

Sequim Broadband Action Team

Meeting Notes

Thursday, 2/20, 5:00 to 6:00 PM

Burkett Community Room, Sequim Civic Center, 152 W. Cedar Street

February meeting notes in blue

Future discussions are highlighted

- 1) Introductions
- 2) Develop Strategic Direction

- a. Why do we care about broadband?

The Sequim area has gaps in broadband coverage. Broadband is important for students, public safety, commerce, and many other purposes. Our rural location means that there is little available over the airwaves and broadband is a primary source for information delivery. More devices every year are dependent upon being connected to broadband. Residents in areas with limited broadband access are falling further behind the rest of the world. Widely providing broadband access is fair and equitable to all members of our community.

Check enabling legislation and grant programs for some additional wording. Add a bit more about economic development to this. Talk about remote working and technology companies.

- b. What data questions do we have? –

How many households in Sequim? 2010 census - 3,340

How many households in greater Sequim? There are 23,000 parcels in the Sequim School District. Bob will break it down by businesses vs. residential.

How many customers does Wave serve in Sequim? Michael from Wave Cable will assist with some of this data.

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How many customers do the other ISPs serve? There might be a way to look at PUD fiber by ISP. NoaNet could provide more insight.

How many businesses are underserved? This could be a part of a business blitz. It could also be survey. Is it adequate? This might be able to be addressed through the upcoming broadband study. The Small Business Administration will be here on March 18th with representatives from state government agencies. They will be here to conduct outreach to small businesses and broadband questions could be a part of this event.

The American Community Survey data was not useful because the questions were not detailed enough for our needs.

Satellite service is something to monitor for the future.

List of Potential sources for data:

City of Sequim – we can share information on business licenses in the City of Sequim. Desired data is number of businesses, NAICS code, revenue by code, contact information, level of service need and how does it vary by code?, how about home based businesses? The City of Sequim produced this data in a separate document.

How about Clallam County? Can we get it from the State? The County cannot get this data right now.

How do we reach people who aren't on the "radar"? Remote workers working for a business elsewhere. Larger industry headquartered elsewhere. We need to bring this up with the consultant on the CERB Planning Grant.

PUD 31,310 meters (CL200 amp service for residential electricity). Some of these places are very remote. The meters are probably 80 to 85% of the total household count. The census is a better count for households.

Sunland & other water districts, local utility districts (LUDs) would be helpful contacts (structure used to finance broadband) We need to develop a contact list. We could ask if they have service as a district and who the provider(s) are. People report underservice in some of these outlying areas. It would be good to give them a voice. These partners also have mailing lists and could be good partners for a future survey.

It would be good to talk with other districts about how they set up their LUDs (ex. Kitsap). Perhaps we could invite Kitsap to a future meeting. ESSB 6034 – water, sewer, and wholesale telecom in a county with an area less than 500 square miles – only Kitsap qualifies for the type of assistance they have been

providing to LUDs. This is a good topic for the consultant. Michael with Wave will reach out to Sunland.

Murrey's Disposal – who is paying online? That could be a way to find out some information about tech savvyness of residents. The City of Sequim will follow-up on this one. Can we map the data from Murrey's to show where customers are or are not online?

Can we do the same with the PUD?

The City of Anacortes is providing internet through their water pipes. This would be an approach to learn more about. We have an interest in connecting with them.

Sequim Chamber of Commerce – survey partner, focus group partner, could help us with a broadband workshop to enhance business access and understanding

Workshop with residents and ISPs to talk about costs and tools to get service – PUD potentially as wholesale provider to LUDs (last mile)

Community foundations to help with LUDs and anything else they want to fund

Community oriented banks

Kitsap contact on LUDs David will take this on. Angela Benning is the contact.

Kitsap – the cost was \$10-\$14,000 per house from their LUD. It is paid through the County over time. Kitsap has done 8 or 9 LUDs and has some special powers.

Real estate data would be helpful - City of Sequim will follow-up and did.

For the broadband study – what are the regulatory barriers? Getting a handle on the overall situation is important. Looking at pilot projects as a potential outcome, with some evaluation of them after the fact. Stick with the FCC standard for bandwidth (it is for residential service). Cost (of service) is a critical factor as well. What about the different needs of business vs. residential vs. remote working? What about service levels?

