PRECERTIFICATION CHECKLIST
City of Gardiner, Maine
6 Church Street
Gardiner, ME 04345

1. **Create a Community Broadband Team:**

The following members comprise the Gardiner Community Broadband Team for the City of Gardiner:

- Jonathan E Ault, Gardiner City Councilor
- Anne Davis, Director of Library and Information Services, Gardiner
- Malcolm J Harris, Principle Engineer for EMC Corporation
- Peter Malyon, CIO for Aeronomy LLC
- Robert F. Munzing, Video Production Teacher for Gardiner Area High School (MSAD#11)
- Peter Prescott, CEO for EJP
- Richard E. Rambo, President/owner for Grow and Learn Centers, Inc.

The Community Broadband Team is unaware that any non-profit or economic development entity beyond the City of Gardiner will be seeking a grant through this precertification.

The contact person for this certification person will be Anne Davis. Her email is adavis@gardinermaine.com and the telephone number is 207-582-6893.

2. **Hold at least one Community Broadband Meeting:**

In March of 2015, the Gardiner City council formally tasked the Gardiner Technology Committee to undertake a study of high speed broadband in the City. That committee then became the Gardiner Community Broadband team. This group has since met every month (sometimes more often), meeting with a great variety of broadband stakeholders and vendors. All of these meetings were announced in advance on the City website and were open to the public at all times.

Most recently, on Tuesday, April 5, 2016 at 6 PM the Broadband Committee held a public hearing on High Speed Broadband Efforts in Gardiner. This was held at City Hall in City Council Chambers.

- We identified 2 providers to the City of Gardiner and invited Time Warner Cable and Fairpoint Communications. TWC could not send a representative to the meeting, but Jeff

Nevins, Public Relations Manager for Fairpoint Communications did attend. Along with the committee members and Mr. Nevins, a member from the public also attended.

- Mr. Nevins was unable to provide broadband mapping to the committee at that time, but confirmed that he would send it along soon. In a narrative he did indicate that Fairpoint currently maintains about 21 miles of fiber and they are just about ready to roll out a new product of double-sided copper lines that mimic the speed of fiber.
- We asked the following questions of the attendee:
    - Which providers are currently serving your community?
        - **Answer: Time Warner Cable, Fairpoint Communications and some lines are jobbed out by GWI.**
    - Which providers attended your meeting?
        - **Answer: Fairpoint Communications attending the public meeting and GWI attended a committee meeting the previous week.**
    - How do the mapping results compare with members' actual experiences?
        - **Answer: The attendee at the public meeting indicated surprise when told about the service already available through Fairpoint and will probably contact the company for more information.**
    - Does existing broadband access meet your needs?
        - **Answer: Gardiner is an underserved community where broadband is expensive and the uploads make it impossible for telecommuting, especially in our downtown area.**
    - If it is inadequate in what ways does it fall short?
        - **Answer: The broadband provided is not fixed and ebbs and flows during busier times of the day. Latency is also a huge issue for video conferencing.**
    - If you have broadband, how do you use it now?
        - **Answer: We were given statistics from Mr. Nevins that seems to indicate that 45% of Gardiner users use Internet for Netflix. One attendee is getting his training in cyber-security. Another participant stated that he often telecommutes from his residence in the downtown district but has limited success video-conferencing due to latency.**
- Provide documentation showing meeting dates, notes, agenda and number of attendees, emails to providers and responses to the questions above.

- **Attached with this electronic submission are 2 documents. One document is the agenda of the public meeting and the other is the sign in sheet for attendees.**

3. **<u>Identify Key Documents/Existing Efforts</u>**

- **Does the municipality use broadband to deliver municipal services?**

The City of Gardiner is on the forefront of delivering information to the residents of Gardiner. Many public meetings are streamed live over the Internet and City Councilors all receive their packets via electronic delivery to their city-owned mobile devices.

During the most recent budget workshops, the technology committee was asked by city staff to research and recommend an updated network system for the municipal buildings. The committee researched purchasing servers locally and the costs of migrating some systems to Cloud storage. The final recommendation was to replace old servers and to maintain a contract with a technology firm. Cloud storage would have been cheaper, but the latency issue and the slow connectivity did not make this a viable option. Because of the unreliable broadband at City Hall the technology budget will see a big increase this year.

The City pays for its "broadband" connection throughout all city buildings excluding the public library (MSLN connection). City Hall has a separate fiber connection for VoIP ($356.35). The City of Gardiner pays for a connection of 12Mx1.5M (static IP) in City Hall ($262.10); a connection of 10Mx1M (no static IP) at the Public Works garage ($162.77); a connection at the Wastewater Treatment Plant of 35Mx5M (static IP); and a connection of 7Mx768K for our video cameras located at our Commons ($60.00).

As previously mentioned, city staff delivers public information via these connections as well as connecting to the State of Maine portal for registrations, licenses, deed registration and connection to MOSES. The Police Department has a dedicated VPN to the Maine State Police to access their proprietary software and the Fire and Rescue Department uploads required information to the state as well as HIPPA protected information to several different agencies.

Anecdotally, the committee members have heard that for some years now there have been numerous requests from both residents and business owners for Wi-Fi in the downtown area

(and more recently the re-developed waterfront area adjacent to downtown). However, the current cost for any local business to establish and then maintain such a Wi-Fi network is prohibitive. For it to become a reality, it will likely have to be part of a municipal broadband effort.

As part of their Gardiner City Council Goals for 2016, councilors identified the need of exploring delivery of better broadband throughout the City. (Page 8 of ***Gardiner City Council Workshop-highlights report-February 20, 2016***). On September 4, 2014, Holly Hansen Consulting completed an ***Ascertainment Study: Services Related to Cable Franchise Renewal*** that highlights the community need for inexpensive and high quality Internet and broadband access. This report is attached with this application.

- **Is there local or regional economic development plans in which broadband could play a role?**

The City of Gardiner has no current cable franchise agreement but the ISP does pay a franchise fee from the last negotiated contract that has long expired.

The City recognizes the importance of regional economic development plans. The Libby Hill Business Park was a significant investment by Gardiner to bring in regional and national commerce. Available high speed broadband significantly increases the ability to sell lots in this park. Gardiner also identifies its downtown district as an area in need of economic development incentives. Gardiner monetarily supports the Gardiner Main Street Program, a part of the national Trust for Historic Preservation's Main Street,

The Gardiner Public Library is a regional library that offers service to Farmingdale, Gardiner, Litchfield, Pittston, Randolph and West Gardiner. Through the MSLN (Maine School and Library Network) the public has free and unimpeded access to a true broadband connection (100Mx100M). The staff at the library offers free Internet use instruction, users may download e-books for free and the FY17 budget includes a budget to offer live streaming of movies and music should it gain City Council approval. Staff hopes to begin circulating personal mobile devices to the public so they may learn how to access the Internet at home if they have an Internet connection.

- **Is there tax increment financing or other economic development grants for all or part of the area to be served?**

The City of Gardiner maintains a TIF District for our downtown area. This elegant area with many 19th century built buildings houses many small businesses that need a broadband connection in order to conduct business. There is also a TIF District out in our Libby Hill Industrial Park. These regional and national companies require high speed broadband and are currently paying exorbitant prices for dedicated fiber connections.

- **Does the town have a municipal electric company? If not, what electric utilities serve the area?**

Gardiner does not have a municipal electric company and Central Maine Power is the electricity utility serving the area.

4. Identify potential Community Anchor Institutions

Within Gardiner, there are definable commerce areas that house many community anchor institutions. A previous paragraph discusses the Gardiner Public Library and its MSLN connection. This connection is also available to our MSAD#11 school district but it is not a public connection. Our public safety departments rely on a broadband connection for emergency services. The City of Gardiner currently offers monetary support to a local theater (Johnson Hall), our Boys and Girls Club and our Gardiner Main Street Program. These three non-profit organizations would benefit from inexpensive and reliable broadband connections.

In our downtown area there is a fledgling food cooperative (Gardiner Food Co-op & Café), a non-profit art center for adults with developmental disabilities (Spinoff Studio) and a cooperative art colony that supports local art (Artdogs).

Through a public/private partnership the City is working towards developing an area close to the downtown district that will offer a state of the art medical center as well as building affordable housing for senior citizens.

The City of Gardiner can often be found on lists that offer a favorable review of the quality of life that people may obtain. Through a process called ***the Heart and Soul Program***, residents identified many ways that people may live and work in Gardiner. Some of our workforce includes people who work

from home but need a reliable and fast Internet connection. Two members of our Community Broadband Team work for national companies but are able to reside in this small Maine city.

Finally, our City encompasses some financial institutions. We have 2 large insurance companies (State Farm Insurance and Gosline-Murchie Insurance Company) and several banking institutions (Gardiner Federal Credit Union, Camden National Bank and Kennebec Savings Bank borders Gardiner on the north).

5. <u>Create a Vision Statement</u>

The Broadband Committee developed the following Vision Statement that describes the needs within our Gardiner Community.

- ***Our vision is nothing less than realizing the full potential of the Internet for Gardiner — to drive a new era of development, growth, and productivity.***

When this was presented at the public meeting, attendees agreed that it expresses the needs of the community.

It is the priority of this committee to connect anchor institutions to a faster and more reliable broadband connection at an affordable price. This backbone would begin at Gardiner City Hall (6 Church St.) extend down to our business district on Water Street and then run up Route 201 to our Libby Hill Business Park. Our downtown district can only prosper with this great economic development tool; the Route 201 corridor is a mixed use area that serves banks, insurance companies, law firms as well as old homes with a mixture of senior and family populations.

Currently, the only place where one can find free and reliable broadband is the organizations that are part of the MSLN. The public library (152 Water St.) is located in the downtown district and the schools reside in South Gardiner, Gardiner proper and out towards Route 295. It should be noted that the schools' connections are not currently opened to the public but the library connection is available 24/7.

As part of this precertification application, I am also attaching the ascertainment study commissioned by the City and the goal statement for the 2016 Gardiner City Council.

Attachment A – Precertification Checklist Template

Once a community has submitted a completed Precertification Checklist and it has been certified by the Authority the community may apply for a Broadband Community Planning Grant. Certified Communities and their checklists will be listed on the Authority's website.

Community Broadband Planning Grant Program

ConnectME Authority
145 SHS
Augusta, ME 04333-0145
http://maine.gov/connectme

Grant Opportunity Issued: Feb. 26, 2016
Contact Person: Lisa Leahy
lisa.leahy@maine.gov
Application Due: April 15, 2016
Grants Awarded: April 22, 2016

APPLICATION PACKET

Round One Community Planning Grant Application

Due Date: April 15, 2016

1. **Date: April 14, 2016**
2. **Submitting Community: City of Gardiner, Maine**
3. **Grant Amount Requested: $30,000**
4. **Community Project Point of Contact: Anne Davis, Director of Library and Information Services/207-582-6893/adavis@gardinermaine.com**
5. **Party Who Prepared Application: Anne Davis, Director of Library and Information Services/207-582-6893/adavis@gardinermaine.com**
6. **Executive Summary of the Project:**

The City of Gardiner's Broadband Committee is requesting $30,000 so that it may hire a consultant to implement a strategic study of current and future broadband needs. The City has identified Time Warner Cable and Fairpoint Communications as the two major companies providing both residential and business Internet connectivity. The following statement illustrates our goals:

Our vision is nothing less than realizing the full potential of the Internet for Gardiner — to drive a new era of development, growth, and productivity.

Though "broadband" is available from these two companies, the committee has identified the municipality as an underserved community due to the expense of this connection and the unavailability of the connection in sections of the City. As part as an overall economic development plan, the committee would like to undertake a study to see whether implementing a municipal or a public/private partnership to create a broadband network that could be affordably accessed by Gardiner City Hall (6 Church Street), extending down to our Water Street business district and then running fiber along Route 201 and making it available to our Libby Hill Business Park that is situated right off of Route 295.

ATTACHMENT A

Precertification Checklist

A community must answer each of these items, in the format below, to be certified for the planning grant process. A "no" answer is perfectly acceptable; this is stakeholder and information gathering process. Once certified, a community will be eligible to participate in the competitive process to receive funds from the ConnectME Authority for a broadband planning grant.

1. Create a Community Broadband Team

- Provide list of members, including name and title:
  - Must include at least one representative from municipal government for each community seeking certification
  - If it is known that a non-profit or economic development entity will ultimately be seeking a grant using this precertification, should include one member of that non-profit
  - Members could include residents and representatives with experience in health care, business, and education.
- Must designate single point person for communications with ConnectME for certification process, provide email address to ConnectME.

2. Hold at least one Community Broadband Meeting

- Send emails to broadband providers currently serving your community and invite them to the community meeting.
- Share results of ConnectME Mapping for this community.
- Questions for attendees:
  - Which providers are currently serving your community?
  - Which providers attended your meeting?
  - How do the mapping results compare with members' actual experiences?
  - Does existing broadband access meet your needs?
  - If it is inadequate in what ways does it fall short?
  - If you have broadband, how do you use it now?
- Provide documentation showing meeting dates, notes, agenda and number of attendees, emails to providers and responses to the questions above.
- [ConnectME may need to provide guidance/suggestions on how address areas of this section]

3. Identify Key Documents/Existing Efforts

- Does the municipality use broadband to deliver municipal services? Describe the services, and how broadband is used to deliver these services. (e.g., town office has a broadband connection it uses to submit information to state government, police department uses broadband to communicate with state or federal databases or assessors' office make access to property records and maps available to the general public)
- Is there local or regional economic development plans in which broadband could play a role? If so, provide a list of these documents.
- Does the town have a cable franchise agreement?

- Are there any on-going community projects focusing on the digital divide or information technology (public access through schools or libraries, training, improving access to broadband, etc.?)
- Is there a TIFF or other economic development grant for all or part of the area to be served?
- Does the town have a municipal electric company? If not, what electric utilities serve the area?

