



Agenda

City of Placerville

Placerville Economic Advisory Committee

Friday, February 15, 2019 - 12:00 P.M.
Town Hall, 549 Main Street, Placerville, California

1. **CALL TO ORDER:** Pledge of Allegiance.
2. **ROLL CALL:** Chair Miller, Vice Chair Kaiserman, Anderson, Brown, Wager, Vonderschmitt,
3. **ADOPTION OF AGENDA.**
4. **ADOPTION OF THE MINUTES OF THE MEETING OF January 18, 2019 Meeting**
5. **ITEMS OF INTEREST TO THE PUBLIC:** (The Committee shall not take action on this item.) **Comments may be limited to 3 minutes.**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the Agenda that is within the subject matter jurisdiction of the Committee. The Chair reserves the right to limit each speaker's time to three minutes. The Chair will recognize the speaker and ask that they state their name for the record. Personal attacks on individuals or comments which are slanderous or which may invade an individual's personal privacy will not be tolerated. PLEASE GIVE ANY WRITTEN MATERIAL PRESENTED AT THE MEETING TO CITY STAFF FOR THE PUBLIC RECORD.

6. **INFORMATIONAL ITEMS:**
 - a. HdL Trends Affecting California Economy Jan 12, 2019 (Attached)
7. **PRESENTATIONS:** None
8. **DISCUSSION ITEMS:**
 - a. Subcommittee Updates -
 1. Business Outreach Visits - Kevin Brown, Mickey Kaiserman, Debbie Miller - City response: We have a call into the owner of American Cabinets, Mr. Don Vojtech waiting for him to call back but he lives outside of Placerville. We called

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the office again and they gave us the sons name so we now have a call into him. Kinkaid Gallery just haven't been able to put a date together I have been playing phone tag.

2. Tourism/Health and Wellness – Adam Anderson, Dolly Wager
 3. Broadband Service – Andrew Vonderschmitt, Kevin Brown, Mickey Kaiserman
Recommendation to City Council to solicit RFP's for consultant to assist with establishing a project.
- b. Civic Lab II – SACOG Program: Update by Vice Chair Kaiserman, City Manager Morris and Director Rivas

9. STAFF AND COMMITTEE MEMBER COMMUNICATIONS:

- a. Update on Jaquier Road Hotel Development Project
- b. Western Placerville Interchange Project
- c. Clay Street Bridge Replacement and Realignment Project

10. ITEMS FOR NEXT AGENDA:

11. NEXT MEETING: March 15, 2019

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**Placerville Economic Advisory Committee
February 15, 2019
City Manager's Report**

Subject: Recommendation to the City Council to solicit Request for Proposals for Broadband Consulting Services to explore the feasibility of establishing City owned fiber optics system to citizens and businesses in the City of Placerville.

Background: For the past year the staff and the sub-committee have been meeting with representatives of Entry Point to explore the feasibility of installing Broadband Fiber Optics in the City of Placerville. The proposed program would be owned and operated by the City of Placerville. Jeff Christensen of Entry Point Networks made a presentation to the Economic Advisory Committee last year. The committee then appointed a sub-committee to continue to explore the feasibility.

On January 30 of this year, the sub-committee met with representatives of Entry Point plus Michael Anderson of Clientworks in Nevada City. Michael was recommended to the City and is familiar with Entry Point's program. Entry point again provided information to the sub-committee and discussed ways to implement the program. Entry Point proposed a pilot program that would install fiber between City Hall and the Police Department. This would provide a need for the City and also make fiber available to businesses on Main Street. Entry Point would provide the equipment and the software to run the program. The City would install the fiber.

Discussion: Staff and the sub-committee have reviewed the proposal from Entry Point Networks and feel that it is a good proposal. However, this is not an expertise that staff has and can effectively evaluate. For this reason, staff is recommending that the committee ask the City Council to solicit Request for Proposals (RFP) for consultants to assist in the evaluation process and make a recommendation on how to proceed. Following is the proposal from Entry Point.

Proof of Concept Summary

Political Authorization

- ➡ Educate City Leadership and develop strategy with broadband working group
- ➡ Create city declaration that broadband is an essential service
- ➡ City leadership authorizes Proof of Concept

Legal Items

- ➡ City attorney or outside counsel evaluates authority for Placerville to build out municipally owned fiber optic infrastructure

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Develop Plan for Outside Plant (Outside Infrastructure)

- Develop design for Proof of Concept
- Develop Proof of Concept for backbone design
- Identify locations for facilities for Proof of Concept

Develop Plan for Central Office and Inside Plant (Equipment)

- Identify location for Central Office
- Identify scope for Proof of Concept
- Install Equipment for Proof of Concept

Evaluate Middle Mile & ISP Options

- Identify Middle Mile and ISP Providers with existing infrastructure in the area
- Get pricing from Middle Mile options

Initiate Community Outreach and Engagement

- Prepare and distribute survey to residents
- Partition City into separate “Fiberhoods” or Units of Construction

Develop Funding Strategy

- Evaluate available legal structures for funding the infrastructure construction

Capital Expense Financing

- Develop strategy for construction financing and long term financing

POC Hardware Costs

Equipment	Description	Purpose	Quantity	Cost / per	Total
Juniper EX2300-C-12	Core router / Management Network switch	Network router	1	\$600.00	\$600.00
Silicon Mechanics	VM server (one port to Router, one port to Internet)	Virtual server host	1	\$1,300.00	\$1,300.00
WTI-8NM 8 Port	Console Management	Console server	1	\$1,100.00	\$1,100.00
PE/Core/ToR Switch	Network operator switch VGL - OFS-M9148	Core switch	1	\$3,100.00	\$3,100.00
Tripp Lite Power Strip DRS-1215	Tripp Lite 14 Outlet Network-Grade Rackmount PDU, 15A Surge Protected Power Strip,	Surge protection / Power strip	1	\$60.00	\$60.00

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15ft Cord with 5-15P					
Virtual Broadband Gateway	VGL VBG-M7105	Connect premise to network	2	\$400.00	\$800.00
Netgear Switch	Unmanaged switch	Connect management network	1	\$200.00	\$200.00
Fiber SFP			6	\$12.00	\$72.00
Copper SFP			4	\$21.00	\$84.00
Fiber patch cable			2	\$3.00	\$6.00
Copper patch cable			8	\$1.00	\$8.00
Console cable			3	\$10.00	\$30.00
Total				\$6,760.00	\$7,160.00

Optional					
CyberPower OR500LCDRM1U	Protects rackmount servers, networking equipment	Surge protection / UPS	1	\$200.00	\$200.00
Server rack	Mount all equipment / on wheels	Hold equipment	1	\$180.00	\$180.00
Total				\$7,140.00	\$7,360.00
Shipping				\$500.00	\$500.00
Provisioning				\$2,500.00	\$2,500.00
Total				\$10,140.00	\$10,360.00

We offer our clients a POC guarantee that if they do not go forward at the conclusion of the POC, we will reimburse them 90% of the cost of hardware and take the equipment back.

Staff Recommendation: Recommendation to the City Council to solicit Request for Proposals for Broadband Consulting Services to explore the feasibility of establishing City owned fiber optics system to citizens and businesses in the City of Placerville.

M. Cleve Morris

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