Anthony Martin, Sequim IT Manager, shared that he attended a USDA workshop in Seattle recently to learn about their opportunities for funding. The PUD or an ISP are the ideal applicants for this funding. The retailer has to show fiscal viability in their project. They need to have pre-subscribers and have 5 years to show a return. They have to show a viable business model going two years back as well. This covers unserved census blocks.

Mason PUD – neighborhoods ask for the survey. If interested, they have a \$25 fee per month on their ISP bill for 12 years if they receive service. It comes to \$3,600 over time. Why does Mason PUD have a lower cost?

Clallam PUD – we don't have the demand for fiber to justify a trencher like they have at Mason PUD.

There is spectrum becoming available from old analog channels that are going away (tv).

Kitsap's exemption is because they don't provide electric service. There might be an opportunity to do something different with changes to state law. You can possibly petition the PUD for retail service if you cannot get adequate service as a residence. There is an interesting conversation we could explore at a future meeting, especially as we have more data.

There is a service divide between residential and commercial (commercial gets better service).

We need a clear view into the rate structure for various retailers. We at least need to know what the barrier are located.

Jamestown Networks can provide retail service to commercial, but not residential.

c. What are our priorities and goals?

With the problem defined then ask these questions:

- Is this a project worth pursuing? Yes, so far.
 - **What is underserved (under 25,3)? Can you quantitatively determine what people would be willing to pay and what they want? How much are you willing to pay for better service?** Remind people of what they are missing – potential Polco survey or data from the broadband study
[We are only focused on terrestrial services, not wireless or satellite. This is both for the study as well as the current state and federal programs. The State's goal is 150, 150 \(upload and download MBPS\). This is a recently passed](#)

State law (SB 5511). The State is talking about using Federal money to help meet this new standard.

- Limiting what we can do in the future would be unfortunate. Hopefully we can choose options that don't limit the future.
- **City and County standards for development need to encourage broadband. Do we require development to tell us more about the service they will receive? Putting conduit, even empty, in the ground is a good move. Look at Howard Street expansion in Port Townsend. Michael from Wave will follow-up on this with a contact.**
- **Will the ISPs share their projections for serving additional households? Conversation to have.** Nikola is slowly growing and busy. Wave is busy as well. They installed 7 miles of fiber per month in 2018 (statewide with about 90% of that was east of Seattle). CresComm grew 29% last year (services west of PA).
- **Where are specific pockets of underserved / unserved households?** Analysis to conduct – strategy needed. This will come from the broadband study.

3) Update on CERB Planning Grant

Colleen McAleer recently met with Russ (from the Governor's Office – State Broadband Office). Russ recommended that the region make sure it gets clear recommendations for action by subregion (areas of the County) from the regional broadband study. According to Anthony Martin, the regional team tasked with picking a consultant revised the scope of work and continues to consider contractors that would deliver more emphasis in this area. The team is checking with CERB to make sure that grant compliance will not be an issue with a revised emphasis.

The BAT provided feedback regarding making sure that the consultant understands fully the existing infrastructure and service provider options in each County subarea.

Colleen mentioned Alpha Ledger Technologies – a crowdsourcing option, potentially for broadband fundraising. Kitsap PUD partnered with them. Rich Martinez manages this program with Kitsap Bank.

Anthony Martin is going to the Jefferson County BAT meeting to learn more about their progress and to explore potential collaboration on future projects in the region.

The Countywide CERB Broadband Planning Grant is receiving funding. A consultant will be on board early next year.

Anthony provided an update on the CERB Planning Grant. Vendors are under review. The parties involved have approved an interlocal (government to government) agreement to execute the study. CERB has funded the study and it will commence in 2020 with whatever vendor is selected. The assessment will look at demand for service, service gaps, and solutions for those gaps. It will look at current service levels and provide some guidance to ISPs and governments on how to strategically approach the problem areas. The assessment portion of the study will be completed in the first two quarters of the year. The search for resources/funding/solutions will occur after that time period.

4) Define Next Steps

- Review scope of work for CERB Planning Grant and discuss gaps we still want to address (Skype or phone option)
- Invite Mason PUD (Justin is the contact), Kitsap PUD, [Anacortes](#), Councilor from Shelton
- [Go over the parcel data in more detail.](#)
- [We will need to think about data sharing with proprietary information moving forward as we get into the study](#)
- [Talk more about our survey strategy with the study.](#)

5) Set Next Meeting Time/Date

- Next meeting is [Thursday, April 16, at 5 PM at the Sequim Civic Center.](#)