4. Identify potential Community Anchor Institutions

- Provide a list of potential community anchor institutions.
- Community anchor institutions are entities such as schools, libraries, hospitals and other medical providers, public safety entities, institutions of higher education. Anchor institutions can also be community support organizations that facilitate greater use of broadband by vulnerable populations, including low-income, the unemployed, and the aged.
- Provide a list of commercial institutions that could benefit from lower cost, higher bandwidth, and/or improved reliability of broadband.

5. Create a Vision Statement

- A Vision Statement is created by Community Broadband Team with input from public at the Community Broadband Meeting, with the goal to take a first step toward being able to set a direction for the community's future broadband efforts.
- The statement should describe the role broadband would play in this community's future, using input from the other steps in the precertification process.
    - Identify specific priority areas (*e.g.*, connecting community anchor institutions, ensuring older citizens can age in place, closing the "homework gap", providing affordable high speed connections to a business park).
- Explain how this effort conforms to other planning documents/published visioning efforts on other issues in your community.

ATTACHMENT B

Scoring Criteria

A community should provide a response to each of the items below, in the format outlined.

1. **Project Plan**

   1.1. Provide documentation of project management plan

   In March of 2015, the Gardiner City council formally tasked the Gardiner Technology Committee to undertake a study of high speed broadband in the City. That committee then became the Gardiner Community Broadband team. This group has since met every month (sometimes more often), meeting with a great variety of broadband stakeholders and vendors. All of these meetings were announced in advance on the City website and were open to the public at all times. The committee invited representatives from GWI to discuss potential network plans and they also invited Phil Lindley, Executive Director, ConnectME Authority, to discuss the plan of getting reliable fiber that would offer affordable broadband to Gardiner City Hall, down to our downtown business district, up the Route 201 corridor and down into our Libby Hill Business Park.

With a successful grant from the ConnectMe Authority we would do the following:

- Define broadband needs and goals
- Conduct an inventory of existing infrastructure
- Conduct a gap analysis
- Create some network designs, project costs, investigate operating models and business models
- Do an assessment of current municipal issues that make affordable broadband unattainable in the districts discussed above.

1.2. Provide the timeline to complete the proposed community plan deliverable.

- April 22, 2016 grant award announcements
- May 12, 2016 Gardiner Broadband Committee meets to create RFP for survey
- June 2, 2016 RFP submission deadline
- June 20, 2016 Contract awarded
- August 1, 2016 Survey begins
- November 15, 2016 Project completed

2. **Plan Deliverables**

   2.1. Provide narrative addressing how the items A. – F. below will be addressed in the final plan delivered to the community.

   A. Define local broadband needs and goals.

As part of the study, committee members will hold 3 public meetings in different areas of the City. One meeting will be held in City Council Chambers, another would be held at the Boys and Girls Club and a final one will be held at the Gardiner Public Library.

These public meetings will be information gathering to see what residents and, especially, what businesses are paying for their current Internet connections along the proposed fiber corridor.

If a hybrid public/private network is a proposed solution we would talk to the regional businesses established in the Libby Hill Business Park and the Route 201 corridor (EJP, Triano, Pine State Trading Company/Maine Spirits) to see if they would be interested in creating a dark fiber corridor that would make the necessary broadband available for their companies and allowing smaller businesses and residents to tap into the network for a reasonable price. We have discovered in our preliminary meetings that some larger businesses are paying up to $2,000 monthly to have the connection that they need to conduct commerce.

B. Inventory existing broadband infrastructure assets within the municipality, municipalities or regions.

In tandem with these public meetings, the committee and the consultants will meet with representatives from Fairpoint and Time Warner Cable (TWC) to create a mapping of where current fiber may be available along the corridor. Committee members have already had a preliminary meeting with Jeff Nevins, Public Relations Manager for Fairpoint Communications, who has offered to provide an overlay of where Fairpoint might have fiber within the City.

C. Include a gap analysis defining the additional broadband infrastructure necessary to meet identified needs and goals.

It is this objective that we would pay a consultant to solidify. A few years back, the City paid for an Ascertainment Study (attached) to determine the cable product currently available to residents. This report makes it clear that there is much dissatisfaction with what is available within Gardiner.

D. Include one or more potential network designs, cost estimates, operating models and potential business models based on input from broadband providers operating within the municipality, municipalities or region and any other parties that submit a network design solution in the course of developing the plan to address any broadband gaps identified in paragraph C. and

E. Include an assessment of all municipal procedures, policies, rules and ordinances that have the effect of delaying or increasing the cost of broadband infrastructure deployment.

Unfortunately we will be unable to provide a network design at this time. It would be a component of the infrastructure study we could conduct should we be successful with this grant application. The Sewall Company has proposed looking at a FTTP network design, and a hybrid fiber/coax network design. Fairpoint Communications informed the Gardiner Broadband Committee that hybrid fiber may already be available in Gardiner.

Both the City of Gardiner's land use ordinances and the City of Gardiner Codes are available online at www.gardinermaine.com. Neither documents indicate any rules or ordinances that may delay or increase the cost of broadband infrastructure deployment. In Gardiner's Land Use Ordinance (4.1.11), there are regulations surrounding the Shoreland Zone. There may be a need to go to the Gardiner Planning Board if any new poles have to be installed along the Cobbossee Stream. In the same document (10.19) there are specific rules for installing wireless telecommunication centers but this is primarily regulating cell towers. The point could be made that someone may wish to do this when connecting to a municipal network but it would be the responsibility of the installer and not the entity creating the network. The City's codes do have a chapter (chapter 6) that regulates Cable TV franchises but the franchise with TWC has expired.

F. Digital Inclusion

- **Affordable Internet**

Gardiner enjoyed a great economic boon in the late 19th century with shoe factories along the stream and a busy port at the waterfront. In the past 25 years we have seen our last remaining shoe factory and two paper mills close. This shrinking economy has naturally led to a shrinking population, with a loss of 1,097 residents, or 15.9% of our population.

Today most of Gardiner's overall income statistics are well below county, state, and federal averages. These statistics are particularly depressing in Census Tract 109, which encompasses part of our downtown area. Median household income in this area is $32,143, well below the city ($46,400), the state ($48,804), and national medians ($53,046).

It is because of this shrinking population and low median income that we seek this study grant. The Gardiner Public Library inhabits property at the beginning of the downtown district. This anchor institution is part of the MSLN connection. Staff recently wrote a successful grant so that they now have 5 brand new PCs for people to use and they also have 4 laptops for public use. This Internet connection of 100mbsX100mbs is free to anyone. The library is a great equalizer of the digital divide for the regional area.

There are also local grant opportunities that may be useful in purchasing more mobile devices for the general population to use. After signing an acceptable use policy for the school district, students are allowed to bring home their laptops for family use. This becomes very important if we successfully create a fiber network through the heart of the city.

- **Affordable Equipment**: describe how community will expand the availability of affordable equipment to low-income residents.

As previously mentioned, the library offers free use of computers when they are opened. The library has received computers from PCs from Maine in the past and would be willing to be the fiscal agent for more devices from this organization.

- **Digital Literacy Training**: describe how community will teach people to use technology.

The Gardiner Community has 3 organizations that are currently doing digital literacy training. Anyone may have a 1 hour free computer tutorial with the professional staff at the library. The Boys and Girls Club occasionally offers computer training workshops to our senior population. For a nominal charge, our Distance Education Department (MSAD#11) offers software application lessons, computer technology courses and workshops on how to create resumes for those first entering the workplace or returning to it.

- **Public Computer Access** Describe how community will increase public computer access locations.

The Gardiner Public Library has successfully written grants to upgrade computers within the library. Staff is aware that more could be done with technology. The next step would be to circulate computers to library users as they do other library materials. Within the next month the library will make e-readers (IPads, Kindle Paperwhites and Kindle Fires) available to anyone who has an active library card.

3. Value Added Collaborations

Gardiner is a state designated service center and has created many regional services. The public library serves Gardiner, Litchfield, Pittston, Randolph and West Gardiner. Farmingdale may rejoin this regional library within the next year. Gardiner's ambulance service regionally serves the municipalities of Dresden, Gardiner, Litchfield, Pittston, Randolph, Richmond, West Gardiner and a part of Chelsea. Our Wastewater Treatment Plant serves Gardiner, Farmingdale and Randolph. The school district serves similar towns. All of these entities are situated within the Gardiner municipality and all would benefit from a more stable and faster broadband connection with the potential of bringing Internet costs down for everyone.

If Gardiner's economic development plans thrive, then that of all the surrounding communities will improve. A new slaughterhouse has just opened up in the Libby Hill Business Park and in less than a year, they have created more than 2 dozen good paying jobs with the intention of greater expansion. Studies have shown that there is a workforce in the Lower Kennebec Region that would improve tremendously if more of these companies located in the Gardiner area. In order for Gardiner to compete in this 21st economy, it needs to look at most of the infrastructure. Natural gas pipelines are available through some of the city that will bring energy costs down. Large companies cannot locate to our area unless the infrastructure is available to bring down energy costs and that offers broadband that is currently unavailable or too costly.

Gardiner must also address the very real digital divide that exists in different parts of the City. Students may now bring laptops home for family use but those devices are useless unless a stabilized Internet connection is available for research.

As more and more post-secondary students attend online classes, a strong broadband network is essential for their success as they are expected to view videos and respond live within this virtual environment. Maine Department of Education is also accrediting virtual high schools that require broadband and a strong research center such as a public library.

In order to create a transparent government, the public should have unimpeded access to public meetings. Though Gardiner is on the forefront of live streaming most public meetings, a slow Internet connection causes a latency problem that creates buffering and an inability of the public to be part of its local government.

Our public safety departments need a strong Internet backbone for both research purposes and for the safety of our employees. Immediate access to proprietary records that are maintained on a state and county server is mandatory for most criminal investigations and unexpected traffic stops.

One of the biggest economic development plans currently underway by the City is the redevelopment of an old manufacturing site known as the T.W. Dick site. This property is under contract for redevelopment that may include senior housing and a potential medical center that could serve the whole Lower Kennebec Valley. A project of this magnitude will fail unless a stable and inexpensive broadband connection is available.

Gardiner has great old homes and buildings that would attract many new families and businesses if people could telecommute from home when needed and could rely on a strong and stable Internet connection that could continue the quality of life they may have experienced in larger urban areas. Gardiner has the employees and the population it needs to become a healthy economic center if all of these needs can be solidified. A successful grant application that helps study our broadband connections or the lack of it would help tremendously in reaching the goal of a better quality of life for all of Gardiner's citizens and those of the surrounding areas.

4. Proposed Budget

Enclosed with this grant application is a proposal from James W. Sewall Company. Earlier this month, the Gardiner Broadband Committee met with Brian Lippold, a director for telecommunications with James W. Sewall Company as well as Sue Inches who was representing Tilson Technology Management, Inc. Mr. Lippold offered to send along a proposal for the project with the knowledge that the City of Gardiner has a purchasing policy in place with steps defining the RFP process; the acceptance of proposals and the eventual project award. The Gardiner Broadband Committee will adhere to this policy. The proposed budget is based on the quote from Sewall.

"Public/private money" refers to potential local grant money and a request to Gardiner City Council for FY16 fund balance money.

REVENUE		
	ConnectMe Authority Grant	$30,000.00
	Public/Private money	$6,000.00
	TOTAL REVENUE	**$36,000.00**
EXPENSES	Define Broadband needs	$8,000.00
	Conduct an inventory	$5,000.00
	Gap analysis	$10,000.00
	Network designs	$10,000.00
	Municipal assessments	$3,000.00
	TOTAL EXPENSES	**$36,000.00**

5. **Overall Financial Feasibility**

5.1. Applicant's experience:

According to their informational packet provided to our committee, "the James W. Sewall Company provides comprehensive consulting services and solutions in engineering, natural resources, and renewable energy with respective geospatial capabilities. It is known internationally for its highly trained and experienced staff, who assist private, public, governmental, and non-profit clients in assessing their needs, and tailoring solutions to fit those needs."

Speaking to their experience regarding broadband analysis, Sewall states, "broadband is accepted worldwide as a foundation for economic and social growth, improving the way we educate and learn, deliver healthcare and government services, and manage energy and security…Sewall is working with partners in government and industry to support regional and rural broadband expansion and adoption efforts, providing broadband mapping, market and economic analysis, community outreach, and strategic planning services." The Gardiner Broadband Committee identified this company as a potential contractor to conduct the study.

5.2. Financial viability:

The Gardiner Broadband Committee has been notified that Sewall will submit its financial viability information directly to the ConnectMe Authority.

5.3. Provide a description of team member's background and roles:

5.3.1. Our principal point of contact within the Sewall Company is Brian Lippold, VP Business Development.

5.3.2. For a more detailed description of the team member bios and role in this planning project please consult the document attached titled "quote for service". This is the Broadband Assessment and Feasibility Study prepared for the City of Gardiner by Sewall. The team member biographies begin on page 8 and includes information about Brian Lippold, Clarence Young (Project Manager), Daisy Mueller (Project Manager), Neal Pickard (GIS Analyst), and Diane Vatne (Technical Writer).

5.3.3. Provide proof of support and endorsement from the participating local municipalities.

On Wednesday, April 13, 2016 Gardiner City Council approved the application for the ConnectMe Authority Broadband Grant (Council action recommendation attached). The official City Council meeting minutes from that evening are not yet available, but the Council voted unanimously to support the application.

5.3.4. Provide the names of local officials/community representatives:

The Gardiner Broadband Committee will be the contact people for this survey. Members include:

- Jonathan E Ault, Gardiner City Councilor
  jault@gardinermaine.com
- Anne Davis, Director of Library and Information Services, Gardiner
  adavis@gardinermaine.com
- Malcolm J Harris, Principle Engineer for EMC Corporation
  Malcolm.harris@emc.com
- Peter Malyon, CIO for Aeronomy LLC
  peter@monkitree.com
- Robert F. Munzing, Video Production Teacher for Gardiner Area High School (MSAD#11)
  rob@munzingmedia.com
- Peter Prescott, CEO for EJP
  Peter.prescott@ejprescott.com
- Richard E. Rambo, President/owner for Grow and Learn Centers, Inc.
  rerambo@roadrunner.com

6. Past Performance:

For a more detailed description describing past performances and references, please refer to page 10 of the document attached to this application, titled "quote for service." Sewall has supplied the following project names and contacts:

- Unity Foundation Study of Barriers to Adoption/Unity Foundation/Lawrence Sterrs

- Broadband Planning Project/State of Maine ConnectMe Authority/Phil Lindley
- Broadband Feasibility Study/Town of Fairfield/Tim Goff

GARDINER CITY COUNCIL
AGENDA ITEM INFORMATION SHEET

Meeting Date	04/13/2016	**Department**	Technology
Agenda Item	Consideration of Applying for ConnectME Grant		
Est. Cost	TBD		

Background Information

The City's Technology Advisory Committee is seeking Council's authorization to submit a grant application for a "Community Broadband Planning Grant Program." This grant funds "plans that define local broadband needs, goals and encourages adoption of identified best practices by participating municipalities and organizations. Plans must inventory existing broadband infrastructure assets within the municipality, municipalities or regions and include a gap analysis defining the additional broadband infrastructure necessary to meet identified needs and goals." This grant would likely cover about half of the cost of such a plan, so Council would need to allocate up to $30,000 in the future to cover the additional costs, depending on the results of RFQ responses.

Applications are due April 15 and staff is currently working with the committee on the application. Please see the attached application packet for more details. ommittee Chair Rich Rambo and Technology Coordinator Anne Davis will be present to further discuss the grant and answer questions.

Requested Action	"I move to authorize the City Manager to submit the ConnectME grant application."
City Manager and/or Finance Review	Manager recommends above action.
Council Vote/ Action Taken	
Departmental Follow-Up	

City Clerk Use Only

1st Reading _____ **Advertised** _____

2nd Reading _____ **Advertised** _____ **w/in 15 Days**

EFFECTIVE DATE _____

Final to Dept _____ **Updated Book** _____ **Online** _____

Community Broadband Planning Grant Program

ConnectME Authority
145 SHS
Augusta, ME 04333-0145
http://maine.gov/connectme

Grant Opportunity Issued: Feb. 26, 2016
Contact Person: Lisa Leahy
lisa.leahy@maine.gov
Application Due: April 15, 2016
Grants Awarded: April 22, 2016

Community Broadband Planning Grant Application

The ConnectME Authority (Authority) is a component unit of Maine state government whose mission is to promote use of broadband service by identifying and sharing best practices that encourage use of broadband service, eliminating barriers to use of broadband service and facilitating and supporting public-private partnerships to increase use of broadband. The authority provides funds for broadband planning grants to municipalities, groups of municipalities or nonprofit local or regional community organizations that are providing local or regional economic development programs to develop plans to expand the availability of broadband services in unserved and underserved areas. [1]

Community Broadband Planning Grant Overview

The Authority awards funds to communities to produce plans that define local broadband needs, goals and encourages adoption of identified best practices by participating municipalities and organizations.
Plans must inventory existing broadband infrastructure assets within the municipality, municipalities or regions and include a gap analysis defining the additional broadband infrastructure necessary to meet identified needs and goals.

Plans are to include one or more potential network designs, cost estimates, operating models and potential business models based on input from broadband providers operating within the municipality, municipalities or region and any other parties that submit a network design solution in the course of developing the plan to address any broadband gaps identified. An assessment of all municipal procedures, policies, rules and ordinances that have the effect of delaying or increasing the cost of broadband infrastructure deployment are part of the process.

Planning grants under this program are to be equitably distributed throughout the unserved and underserved areas of the State and encourage collaboration between multiple communities.

The Authority will make all precertification check lists and plans to this program available on the Authority's website.

ELIGIBLITY CRITERIA

A Precertification Checklist and Scoring Criteria determine eligibility for Community Broadband Planning Grant funding.

PRECERTIFICATION CHECKLIST

A community must answer each of these items to be certified for the planning grant process. A "no" answer is perfectly acceptable; this is a stakeholder and information gathering process. A community may submit the precertification checklist to ConnectME at any time, even at the same time as the Community Broadband Planning Grant Application. Once certified, a community will be eligible to participate in the competitive process to receive funds from the Authority for a Community Broadband Planning Grant. The community will also be listed on the Authority's website as a Precertified Community.

1. **Create a Community Broadband Team**
   - Provide list of members, including name and title:
     - Must include at least one representative from municipal government for each community seeking certification.

[1] Public Law 2015, chapter 93, Part 7, section 9217 http://www.mainelegislature.org/legis/statutes/35-A/title35-Asec9217.html

  - If it is known that a non-profit or economic development entity will ultimately be seeking a grant using this precertification, should include one member of that non-profit.
  - Members could include residents and representatives with experience in health care, business, and education.
- Must designate single point person for communications with ConnectME for certification process, provide email address to ConnectME.

2. Hold at least one Community Broadband Meeting

- Send emails to broadband providers currently serving your community and invite them to the community meeting.
- Share results of ConnectME Mapping for this community.
- Questions for attendees:
  - Which providers are currently serving your community?
  - Which providers attended your meeting?
  - How do the mapping results compare with members' actual experiences?
  - Does existing broadband access meet your needs?
  - If it is inadequate in what ways does it fall short?
  - If you have broadband, how do you use it now?
- Provide documentation showing meeting dates, notes, agenda and number of attendees, emails to providers and responses to the questions above.
- [ConnectME may need to provide guidance/suggestions on how address areas of this section]

3. Identify Key Documents/Existing Efforts

- Does the municipality use broadband to deliver municipal services? Describe the services, and how broadband is used to deliver these services. (e.g., town office has a broadband connection it uses to submit information to state government, police department uses broadband to communicate with state or federal databases or assessors' office make access to property records and maps available to the general public)
- Is there local or regional economic development plans in which broadband could play a role? If so, provide a list of these documents.
- Does the town have a cable franchise agreement?
- Are there any on-going community projects focusing on the digital divide or information technology (public access through schools or libraries, training, improving access to broadband, etc.)?
- Is there tax increment financing or other economic development grant for all or part of the area to be served?
- Does the town have a municipal electric company? If not, what electric utilities serve the area?
- [ConnectME may need to provide guidance/suggestions on how address areas of this section]

4. Identify potential Community Anchor Institutions

- Provide a list of potential community anchor institutions.

- Community anchor institutions are entities such as schools, libraries, hospitals and other medical providers, public safety entities, institutions of higher education. Anchor institutions can also be community support organizations that facilitate greater use of broadband by vulnerable populations, including low-income, the unemployed, and the aged.
- Provide a list of commercial institutions that could benefit from lower cost, higher bandwidth, and/or improved reliability of broadband.

5. **Create a Vision Statement**
   - A Vision Statement is created by Community Broadband Team with input from public at the Community Broadband Meeting, with the goal to take a first step toward being able to set a direction for the community's future broadband efforts.
   - The statement should describe the role broadband would play in this community's future, using input from the other steps in the precertification process.
     - Identify specific priority areas (*e.g.*, connecting community anchor institutions, ensuring older citizens can age in place, closing the "homework gap", providing affordable high speed connections to a business park).
   - Explain how this effort conforms to other planning documents/published visioning efforts on other issues in your community.

Attachment A – Precertification Checklist Template

Once a community has submitted a completed Precertification Checklist and it has been certified by the Authority the community may apply for a Broadband Community Planning Grant. Certified Communities and their checklists will be listed on the Authority's website.

COMMUNITY BROADBAND PLANNING GRANT APPLICATION SCORING CRITERIA

Applications are scored on the narrative provided for following criteria.

1. **Project Plan – 25 points**
   1.1. Provide documentation of project management plan.
   1.2. Provide the timeline to complete the proposed community plan deliverable.

2. **Plan Deliverables – 20 points**
   2.1. Provide narrative addressing how the items A. – F. below will be addressed in the final plan delivered to the community.
      A. Define local broadband needs and goals.
      B. Inventory existing broadband infrastructure assets within the municipality, municipalities or regions.
      C. Include a gap analysis defining the additional broadband infrastructure necessary to meet identified needs and goals.
      D. Include one or more potential network designs, cost estimates, operating models and potential business models based on input from broadband providers operating within the municipality, municipalities or region and any other parties that submit a network design solution in the course of developing the plan to address any broadband gaps identified in paragraph C. and

E. Include an assessment of all municipal procedures, policies, rules and ordinances that have the effect of delaying or increasing the cost of broadband infrastructure deployment.

F. Digital Inclusion

1. Affordable Internet – Cost continues to be a major barrier to broadband adoption. Applicants will need to address "ability to pay" rather than "willingness to pay." Applicants should realize the role that persistent poverty plays in shaping people's abilities to access and use computers and the Internet. www.pewinternet.org/2015/12/21/home-broadband-2015
   - Describe how community will address providing affordable internet options.
2. Affordable Equipment – Low-cost or free computers are often just as important as having access to low-cost or free Internet options, particularly for people in low-income communities. PC's for Maine www.pcsformaine.org has embraced this reality by refurbishing older computers donated by businesses in Maine and making them available to low-income people and non-profit organizations at a free to reduced cost.
   - Describe how community will expand the availability of affordable equipment to low-income residents.
3. Digital Literacy Training – Computer Skills Training /Digital Literacy Training plays a critical role in technology and workforce development training. It is vital to addressing business development needs and skill inadequacies. The need for improved digital literacy skills heightens as companies seek to grow, increase workflow efficiencies, and compete in changing industry. Digital Literacy has shown to be a catalyst for employer engagement and is a path to additional conversations about educational and workforce skills training. http://2010-2014.commerce.gov/news/fact-sheets/2011/05/13/fact-sheet-digital-literacy
   - Describe how community will teach people to use technology.
4. Public Computer Access – Increasing Public Access Computing allows residents to access technology in places in which they feel comfortable and supported is essential. These spaces can also complement digital literacy classes that are often offered in the same location. In Maine, most public libraries have public computer access, as well as computer labs for public use. www.maine.gov/msl/libs/directories/wireless.shtml
   - Describe how community will increase public computer access locations.

3. Value Added Collaborations – 20 points

3.1. Describe how the broadband community planning grant may generate improvements to community strength through collaborating in such areas as economic development, education, employment, governmental services, health care, public safety or other regional community oriented activities.

4. Budget – 15 points

4.1. Submit budget aligned to significant Project Plan milestones, costs and tasks.

5. **Overall Financial Feasibility – 15 points**
   5.1. Describe the applicant's experience relevant to proposed project.
   5.2. Provide a description of financial viability by submitting pro-forma financial statements for the project and applicant financial statements. Confidential financial information may be submitted and should be so marked and submitted in a separate file.
   5.3. Provide a description of team member's background and roles.
      5.3.1. Principal point of contact.
      5.3.2. Team member bios and role in planning project.
      5.3.3. Provide proof of support and endorsement from the participating local municipalities.
      5.3.4. Provide the names of local officials and community representatives that will be directly involved as members of the team.

6. **Past Performance – 5 points**
   6.1. Provide documentation demonstrating past performance in executing grant funded programs.
   6.2. Provide three client references.

Attachment B – Scoring Criteria Template

REPORTING REQUIREMENTS

The Authority has grant reporting requirements to include progress reports and final plan submission submitted by the community point of contact.

- 25% of initial funding will be released at onset of grant.
- 25% toward invoiced work, documentation submitted by community point of contact.
- 25% toward invoiced work, documentation submitted by community point of contact.
- 25% final payment which includes the completed community plan, in PDF format, emailed to the Authority's point of contact for posting on Authority's website.
- No more than four payments will be made during grant period.

Completed applications are due April 15, 2016. The ConnectME Authority will make grant awards after reviewing and scoring the applications; based on the availability of funds, scheduled award date is April 22, 2016 at the ConnectME Authority Board meeting.

To ensure that all applications are completely and effectively reviewed, please follow the numbered/lettered format of the application above, addressing each section and subsection. See Grant Scoring Criteria for evaluation criteria. Applications will be filed in electronic format (Adobe PDF or MS Word) and confidential information should be in a separate file. Application Packet in included on Page 7.

Submit applications electronically to:

ConnectME Authority
Lisa Leahy, Associate Executive Director
Statehouse Station 145
Augusta, ME 04333-0078

Phone: (207) 592-0668
Email: lisa.leahy@maine.gov
Website: www.maine.gov/connectme/

Community Broadband Planning Grant Application

The ConnectME Authority reserves the right to request additional information deemed necessary to properly evaluate the Precertification Checklist and Community Broadband Planning Grant Application.

After awards are made, all applications will be posted on the Authority's website.

APPLICATION PACKET

Round One Community Planning Grant Application

Due Date: April 15, 2016

1. **Date:**

2. **Submitting Community:**

3. **Grant Amount Requested:**

4. **Community Project Point of Contact:**
   (Please include: Name, Title, Address, Telephone Number, and E-mail Address.)

5. **Party Who Prepared Application:**
   (Please include: Name, Title, Address, Telephone Number, and E-mail address).

6. **Executive Summary of the Project:**

ATTACHMENT A

Precertification Checklist

A community must answer each of these items, in the format below, to be certified for the planning grant process. A "no" answer is perfectly acceptable; this is stakeholder and information gathering process. Once certified, a community will be eligible to participate in the competitive process to receive funds from the ConnectME Authority for a broadband planning grant.

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   - Is there local or regional economic development plans in which broadband could play a role? If so, provide a list of these documents.
   - Does the town have a cable franchise agreement?

- Are there any on-going community projects focusing on the digital divide or information technology (public access through schools or libraries, training, improving access to broadband, etc.?)
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- Explain how this effort conforms to other planning documents/published visioning efforts on other issues in your community.

SEWALL

JAMES W. SEWALL COMPANY / *Since 1880*

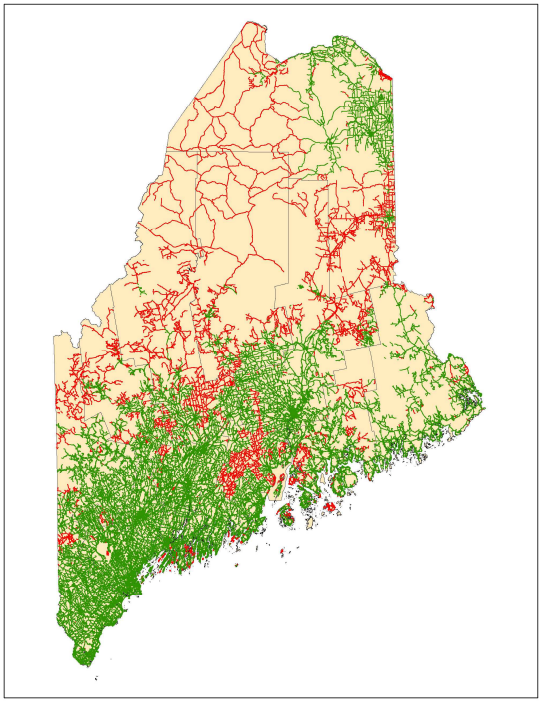
An integrated team of geospatial, engineering, and natural resource consultants, Sewall partners with clients to create practical, sustainable solutions.

Broadband Assessment and Feasibility Study

Prepared for:

City of Gardiner, Maine

13 April 2016



ConnectME Map of Broadband Availability

Offices nationwide
sewall.com

800 648 4202
info@sewall.com

SEWALL
JAMES W. SEWALL COMPANY / Since 1880

April 13, 2016

Richard Rambo
City of Gardiner
6 Church Street
Gardiner, ME 04345
rerambo@roadrunner.com

RE: Request for Proposal – Broadband Assessment and Feasibility Study

Dear Richard:

James W. Sewall Company is pleased to provide our response to the City of Gardiner's request for proposal for a broadband assessment and feasibility study.

We trust our proposal is responsive to your request and look forward to assisting the City of Gardiner to develop a comprehensive and sustainable broadband strategy for your community. Should you have any questions or require further clarification, please contact Brian Lippold at your earliest convenience by calling 207-233-2976, or via email at brian.lippold@sewall.com.

Sincerely,
JAMES W. SEWALL COMPANY

Brian Lippold
VP Business Development

Scott Graham, PE
Vice President

Offices nationwide
sewall.com

136 Center Street
P.O. Box 433
Old Town, Maine 04468

207 827 4456
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800 648 4202

SEWALL
JAMES W. SEWALL COMPANY / Since 1880

Broadband Assessment and Feasibility Study

City of Gardiner, Maine

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1.0 Scope of Work

James W. Sewall (Sewall) Company's approach to this study will result in a comprehensive assessment that will define opportunities for the City of Gardiner to establish a viable and sustainable approach to deliver a highly reliable and high speed broadband experience throughout the proposed service territory. Headquartered in Old Town, Maine, for the last 136 years, Sewall and its partners have intimate knowledge of the study area, extensive experience in each of the task areas discussed below, and the local resources to work collaboratively with the members of City of Gardiner in an efficient and timely manner.

Unique to Sewall are extensive capabilities and experience in the following critical areas:

- geospatial broadband mapping and analysis
- public outreach via telephone, mail, and on-line broadband stakeholder surveys
- inventory and data collection for a multitude of industries, including telecom
- 30+ years' experience in designing, constructing, and most important, operating telecom/broadband networks in a sustainable manner and under differing operating models
- an intimate understanding of the competitive market dynamics and financial impacts that influence the sustainability of different operating models
- a core belief that once the challenge is clearly identified and analyzed, there may be multiple approaches and multiple technologies to consider as part of the broadband standard definition process and the strategy best deployed to deliver upon that standard

1.1 TASK 1: MEET WITH CITY OF GARDINER REPRESENTATIVES AND DESIGNATED STAKEHOLDERS TO DEFINE BROADBAND STANDARD

As a multi-discipline consulting organization, Sewall brings a long resume of participation and facilitation of outreach to stakeholders for many topics. Under broadband, we have assisted clients such as the ConnectME Authority, FirstNetME, the Unity Foundation, and most recently, the Town of Fort Fairfield, in conducting stakeholder outreach and needs assessments for broadband service related deployments. The results of those efforts have empowered these clients to make informed decisions on policy and program offerings that support their core missions.

In collaboration with the City of Gardiner, Sewall will plan to host a planning session with designated representatives. The planning session will be divided into two sections. The first section will be an educational component designed to bring those attendees who may not be broadband savvy to a basic level of understanding, and will include:

- The history of telecom network deployments
- The historical structure of rural subsidies and the impact of competition on those subsidies
- A high level overview of deployment technologies and their evolution
- An overview of applications and the broadband speeds required to reliably deliver those applications
- Various mapping data illustrating the current broadband availability within the City of Gardiner as collected by the ConnectME Authority

With this knowledge foundation established, the second section will explore the attendee's community development and growth goals, as well as their vision for broadband infrastructure and

capabilities. In addition to the planning sessions, Sewall will solicit and analyze existing planning documents and other related data that can be provided by the stakeholders.

1.2 TASK 3: PERFORM AN INVENTORY OF TELECOM ASSETS

Modeling and inventory collection of critical infrastructure is a core competency for Sewall dating back to the 1930s. Our customers span every delivery system from drinking water and sanitary sewer infrastructure for operators like Old Town Water District, to natural gas systems like Bangor Gas, to overhead electric systems for clients like Central Maine Power. In the telecom industry, we have been collecting and modeling information for inside and outside plants since the 1980s. Over that time, we have worked with telephone and internet service providers such as New England Telephone, Verizon, FairPoint Communications, Axiom Technologies, and Time Warner Cable. Since 2009, we have been the mapping firm responsible for collecting and modeling information used to create the Maine statewide map representing broadband availability. As a result, we have existing working relationships with every owner and reseller of broadband network capacity operating within Maine. This experience positions us to complete this task in a way that no others are prepared to do.

With the cooperation of existing service providers currently serving the Gardiner area, Sewall will document and/or geocode the location of all known telecommunications infrastructure assets. In our experience, most of the service providers in Maine are willing to share the location of their assets in a geospatial format which can easily integrate with Sewall's extensive mapping data and capability. Importantly, we also plan to engage those providers in Maine who are not currently serving the Gardiner area so that we may understand their future plans for service.

Should a service provider decline to provide the requested information, Sewall will perform a field survey to identify the location and type of outside plant infrastructure (fiber optic, twisted pair copper, hybrid/fiber coax) and convert the field collected data into a geospatial database.

With the cooperation of the City of Gardiner, Sewall will aggregate the existing geospatial data utilized by these communities as additional layers of information and infrastructure that will assist in the high level network design phase of the study. Examples of potentially available data include: pole locations, available existing conduits, building outlines, street center-lines, parcel data, and addressing information.

1.3 TASK 4: DEFINE SERVICE GAP

Good data is the key to recognizing and defining gaps in service and availability. Utilizing the information collected in tasks one through three, and our staff's experience with broadband deployments, Sewall will determine the areas of Gardiner that fall short of presenting the following capabilities with the current systems deployed:

- 10Mbps download / 10Mbps upload *(current ConnectME Authority standard)*
- 50Mbps download / 5Mbps upload *(current Time Warner Cable capability)*
- Fiber-to-the-Premise (FTTP)

It is important to understand the service gaps in each of the scenarios defined above in order to fully assess the options for deployment and operation. The assessment may lead the team to refine a single solution plan based on these findings, or a phased and/or hybrid approach to close the gaps.

Sewall has used this approach successfully for the Town of Fort Fairfield, Maine, as part of their broadband feasibility study efforts. Prior to joining Sewall, in his role as SVP Network Planning & Engineering, Brian Lippold led efforts at FairPoint Communications to identify unserved and underserved areas of DSL deployment and led efforts to increase DSL availability across the states of Vermont, New Hampshire, and Maine.

1.4 TASK 5: PROVIDE A HIGH LEVEL DESIGN FOR A NETWORK SOLUTION THAT CLOSES THE IDENTIFIED GAP

Our subject matter expert, Brian Lippold, has the experience required to lead this task in particular. He has designed, constructed and managed the operation of metropolitan fiber networks in Wichita, KS; Kansas City, KS & MO; and Oklahoma City and Tulsa, OK, during his tenure with TelCove from 1993 – 2006. Brian was also responsible for leading the deployment of FairPoint's fiber-optic DWDM-based IP/MPLS Ethernet network across the states of Vermont, New Hampshire, and Maine, connecting to 350 central offices. Today, that network is connected to over 3,000 commercial buildings and over 1,800 cell sites.

Based on its knowledge at this stage, Sewall proposes to provide a high level concept design for the following potential network solutions:

- FTTP network design – This solution will provide a fiber connection to each residence and business location within the service territory and can be configured as an active Ethernet or GPON network connection with high flexibility and service capacity;

- Hybrid fiber/coax network design - This potential solution will look to expand the existing TWC network coverage extending its current architecture and capabilities;

- Other network concepts may be explored depending on the assessment of gaps in servicing the needs identified during the study.

1.5 TASK 6: PROVIDE A HIGH LEVEL COST ESTIMATE

Sewall will provide a high level cost estimate for each of the high level network solutions identified in section 1.5 above. Depending upon the findings in sections 1.1 through 1.5, Sewall may also provide a hybrid solution which will incorporate components of two or more of the high level network design solutions.

Sewall has extensive experience assisting clients in developing construction and operation plans for infrastructure systems to support renewable energy generation, natural gas distribution and transmission, water delivery and wastewater control, and power distribution projects. For your project, Brian Lippold will apply his first-hand experience from 30+ years in the telecommunications industry leading the design and construction of fiber optic networks and expansion of copper-based DSL networks.

1.6 TASK 7: REVIEW BUSINESS MODEL OPTIONS

There are a number of business models to be explored, depending upon which network design solution and broadband standard is ultimately chosen. We propose to include a review of each of the business model options below. The analysis will include guidance on potential challenges and risks, and an evaluation of the likelihood for sustainability.

Our proposal is based on a minimum review for the following business models:

- Subsidization of existing providers
- Open Access Dark Fiber

Additional models to consider may be identified during the course of the project and will be evaluated with the team for appropriate fit.

During Brian Lippold's tenure as principal of Casco Bay Advisors, LLC, he advised the Massachusetts Broadband Institute (MBI) regarding the operationalization of the MB123 middle mile network in western Massachusetts, and their effort to reach sustainability of the network. In this role, he guided MBI's team that was responsible for analyzing various business models and approaches to designing, constructing and managing their planned $100M+ FTTP network serving 45 unserved rural towns in western Massachusetts. Mr. Lippold also performed the operational and financial due diligence of Burlington Telecom, in Burlington, Vermont, a municipally-owned FTTP network passing 16,000+ premises with a gigabit fiber optic network providing voice, Internet and cable TV services, and is the ongoing advisor for the KeepBTLocal Cooperative, an entity attempting to acquire Burlington Telecom from the City of Burlington. From 1993 to 2004, Mr. Lippold led the design, construction and operation of a 250+ mile fiber optic network in Wichita, Kansas for TelCove.

1.7 TASK 8: DEVELOP A STRATEGY FOR A PHASED INVESTMENT APPROACH TO DEPLOYMENT

A phased development strategy is governed by many factors having to do with the market condition in both broad and focused terms. Successful plans are normally founded in both the application of accepted practices and creative approaches to developing customers and creating revenue streams for the business. Depending upon the business model decision outcome, available capital, and the community development and growth goals as defined in section 1.1 above, and the gaps identified in section 1.4 above, a phased investment and deployment strategy will be developed. The goal of this work will be to generate a plan that is geared toward both short term success and long term sustainability.

1.8 TASK 9: DIGITAL INCLUSION AND ADOPTION

For the digital inclusion and adoption portion of the study, Sewall plans to partner with Axiom Technologies (Axiom), a national leader in Community Technology Plans that drives digital literacy and broadband adoption for citizens and businesses. Axiom's work has been recognized as a national model for improving the skills of a regional workforce using on-line technology and hands-on instruction.

Affordable Internet:
During the planning phase, Axiom will inventory the low-cost broadband plans offered by current broadband providers serving the community. Axiom is working with state and federal officials to implement the FCC Lifeline program, subsidized low-cost broadband, for low-income residents in Maine. See: www.cnet.com/news/fcc-broadband-high-speed-internet-lifeline-subsidy.

Affordable Equipment:
During the planning phase, Axiom will inventory the low-cost computers/laptops offered by local and regional companies that are located within the community. Axiom will collaborate with its industry partner, PCs for Maine (www.pcsformaine.org) and the local companies, to set up a

program for low-income residents and non-profit organizations to purchase equipment at a free to reduced cost.

Digital Literacy Training:
During the planning phase, Axiom will meet with businesses, community and municipal leaders, as well as residents to discuss Computer Skills/Digital Literacy Training.

- Business - For the business community, this often takes a grass-roots approach by working with a business owner to understand the company's plan for sustainable growth and development. Once the business owner understands the technology tools available, and Axiom understands the skill level of the employee, a learning plan can be created for a specific business.

- Community & Municipal Leaders – A series of meetings will be held to gauge the interest as well as the skill level of the participants. During these meetings, discussions are facilitated to ensure that the participant is aware of what is technologically possible to do when you have a broadband connection. Demonstrating distance learning education, telehealth, telecommuting, cloud-based services, and software available begins the process of developing Digital Literacy plans for a community.

- Residential – As with business and community & municipal leaders, a series of meetings for the residential community will be scheduled. It is the goal of the meetings that residents become engaged and excited about learning new skills, a pathway to lifelong learning.

The outcome during the planning phase is a Digital Literacy Plan and recommended schedule, as well as suggested locations where classes will be held. In rural communities, time, distance, and travel are barriers to educational attainment; holding classes that are geographically spread out throughout the designated service footprint will ensure participation.

Public Computer Access:
During the planning phase, Axiom will inventory the available public computer access locations throughout the community, including the number of available computers for public use. If a business or resident cannot afford equipment or an Internet subscription, and if broadband is not available at their location, public computer access is essential.

Axiom will meet with community and municipal leaders to discuss "Community HotSpots." Community HotSpots are open access networks that allow citizens in a downtown or other public spaces access to the Internet. This is a simple, straightforward way to help a town or region get more connected. It is an affordable, convenient way to help visitors and residents easy, seamless connectivity.

1.9 TASK 10: FINAL REPORT

Sewall will prepare a final report for review by City of Gardiner's designated representatives that will present all of the above information in a clear and concise product. The final report will also include a representation of the data collected and the network designs in a geospatial format to illustrate our findings, conclusions and recommendations. As part of the final report review process, Sewall will plan to host a review sessions with the City of Gardiner's designated representatives.

2.0 Cost

The total cost for the project is $168,562. Survey expenses are based upon mailing of 6,700 surveys.

$34,938	Study
$1,000	Miscellaneous Expenses
$35,938	**Total Project Cost**

This quote is valid for 180 days and is negotiable based on further task/scope refinement. Invoicing is planned on a T&M approach on a monthly basis. Standard terms are 30 days net. All invoicing terms are negotiable.

3.0 Project Timeline

Sewall is planning on a project timeframe of 10 weeks from contract signing to delivery of the final report as illustrated in the attached project schedule. Most of the study tasks are serial in nature, are dependent upon the preceding task, and/or are dependent upon the delivery of information from other 3rd parties, although, as illustrated, a number of tasks can be conducted simultaneously.

Project Timeline - Gardiner - Broadband Assessment and Feasibility Study

		W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Project Management											
	Internal Sewall Kick-off Meeting										
	Weekly project status call w/ Gardiner										
	Weekly project status call w/ Sewall Team										
Meet w/ stakeholders & assess municipal barriers											
	Gardiner Broadband Committee										
	City of Gardiner										
Document and map existing outside plant assets											
	Collect data from incumbents										
	Field verification										
	Create maps										
Define service gaps											
	Perform assessment & analysis										
Develop high level network design solutions											
	Collaboration w/ incumbent providers										
	Design solutions										
	Mapping										
Develop high level cost estimates											
	Perform assessment & analysis										
Develop business model options											
	Perform analysis										
Develop strategies for phased investment											
	Perform analysis										
Digital Inclusion											
	Perform analysis & draft recommendations										
Draft final report											
	Develop draft report										
	Deliver final report to Gardiner										

4.0 Financial Viability

Per the ConnectME Authority planning grant application guidelines, Sewall will submit its financial viability information directly to the ConnectME Authority.

5.0 Team Member Bios

- **Brian Lippold – Project Lead/Business Development**
  VP Business Development

  Mr. Lippold joined Sewall's Utilities Team in 2015, bringing over 30 years of experience in planning, engineering, constructing and operating telecommunications networks. He is responsible for developing new opportunities and guiding the expansion of Sewall's capacity to serve the broadband and telecom sector with a particular focus on advising municipalities across New England to expand and improve broadband availability.

  Mr. Lippold previously held the roles of principal of Casco Bay Advisors, LLC, advising broadband/telecom clients across New England, EVP/COO of Integra Telecom, Inc. in Portland, Oregon and SVP of Network Planning & Engineering at FairPoint Communications for northern New England. He also held executive leadership roles with Level 3 Communications and TelCove.

- **Clarence Young – Project Manager**
  Director of Sales & Services, Energy Delivery & Telecommunications Systems

  Clarence Young brings more than 22 years of geospatial experience and has worked on a wide variety of mapping and data conversion projects in both technical and managerial roles. His project history includes photogrammetric mapping, gas and electric facility conversion, parcel conversion and migration, addressing data reconciliation, field data collection and implementation, GIS consulting and implementation, software development, and system customization.

  In his current position, Mr. Young directs and works with Sewall's GIS consultants, systems and application developers, and data development staff providing guidance to both staff and clients in the development of integrated systems to support a variety of location based activities including emergency dispatch and response, work and asset management, outage recovery, appraisal and notification, regulatory compliance, and resource planning. He is an active consultant and manager on a number of projects. He specializes in diverse projects for energy and telecommunications clients using integrated geospatial desktop, database server, web-based and mobile systems. In addition, he also directs the teams who develop Sewall's custom solution and application development services, including Sewall's gas pipeline analysis, risk management, and automated mapping solutions.

- **Daisy Mueller –Project Manager**
  Senior GIS Analyst

  Daisy Mueller is a Senior GIS Analyst supporting projects involving infrastructure systems and environmental analysis projects. Her GIS experience involved diverse activities, including spatial data analysis, environmental monitoring, cartography, database design, database conversion and metadata development. Ms. Mueller has experience in a variety of software programs including; ESRI ArcMap Version 10, ESRI ArcInfo Version 10, Survey Monkey, Microsoft Office programs, Macromedia Fireworks, SnagIt, Camtasia Studio, Adobe Photoshop, Adobe Professional, GPS Systems, and Pathfinder.

  Following is a description of her work on the ConnectME project:
  Connect Maine Authority. GIS analyst for state-wide broadband mapping project to develop mapping and address data representing the availability of broadband service being used in the State and National Telecommunications and Information Administration (NTIA). Responsibilities include service provider outreach for NDA execution, conducting data processing tasks and QA/QC analysis of mobile wireless service provider data, and leading validation and analysis efforts for mobile wireless service data. She provided leadership on NDA execution with service providers by conducting initial research and outreach and working with State officials to execute NDAs. Managed outreach efforts to Community Anchor Institutions through use of call center. Created and worked with State to distribute online survey for field verification of residential broadband service.

- **Neal Pickard – GIS Analyst**
  GIS Analyst

  Neal Pickard joined James W. Sewall Company in 2005 as a GIS technician. These ten years' experience prepared him well for his current work as a GIS analyst. Prior to joining Sewall, Neal was a research assistant at the University of Maine's Spatial Information Science and Engineering department. He also taught undergraduate courses in Principles of Management Information Systems and Decision Support Systems at the University of Maine. Neal is currently responsible for supervising and providing technical support to technicians performing production tasks, developing and improving methodology and quality control checks for technician workflows and QA/QC of data submittals.

  He is proficient with a range of GIS and CADD software, including ArcGIS and MicroStation.

- **Diane Vatne – Technical Writer**
  Proposal and Communications Manager

  Dr. Diane Vatne joined James W. Sewall Company in 2010. In her capacity as Proposal Manager, she is responsible for managing large cross-disciplinary proposals and grants, including the initial rating of requests, coordinating division of responsibilities, writing and editing, bid reviewing, and production. She also coordinates and writes letter proposals, creates new proposal tools, and generates new proposal materials as needed. She edits and formats reports and technical user manuals for clients, and produces the finished products. In addition, she manages communications at Sewall, including maintenance of the corporate web site and LinkedIn page; writing and producing marketing documents, advertisements, and press releases; and coordinating conference representation and presentations. Other duties include assisting with strategic marketing plans and budgets. Her previous 15 years of experience directing and coordinating non-profit organizations generated $2.5 million in

successful grants that support community-based programs in Maine. Prior experience in academia resulted in nine publications, including a doctoral dissertation.

6.0 Past Performance and References

Project Name	**Unity Foundation Study of Barriers to Adoption**
Name of Client:	Unity Foundation
Client Contact Name and Address:	Lawrence (Larry) Sterrs, Chairman and CEO PO Box 815 Unity, ME 04988 lsterrs@uninets.net
Period of Contract:	August, 2014 to April 2015
Description of Overall Project Scope: **Delivery Date:** **May 12, 2015** **Role: Primary Consultant** **Subcontractors:** **Packard-Judd-Kaye Marketing** **Project Team Members (Sewall)** **Clarence Young** **Daisy Mueller** **Lisa Schoonmaker**	A study of the nine rural communities within the Unity, Maine region to determine if an area with significantly consistent access to broadband has different barriers to adoption which might be addressed by focused outreach and adult education efforts. Sewall conducted a survey of 3000 households and 400 businesses to gather information on current use and unmet needs on the subject of broadband services. The goal of the effort was to identify barriers to broadband adoption and community services that might be enhanced through broadband related outreach and education conducted by the Unity Foundation and its partners. The resulting report is used by the foundation to tailor free courses offered to community residents that are designed to teach the benefits that broadband enabled applications have in the daily lives of users. The report is also used as an informative item to collaborate with the community leaders about services and initiatives that might be implemented to extend the socio-economic opportunities for the area citizens through the deployment of broadband based technologies.

Project Name:	**Broadband Planning Project**
Name and Address of Client:	**State of Maine** **ConnectME Authority**
Client Contact Person:	Phil Lindley Executive Director 78 State House Station Augusta, ME 04333-0078 (207) 624-9970 phil.lindley@maine.gov
Description of Overall Project Scope:	The Sewall Team comprised of Sewall; Packard Judd Kaye Strategic Marketing Group; Jeff Letourneau, Executive Director of Networkmaine; and Todd Gabe, Associate Professor of Economics at the University of Maine, was selected by the ConnectME Authority to develop a long-term sustainability plan for the expansion and delivery of broadband service throughout Maine. The initial phase of the four-year project (2010-2014) established a detailed baseline of broadband availability and use in Maine and identified barriers to the adoption of broadband in the state. The baseline study drew upon survey data gathered from residential and business consumers, service providers, community anchor institutions, technology-dependent industries (telemedicine), state agencies, and Native Indian Tribes. The means for gathering data included a statewide statistical survey mailed to over 10,000 residences and 3,500 businesses, which yielded an unusually high response rate of 26 percent and 17 percent respectively. Additional data were collected from six public forums held throughout the state; online and phone surveys; third party data; and existing surveys. Data from the broadband mapping project, also undertaken by Sewall, was used in the analysis as well. Locations of service availability, service packages and pricing, and service speeds, both advertised and recorded, were used in the identification of unserved and under-served areas. Once assembled, the baseline data were modeled along with consumer characteristics such as age, income, educational attainment, and occupation, and business characteristics such as industry and employment size, to study their effect on broadband subscribership. A needs assessment report delivered June 2011 examined broadband take-rates and current use of broadband and identified barriers to broadband adoption. Based on the needs assessment report, the team developed and delivered a draft strategic broadband plan for Maine (December 2011). This plan, aligned with the FCC's National Broadband Plan, summarizes the findings from the analysis and presents six strategic recommendations to the ConnectME Authority for increasing broadband availability, reducing barriers to adoption, and increasing broadband uptake in Maine. The plan also includes a set of comparative indices that the team will use in conducting annual followup assessments to track progress. Findings will be published in progress reports and a final report will be prepared describing areas of success and the remaining challenges.

Project Name:	**Broadband Feasibility Study**
Name and Address of Client:	**Town of Fort Fairfield** 18 Community Center Drive Fort Fairfield, ME 04742
Client Contact Person:	Tim Goff Marketing & Economic Director 18 Community Center Drive Fort Fairfield, ME 04742 (207) 472-3802 tgoff@fortfairfield,org
ConnectME Planning Project Team Members:	• Brian Lippold, Project Lead • Clarence Young, Project Advisor • Daisy Mueller – Project Manager • Neal Pickard - Analyst

Description of Overall Project Scope:	The Sewall Team was selected by the Town of Fort Fairfield to develop a broadband feasibility study to expand and upgrade the capability of broadband access throughout the Town of Fort Fairfield.
	
	The project includes:
	• Documentation and mapping of existing service provider outside plant assets and capabilities
	• Public outreach in the form of public meetings and resident survey via mail and electronic means
	• Assessment of existing inventory and capabilities
	• Needs assessment and gap analysis
	• High level network plans for multiple service options
	  o 10Mbps download / 1Mbps upload DSL
	  o 25Mbps download / 3Mbps upload DSL
	  o 50Mbps download / 5Mbps upload expansion of current Time Warner Cable infrastructure to serve remaining unserved areas
	  o Fiber to the Premise over-build throughout the town
	• High level capital cost analysis for all service options noted above
	• Final report to be used by the town to inform ongoing strategy

7.0 Exceptions

Our proposal does not include an analysis of the economic impact from the current level of broadband coverage compared to the expanded level of service.

REPORT

City of Gardiner, ME

Ascertainment Study
Services Related to
Cable Franchise Renewal

September 5, 2014

Holly Hansen Consulting
5440 Vernon Avenue South #131
Minneapolis, MN 55436
612-207-8709
HollyMHansen@comcast.net

EXECUTIVE SUMMARY

This needs ascertainment was conducted by Holly Hansen Consulting (Consultant) to assist the City of Gardiner in preparing for a franchise renewal. Franchise terms are typically ten years or more and decisions made in the franchise renewal process impact a community for a long time. Federal and state laws provide guidelines and requirements regarding what a Local Franchising Authority (LFA) can and cannot impose with respect to franchise obligations. It is rare that a LFA successfully denies a franchise renewal as a cable operator must incur multiple "sins" to have its franchise revoked or not renewed.

That being said, franchise renewal is a time to evaluate the performance of the franchisee, to assess community needs and interests. It is a time to address and correct any defaults in the franchisee's performance through negotiations and development of a new franchise agreement. In 2009 the Maine State Legislature adopted new cable laws, including a model franchise which LFAs can use to facilitate the franchising process. The model franchise provides guidelines for the contents of a cable franchise and these can be tailored to meet the needs of each community. An excerpt from the model franchise regarding PEG (Public, Educational, and Governmental access) is included with this report as Attachment A.

LFAs can require provisions for such things as system upgrades, franchise fees, PEG channels and equipment, connections to public buildings, improved service, and capital support for PEG. LFAs cannot require certain channels or programming, franchise fees on cable Internet service, or substantially regulate rates.

The needs ascertainment conducted by the Consultant included a review of the City's cable franchise and related documents, interviews with City and School District representatives, and an on-line resident survey. This information, equipment research, research of state and federal cable law, and the Consultant's expertise form the basis of the Consultant's recommendations regarding the community's identified needs and interests.

Since the adoption of the franchise in 1996, updates have been made in the form of amendments and transfer agreements and resolutions. Benefits that were negotiated in these documents include: 1) 5% franchise fee, 2) definition of Gross Revenues, 3) standard drop definition of 300 feet, 4) system upgrade to 750 MHz and services similar to those in the Greater Portland area, and build out/line extension to eight Homes Per Mile. It would be important for the City to ensure that the franchisee has satisfied these obligations and that they are included in a renewed franchise agreement. It is important to note here that the current franchise has actually expired and it is the Consultant's recommendation that if possible, the City pursue renewal negotiations with Time Warner Cable and/or Comcast Communications as part of the transfer request before them.

The interviews with City and School District representatives showed an interest in having a local channel where meetings, school events, high school sports, and announcements and information could be made available to Gardiner cable subscribers. Equipment and connections to the cable headend would be required to make this a reality. Interest in local programming was indicated in the on-line survey and the top five categories were: city council meetings, city information, community events, community announcements, and school information and announcements. Although interest in local programming and information was indicated, only about half of the respondents were willing to pay something for this. The survey results are not "scientific" as the respondents were self-selected and could represent a bias, whereas a "scientific" survey uses a random sample that can result in a higher degree of confidence, depending upon the sample size and methods used to conduct such a survey. A high number of respondents (91%) had Internet service. Anecdotally, several complained that the service was slow and/or unreliable. This could be an indication of a need for a system upgrade and a need for increased bandwidth and smaller node sizes.

Several recommendations are made at the end of the report regarding provisions to maintain and/or provide for in a renewed franchise. These are also listed below.

1. Negotiate and renew a franchise agreement between the City of Gardiner and the cable operator who uses the City's public rights-of-way for commercial purposes.

2. Maintain and incorporate provisions from franchise amendments and transfer agreements in a renewed franchise. These include but are not limited to: 1) 5% franchise fee, 2) definition of Gross Revenues, 3) Standard drop of 300 feet, 4) Eight Homes Per Mile, and 5) cable system upgrade.

3. Maintain the City's ability to conduct technical, financial, and performance reviews of the franchisee, to require insurance and bonds, to inspect books and records, and to enforce the franchise.

4. Ensure that the citizens of Gardiner have an up-to-date cable system that is reliable, well maintained, and capable of providing services such as those available to the subscribers in Portland, ME.

5. Maintain free drops and expanded basic cable service to public and educational facilities that currently receive such services and that these services and drops be provided to new and/or relocated public and educational facilities in the future.

6. Maintain the franchise fee of 5% of Gross Revenues as defined in Resolution 99-25.

7. Address the need and interest in local programming including City Council meetings, School board meetings, city and school information, community events, school sports, and other school programming.

8. Provide a PEG channel for use by the City and the School District.

9. Provide a company contact person to whom the City can address regarding customer service and franchise issues, questions and concerns.

10. Provide a company contact person to whom the City and School District can address technical issues regarding the PEG channel, connections that enable live and recorded programming to be cablecast on the cable system, and connections to public buildings.

11. Provide capital funding for the purchase of video equipment for the City and the School District for the production of meetings and programs for cablecast on a local PEG channel. If applicable, include increases in funding over the franchise term in accordance with the Consumer Price Index to ensure inflation does not erode the purchase power of the funding.

12. Provide the following fiber links and equipment comparable in quality to that used for broadcast networks: 1) City Hall to headend, 2) High School to headend, 3) School Administration to High School, 4) City Hall to High School.

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INTRODUCTION

The City of Gardiner, ME (City) retained Holly Hansen Consulting (Consultant) to conduct an ascertainment related to its cable franchise renewal with Time Warner Cable. During the study period, the City received a letter from Comcast Communications regarding a pending change of ownership of the franchise from Time Warner to Comcast. Due to this situation, a franchise renewal could be implemented with either of these companies, based on timing. Cable franchises are essentially long-term contracts between a Local Franchising Authority (LFA) and cable companies. Federal and state law provide that communities can require that community needs and interests be met as part of the renewal process. For example, communities can obtain cable system upgrades' channels, facilities and equipment for local programming, franchise fees up to 5% of gross revenues, connections to public buildings, and capital contributions to support PEG (Public, Educational, and Governmental) use of the cable system.

The key to a successful franchise renewal is to identify the community's current and future cable-related needs and interests and reviewing the past performance of the cable operator. Performance reviews can include technical and financial audits of franchise fees and PEG fees where applicable. This study incorporates a needs assessment of community needs and interests and a review of existing franchise documents including the franchise, amendments, and transfers of ownership agreements that have been entered into by the City and the various franchisees over the existing franchise.

CABLE FRANCHISING

Federal and state law give Local Franchising Authorities (LFAs) such as Gardiner the authority to grant a franchise, require that a franchisee fulfill certain obligations, and enforce those requirements. The State of Maine adopted a model franchise that LFAs can use to facilitate franchise renewal and ensure that certain provisions are addressed in a franchise such as system design; performance bonds; insurance; customer service; and PEG (Public, Educational and Governmental) channels, facilities and equipment. Specific bond, insurance, or PEG funding amounts as well as other franchise provisions are left blank in the State Model Franchise and are left to be decided through negotiations between the LFA and franchisee.

The public often wants things included in a franchise that a LFA cannot require under federal or state law. These include specific programming choices, a la carte programming, faster Internet speeds, and lower rates. Although a LFA can be certified by the FCC (Federal Communications Commission) to regulate rates on the lowest tier of service (Basic), this is a complicated and expensive process and operators can easily shift costs to higher tiers of service that are not regulated.

Cable franchise terms have varied in length over the past few decades; it is rather common at this time that franchises are ten years in length and may include a provision for an extension. There are benefits to a community to have a franchise as it ensures that it is 1) receiving compensation for commercial use of public rights-of-way, 2) ensuring public safety through requirements regarding system construction and maintenance, 3) protecting community interests through insurance and performance bond requirements, and 4) enhancing community life and the transparency of government through the programming of local access (PEG) channels, to name a few benefits. Companies also see cable franchises as one of their greatest assets and cable subscribers are valued at thousands of dollars cable per subscriber in sales and transfer of cable systems and franchises.

Cable franchise renewals can be conducted using an informal or a formal process as further described in the 1984 Cable Act and federal law. The informal process is the most frequently used; the formal process invokes a more complicated procedure with defined tasks and timelines for both the franchisee and the franchisor. The informal process is one of negotiation. Regardless of the process used, the LFA can require that community needs and interests be met through certain provisions in a franchise renewal. These include 1) cable system upgrade, 2) improved service, 3) contributions of channels, facilities and equipment, and 4) capital funds for PEG.

THE ASCERTAINMENT

The ascertainment conducted by the Consultant included quantitative and qualitative research methods to learn about the needs and interests of the Gardiner community regarding cable communications. The qualitative research included in-depth interviews with the City Manager, City staff, and Technology Advisory Committee. Interviews with representatives from School Administrative District 11 included the Superintendent, IT Director, and Media Instructor at the high school. An on-line survey was conducted from June 9 to July 8 to gather input from the public. In addition, the Consultant reviewed a number of franchise documents and data, and conducted equipment research online and through discussions with vendors.

DOCUMENT REVIEW

Documents related to the cable television franchise and PEG (Public Educational, and Governmental) access were requested by the Consultant and provided by the City Manager. The Consultant reviewed additional documents via Internet research and information provided by individuals during the interview process. Documents reviewed included the following:

- Gardiner Cable TV Ordinance: Title 5 Chapter 6
- Cable TV Franchise Agreement: 96-12
- Amendment to Franchise Agreement: 97-34
- Amendment to Franchise Agreement: 99-12
- Multi Community Franchise Transfer Agreement: 99-25
- Resolution Approving Sale of Cable System and Franchise Transfer: 05-33
- Time Warner Franchise Fee Worksheets for 2011, 2012 and 2013
- Map of Gardiner un-cabled areas
- Time Warner Augusta area channel line up
- Photos of Gardiner council chambers and equipment
- April 9, 2014 letter and packet from Comcast re: Time Warner Cable/Comcast Corporation Transaction
- August 7, 2014 letter from Comcast; response to City's inquiries.

FINDINGS

APRIL 9, 2014 TRANSFER LETTER FROM COMCAST

In a letter dated April 9, 2014 Comcast notified the City of a transaction between Comcast and Time Warner that, if successfully concluded, would result in the City's franchise being owned by Comcast. FCC (Federal Communications Commission) rules provide a 120 day window for a franchising authority to act on such a request, unless the time is mutually extended by both parties. The City requested information from Time Warner and Comcast regarding the status of the system upgrade and build out and requested an extension until December 5, 2014 in which to act upon the transfer request. Comcast provided information regarding the City's questions, but this information has not yet been verified and additional details may need to be provided by Comcast and/or Time Warner. In their August 7th response, Comcast to extend the review period for another 120 days but was amendable to discussing a "reasonable brief extension of time…." At this time, no date has been established for the extension.

FRANCHISE 96-12: FRANCHISE TERM

The franchise (96-12) is dated April 16, 1996. The franchise term was for ten years and could be extended an additional five years by mutual consent of the franchisor and

franchisee. It is unclear whether the franchise was extended as there was no documentation available to that effect. The franchise expired as of 4/16/2006 or 4/16/2011 depending on whether a five year extension was implemented.

Maine state law states "*A cable system operator that maintains a publicly accessible website shall post on that website a copy of the most recently executed franchise agreement for each franchise that it has been granted by a municipality in the State.*" The Time Warner website shows its franchise for Gardiner as 96-12.

FRANCHISE 96-12: SERVICES TO LOCAL GOVERNMENT AND EDUCATION

Section 10 of the franchise addresses services to local government and educational institutions. The provisions in this section include but are not limited to:

- One downstream access channel on the Basic tier for governmental and educational purposes.
- Use of Grantee's studio and equipment, when available, for Governmental and Educational programming.
- Up to six upstream origination channels at municipal and educational buildings as designated by the City.
- Standard service drops to each municipal and school building to the subscriber network. One outlet, one converter to be provided to each building at no charge.
- Emergency Alert system to be provided by franchisee.
- Grant of $30,000 to support and facilitate use of telecommunications technology by the City and School District.

It is up to the City to request the activation of the downstream channel, use of Grantee's studio and equipment, designate the six upstream origination channels, and drops to public buildings. To the Consultant's knowledge, the drops to public buildings have been provided and are being used. At this time the City has not requested a downstream channel or designated the six upstream origination sites. The $30,000 grant was paid per Franchise Amendment 97-34 below. The Emergency Alert System is not being used by the City.

FRANCHISE AMENDMENTS

The Consultant reviewed two amendments that were made to the franchise: 97-34 and 99-12. The first amendment (97-34) accelerated the payment schedule of a $30,000 grant to the City. The second amendment (99-12) authorized the City to collect a 5% franchise fee on gross revenues.

FRANCHISE TRANSFERS OF OWNERSHIP

The City's original Franchise (96-12) was issued to State Cable TV Corporation. The franchise has been transferred at least three times since the original franchisee. At some

point the Franchise was transferred from State Cable to FrontierVision, but the Consultant did not receive or review a document regarding this transaction. Two documents regarding other transfers of the Franchise were reviewed and are noted below.

- A Multi-Community Transfer Agreement (99-25) that authorized the sale and transfer of the franchise from FrontierVision Operating Partners to Adelphia Communications.
- Resolution 05-33 Approving the Sale of the Cable System and Franchise Transfer from Adelphia Communications to Time Warner Cable.

In both of the Transfers noted above, the transferee stated that it would comply with all terms and conditions of the Franchise Agreement. Time Warner also stated that it would comply with any written agreements in effect between Adelphia and the City. Both Transfers promise upgrades to the cable system. In its transfer, Adelphia agreed to upgrade the cable system to 750 MHz. In the transfer to Time Warner, an upgrade and services comparable to the greater Portland area was required within three years after the closing of the sale. In their August 7th letter, Comcast stated that the system was upgraded in 2002 and that the same level of services is provided to Gardiner customers as is provided to customers in the Portland area. This information has not yet been verified by the City.

In Agreement 99-25 a standard drop is defined as 300 feet; there is no definition in Franchise Agreement 96-12.

The original franchise required that cable service be provided to areas that met a minimum density requirement of 15 Homes Per Mile (HPM). In the Transfer Resolution (05-33) dated October 15, 2005 Time Warner was required to provide cable service to roads with a density of 8 HPM no later than ten years after the closing of the sale, which will be in 2015. In their August 7th letter, Comcast states that all public roads have been built out per the agreement, with two exceptions: The end of Libby Hill Road (also referred to as Costello Road), which has 6.7 homes per mile, and one home on Marston Road.

In Transfer Agreement 99-25 "Gross Revenues" is defined regarding the franchise fee. The Gardiner franchise had no previous definition of Gross Revenues. An example of the types of revenue sources includes payments from subscribers, advertisers and other users of the system, payments for programs or signals received and/or transmitted, pay and subscription TV, pay-per-view, installation charges, disconnect fees, leased access, home shopping, equipment such as remote controls and converters. Transfer Agreement 99-25 should be referred to for a complete definition of gross revenues and the sources included. The 2011 to 2013 Time Warner Franchise Fee Worksheets list the revenue sources that make up the gross revenues and calculate a 5% franchise fee that was paid to the City. These appear to be in line with the 99-25 Agreement. To the Consultant's knowledge, a financial audit of gross revenues has not been conducted by the City to verify the company's data.

INTERVIEWS

Individual and group interviews were conducted with representatives of the City and the School District. Three City interviews were conducted by telephone and participants included the City Manager, City Clerk, Library/IT Director, and the Technology Advisory Committee. Three individual telephone interviews were conducted with representatives from Maine School Administrative District#11. One interview was conducted with the Superintendent, one with the IT Director, and one with the high school teacher of broadcast journalism and video production.

CITY STAFF INTERVIEW

A summary of the discussions in the City Interviews follows. The discussions fell into four main areas: 1) video coverage of council meetings, 2) issues with Time Warner, and 3) cable related needs and interests of the City. An important value to the City is government transparency, and it has begun webcasting its meetings as part of its strategy to achieve that goal.

VIDEO COVERAGE OF MEETINGS

City Council and Planning Board meetings are not shown on the Time Warner cable system but are streamed live on Earth Channel. They are recorded on an encoder and uploaded to Earth Channel for on demand viewing. A single camera is used for the video and a computer feed for PowerPoint presentations and other documents is also used as a video source. The City Clerk operates the single PTZ (Pan Tilt, Zoom) video camera for the City Council meetings, which are held two to three times per month. The single camera is not enough to capture all of the shots of speakers which include the City Council, presenters, and audience members. Audio is sometimes a problem and staff thinks this could be improved with desk-top style microphones.

ISSUES WITH TIME WARNER

The City pays Time Warner for a business class level of Internet service, but the service has been unstable even though they are supposed to have guaranteed upload and download speeds. Other issues with Time Warner include:

- Time Warner used to cover Gardiner events and program a message board. They don't do this anymore.
- The library, City Hall, and Wastewater Treatment Plant used to get a free cable drop but they don't use it anymore because the quality was so bad. Now there are no TVs in the library; everything is webcast.
- Time Warner has a poor quality in both cable TV and Internet and according to survey comments, residents don't feel they are getting their money's worth.

GOALS

The City Manager would like to have a PEG channel on the cable system and use it to show meetings and City messages on a video bulletin board. This would enable more people to view meetings and enhance government transparency. It would be helpful to have a graphic capability that would show which agenda item is being discussed.

Additional cameras would improve the video production quality and enable a shot of the presenter and an audience shot. New mics for the City Council would improve the audio quality, as well as a mic for the presenter.

Eliminate the poor quality of Time Warner's cable and Internet.

A concern was expressed that Gardiner residents couldn't afford an increase in cable rates for "what we're getting."

CITY TECHNICAL ADVISORY COMMITTEE

ISSUES FACING GARDINER

- There is a decline in the population. The High School had over 1,000 students in 1975, now it has 600 students. We need to find ways to make Gardiner the "place to be."
- The state has cut back on revenue sharing with communities, which has created large deficits for cities and school districts.
- There are lots of opportunities in Gardiner. Portland is getting more expensive. We may get a ripple effect from this and attract people to Gardiner.
- We need a technical infrastructure to support people working remotely.
- We need to get citizens more involved, need to get more citizens volunteering.
- We have a lot of state workers in Gardiner. There's a good spirit here.
- We need an industry.

HOW RESIDENTS GET LOCAL INFORMATION

- Gardiner Main Street organization
- Websites
- Community bulletin board
- Schools use social media (Facebook, Twitter) e-mail blasts, e-mail newsletter
- Local radio
- Kennebec Journal (print and online)

COMMENTS RE: TIME WARNER

- People are frustrated with cable.
- We have no (local) channel to put anything on. The City Council is streaming on line.

- The technical quality (cable system) is pretty good.
- Consumers are getting fed up with the different charges.
- Cable is a monopoly.
- In the next 5-10 years cable will be different. We don't want and old model.
- The Augusta studio closed down in February. They (Time Warner) are in Portland now with a skeleton crew.

GOALS

- A franchise agreement.
- A local channel – would like HD (High Definition).
- Live and playback link to headend.
- Modern video production equipment.
- Plug and play studio at High School.
- A mobile video unit (e.g. for HS sports & other events).
- Sound franchise oversight provisions.
- PEG fee.
- Franchise fee.

RECOMMENDATIONS TO CITY COUNCIL

- Look into the PEG situation. It needs to be approached delicately with constituents so they understand the benefits and costs.
- Keep an eye on technology changes that are coming now.
- We don't want to set up an agreement on cable that is going to be outdated. We need a broad view of a PEG channel.
- Don't be afraid to think out of the box.

MSAD #11 SUPERINTENDENT

GENERAL OVERVIEW

The Superintendent was very interested in having access to a PEG channel to communicate with the public, especially people they don't currently reach such as older adults. One of the goals of the District's strategic plan is to strengthen communications with the public. A PEG channel links directly to that goal and would provide a new outreach tool to the District. The Superintendent was interested in having School Board meetings on a PEG channel, as well as other committee meetings, celebrations of the District's successes, student programs, and information on a video bulletin board. The District does not currently video its meetings but did stream some meetings when there were some controversial budget issues and the Superintendent was surprised by how many viewers they had. She knows the interest exists.

The School District is a poor district and although it devotes all of its funding to the classroom, it spends the lowest amount per student compared to other communities. They don't have a good mechanism to educate the public who is not connected to them. People who are not connected are not looking at Facebook, getting flyers or e-mails, or looking at the District website. There are 3,000 people who now receive the District's weekly e-newsletter. The older population is not connected in this way, and it would be an incredible value for them to see and know what we're doing. A PEG channel represents an "untapped opportunity for us to inform the community about what we're doing."

If the School District put programming on a PEG channel, it would want the quality to be good. Viewers need to be able to see and hear what is going on, who is speaking, etc. Video production equipment would be needed in the Board Room for meeting coverage. Any funding of purchases by the District would need to be approved by the School Board.

GOALS

- Strengthen communications with the public.
- Inform the public about School District and student issues, events, successes.
- PEG Channel for use by School District.
- Live and recorded playback of School Board meetings.
- Playback of committee meetings and other School District and student programming.
- Video production equipment for School Board meeting room.
- If School District and City share a channel, "hope there is great collaboration." (we) want this to work for everyone to use.

MSAD #11 DIRECTOR OF TECHNOLOGY

GENERAL OVERVIEW

The schools have drops and use them for cable TV primarily in the classroom. One problem is now the signal is digital and there are a limited number of digital converters in each building. This limits the amount of use in the classroom. There is an old system in the buildings, but it doesn't function well.

All of the schools are connected to a state fiber network that connects to the University of Maine. There are no connections between the school buildings, however. The schools get their Internet connection through the Maine State Library Network, which charges a fee per student.

The Director of Technology is very interested in having School Board meetings shown on the cable system, both live and recorded meetings. The School Board meetings take place at the Central Office and there is no video production equipment in the Board room. They have held budget meetings at the High School and some meetings have been streamed on the District's website. If there was a cable channel the School District could use, it is possible that some staff hours could be allocated to program the channel. Communication is a priority for the District, so this could get support.

GOALS

- Have a TV and cable TV access in each classroom so kids can access educational programs, news, etc.
- Increase communication with the public.
- A PEG channel where School Board meetings, school sports, events, information, etc. can be shown.
- It would be good to have the school buildings connected via a Wide Area Network. "Biggest dream is a fiber I-Net to connect the schools."

HIGH SCHOOL MEDIA INSTRUCTOR

GENERAL OVERVIEW

The High School video program began in 1999 – 2000 as part of a state initiative to encourage 2-way interactive classrooms via fiber that was laid by Verizon. This program is not currently active in Gardiner as other technologies that are less expensive such as Skype and Chat are being used now. The High School offers classes in video production and broadcast journalism and students produce videos, cover new stories, and cover sports and other school events as part of their class projects. Programs are streamed on the school's website, and programs like graduation and Class Day get around 1,000 views. The High School does not have a studio and uses Wirecast to create a virtual set. Sports are shot with a single camera. Ideally a multi-camera "plug and play" mobile video unit would improve

sports and event coverage. The School District provides some funding for equipment each year but it is limited and the media teacher lets the kids use his personal microphones and tripods. The kids edit programs on their laptops and recordings are made on SDHC cards so there is no videotape involved. The students use small HD cameras and there is one Panasonic pro-sumer studio-style camera that is used for productions. Programs are streamed to the School District's website using Livestream, which stores the video on its servers.

GOALS

- If there was a PEG channel for the District, someone would need to be responsible for managing it.
- Playback system would be needed.
- Engineering would be needed to activate a PEG channel: who would do this?
- A PEG channel would benefit the students.
- More equipment is needed (e.g. multi-camera plug and play system, studio, mics, tripods, and more cameras).
- If we had to share a PEG channel, the City would be a good partner.

EQUIPMENT

CITY OF GARDINER

As previously noted, the City is webcasting its meetings which began in April 2014. These meetings are streamed live on the City's website where archived meetings can also be viewed. Equipment used for these meetings includes a single PTZ (Pan, Tilt, Zoom) wall-mounted color video camera, a computer used for presentations, a display monitor, a video mixer, 10 wireless microphones, and an audio mixer system. Meetings are recorded on equipment provided by the company that provides the streaming service. The City purchased the video equipment in 2014; the computer and audio equipment are five years old or older. The video could also be improved by adding at least two more cameras: one that could show the faces of presenters, and another camera that could be used for close ups of council members. Equipment to record the audio and video of the meetings is also needed. Although it is new, it is likely that the City's video mixer will need to be replaced within a few years as it is a lower-end unit; this quality of equipment generally has a shorter life span than equipment of a higher quality. A large screen monitor/TV that can be mounted outside of Council Chambers is also needed for audience overflow, which occurs at several meetings each year.

In addition to the equipment identified below, equipment will be needed to transmit live and recorded programs to the cable company for distribution on a PEG channel on the cable system. The transmission equipment should be digital and upgradable to a HD signal as HD becomes more prevalent on the subscriber network. Equipment needed to transmit live and recorded programs to the cable company should fully integrate with the cable network and be supplied by the cable company.

Gardiner Council Chambers

Gardiner video control equipment

MAINE SCHOOL ADMINISTRATIVE DISTRICT # 11

A variety of programs are produced by students as part of their of their broadcasting and journalism curriculum. These programs include sports, concerts, interviews, and news stories about students, and school events. The students use consumer-grade video cameras and edit on MacBook Air computers. The classroom has a green wall that is used to Chroma key virtual sets using Wirecast, a video production software. Wirecast is also used in producing high school sports to insert graphics and effects. High school sports are primarily covered using a single pro-sumer HD video camera.

The educational opportunities available to students would be greatly enhanced by the development of a studio at the high school and a mobile video production cart that could be used to shoot sports, concerts, plays, and other student events and activities. Production in the auditorium and gym would be improved by using a multi-camera system instead of the single camera method currently being used. Ideally, the auditorium and gym would each have permanently mounted cameras that could connect to the mobile video production cart. This would streamline the set up and tear down required for these types of productions, improve production quality by using a multi-camera system, and enable more student events to be produced as less time and effort would be required.

The School District is also interested in cablecasting its Board meetings. Board meetings have been webcast on a few occasions and have received a favorable response from the public. The Board's meeting room is also used for committee meetings; it has no video or audio equipment, and would need this to produce meetings for cablecasting on a PEG channel. The cable company would need to supply a link (preferably fiber) to the headend and digital transmission equipment as described in the above City section.

School Board Meeting Room

School Board Meeting Room

CITY AND SCHOOL DISTRICT COLLABORATION

In addition to the video production equipment and links described above, the City and School District will need to collaborate and have a single playback location where playback equipment would be located. A single playback location is recommended due to the cost of such equipment and other factors such as limited staff and funding.

The City and School District would need to develop policies and procedure in how to share the channel as well as practical implementation of how to transmit programming and bulletin board messages and files to the playback location. This can be accomplished using an Internet connection, and this connection would need to be secure, high speed, and reliable.

ESTIMATED EQUIPMENT NEEDS AND COSTS

CITY

Description	Quantity	Total Cost
CITY COUNCIL MEETING ROOM		
Wall-mounted PTZ video cameras	3	$3,000
Desk-top microphones (with stands and wired)	10	2,000
Digital audio mixer	1	3,000
Digital video mixer with multi-view monitor	1	9,000
Video recording server	1	1,200
Miscellaneous (cables, connectors, installation, shipping, training)	N/A	5,000
TOTAL COST		**$24,700**

SCHOOL DISTRICT

Description	Quantity	Total Cost
SCHOOL BOARD MEETING ROOM		
PTZ video cameras	3	$3,000
Desk-top microphones (with stands and wired)	16	3,200
Digital audio mixer	2	5,000
Digital video mixer with multi-view monitor	1	9,000
Video recording server	1	1,200
Display monitor for presentations	1	1,500
Miscellaneous (cables, connectors, installation, shipping, training)	N/A	5,000
TOTAL COST		**$27,900**

Description	Quantity	Total Cost
SCHOOL PRODUCTION EQUIPMENT		
PTZ video cameras in gym	3	$ 3,000
Mobile studio with cart	1	18,000
Studio video camera with remote controls	1	3,500
Video camcorders	3	3,900
Video recording server	1	1,200
Monitors, mics, tripods, cases		4,000
Miscellaneous (cables, connectors, shipping etc.)	N/A	3,000
TOTAL COST		**$36,600**

SHARED PEG CHANNEL PLAYBACK SYSTEM (*CITY AND SCHOOL DISTRICT*)

Description	Quantity	Total Cost
Digital playback/channel message system	**1**	**$25,000**
TOTAL COST		**$25,000**

WEB SURVEY

An online survey of Gardiner residents was conducted via the City's web site to gain an understanding of residents' views regarding cable television, Time Warner, and to determine interest in local programming and a local channel. The survey was conducted from June 9 to July 8, 2014. The survey permitted only one response per computer which eliminated a potential bias of one person submitting multiple responses. As with mail surveys, respondents are self-selected and do not represent a random sample. A total of 149 respondents took the survey, 81 (54.4%) were female and 68 (45.6%) were male.

SUMMARY OF SURVEY RESULTS

The majority of respondents were current Time Warner subscribers (70%); 9.8% had never subscribed to Time Warner and the rest (19.5%) were former subscribers.

Internet was the top ranking Time Warner service respondents used (91.9%). This was followed by HD Cable at 68%, regular cable TV at 55.8%, and telephone at 43%.

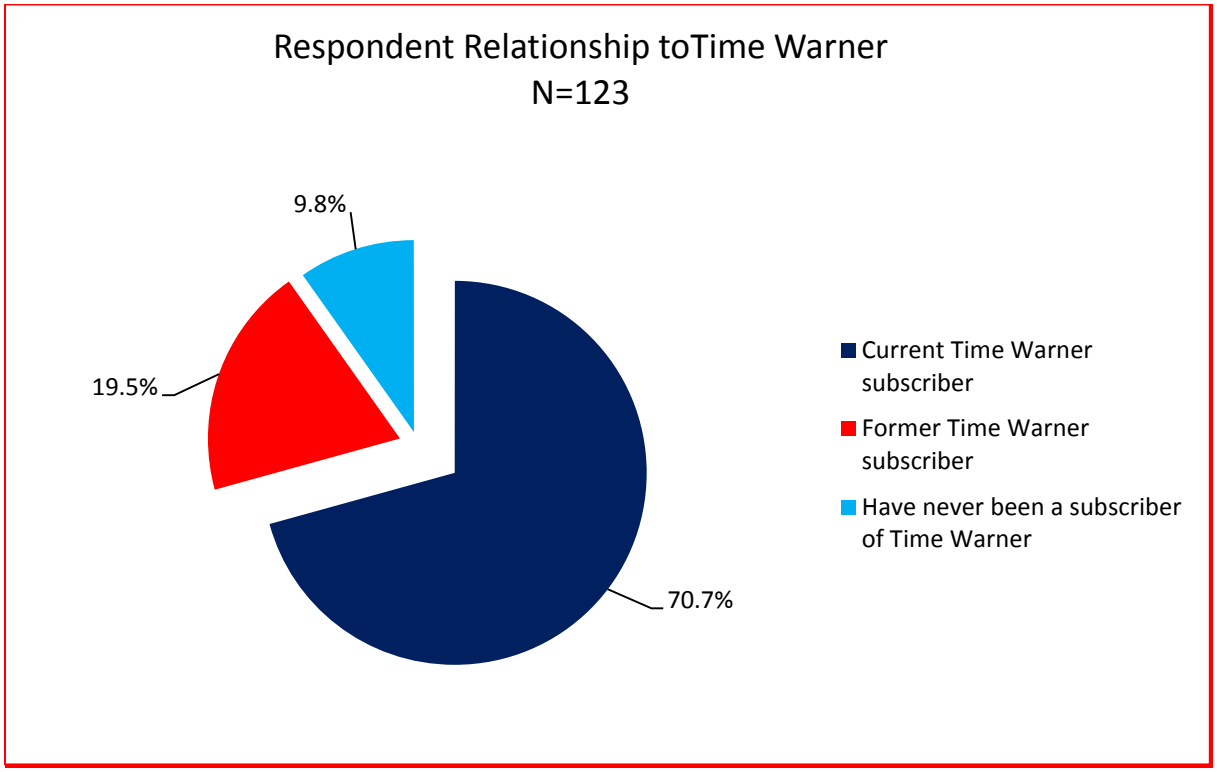
Respondents were asked to rank their satisfaction with Time Warner in a number of areas on a scale of 1 to 5, with 1 being very unsatisfied and 5 being very satisfied. Comments averaged from 2.59 to 3.19 on the 5 point scale which placed them in the neighborhood of "unsatisfied" to "somewhat satisfied." Response time received the highest rating at 3.19 and technical quality of the Internet the lowest, at 2.59.

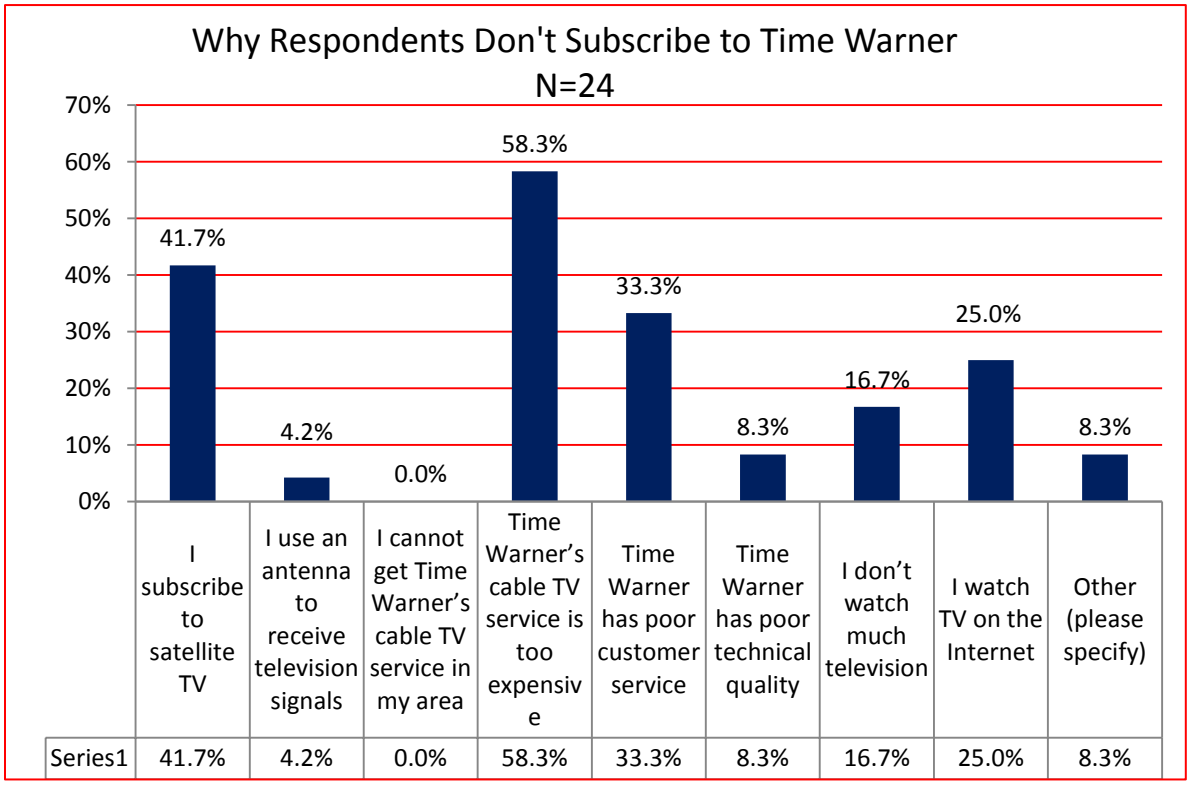
Respondents were aware of the local channel from Augusta (75.3%). They also indicated a strong interest in other local programs with the top five being: Gardiner City Council meetings (75.3%), City information (68.8%), Community announcements (63.6%), School information (53.2%) and School board meetings (46.8%).

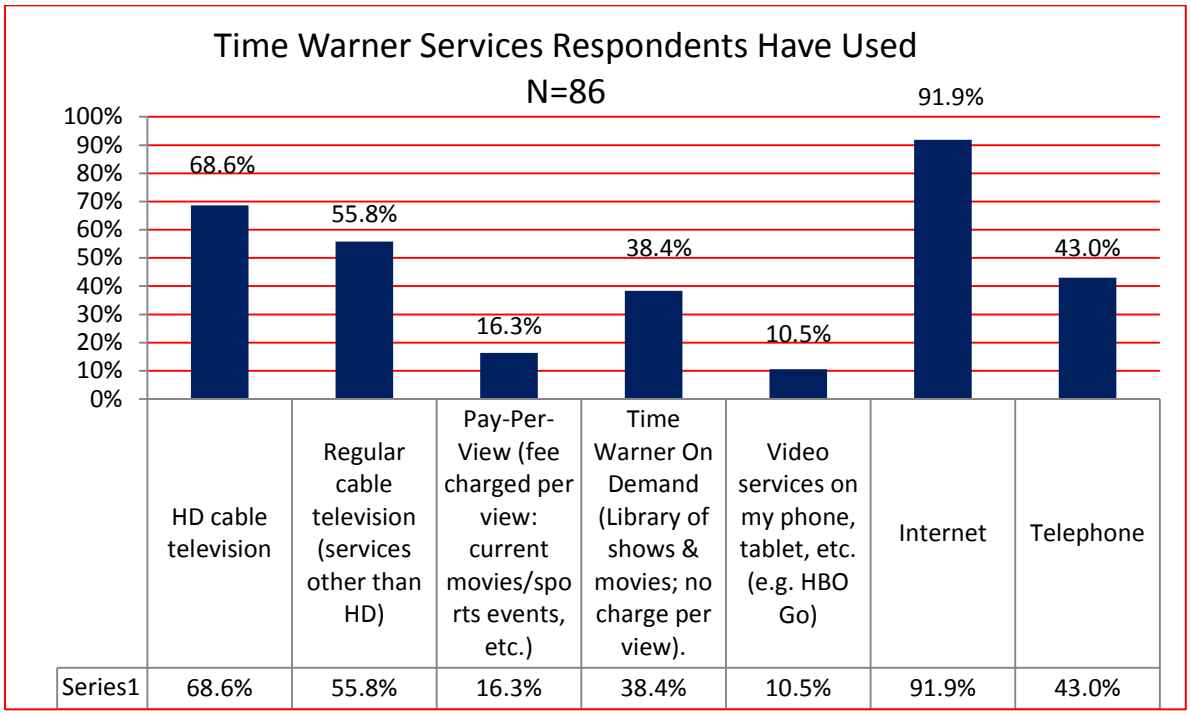
Although a strong interest in local programming was indicated, 52.5% were not willing to pay anything for this. The remaining 47.5 % who were willing to pay something for local programming consisted of 15% who would pay up to $.50 per month, 13.8% who would pay up to $1.00, and 18.9% who would pay more than $1.00 per month.

RESPONDENT AGE RANGE (N=149)

Under 25	2.7%	4
25 - 34	13.4%	20
35 - 44	24.8%	37
45 - 54	23.5%	35
55 - 64	23.5%	35
65 - 74	8.1%	12
75 and older	4.0%	6




Why Respondents Don't Subscribe to Time Warner
N=24
70%
60%
50%
40%
30%
20%
10%
0%
41.7%
4.2%
0.0%
58.3%
33.3%
8.3%
16.7%
25.0%
8.3%
I subscribe to satellite TV
I use an antenna to receive television signals
I cannot get Time Warner's cable TV service in my area
Time Warner's cable TV service is too expensive
Time Warner has poor customer service
Time Warner has poor technical quality
I don't watch much television
I watch TV on the Internet
Other (please specify)
Series1 41.7% 4.2% 0.0% 58.3% 33.3% 8.3% 16.7% 25.0% 8.3%


Time Warner Services Respondents Have Used
N=86
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
68.6%
55.8%
16.3%
38.4%
10.5%
91.9%
43.0%
HD cable television
Regular cable television (services other than HD)
Pay-Per-View (fee charged per view: current movies/sports events, etc.)
Time Warner On Demand (Library of shows & movies; no charge per view).
Video services on my phone, tablet, etc. (e.g. HBO Go)
Internet
Telephone
Series1 68.6% 55.8% 16.3% 38.4% 10.5% 91.9% 43.0%

RESPONDENTS RANKED THEIR SATISFACTION LEVEL WITH TIME WARNER:

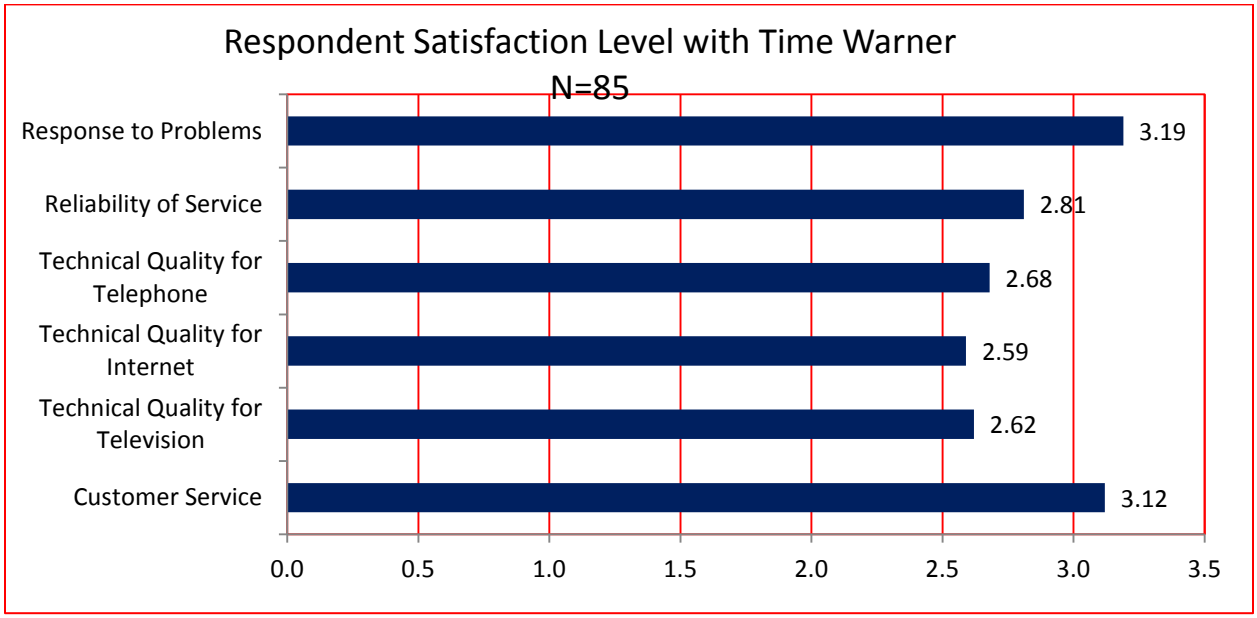
1 = Very Unsatisfied

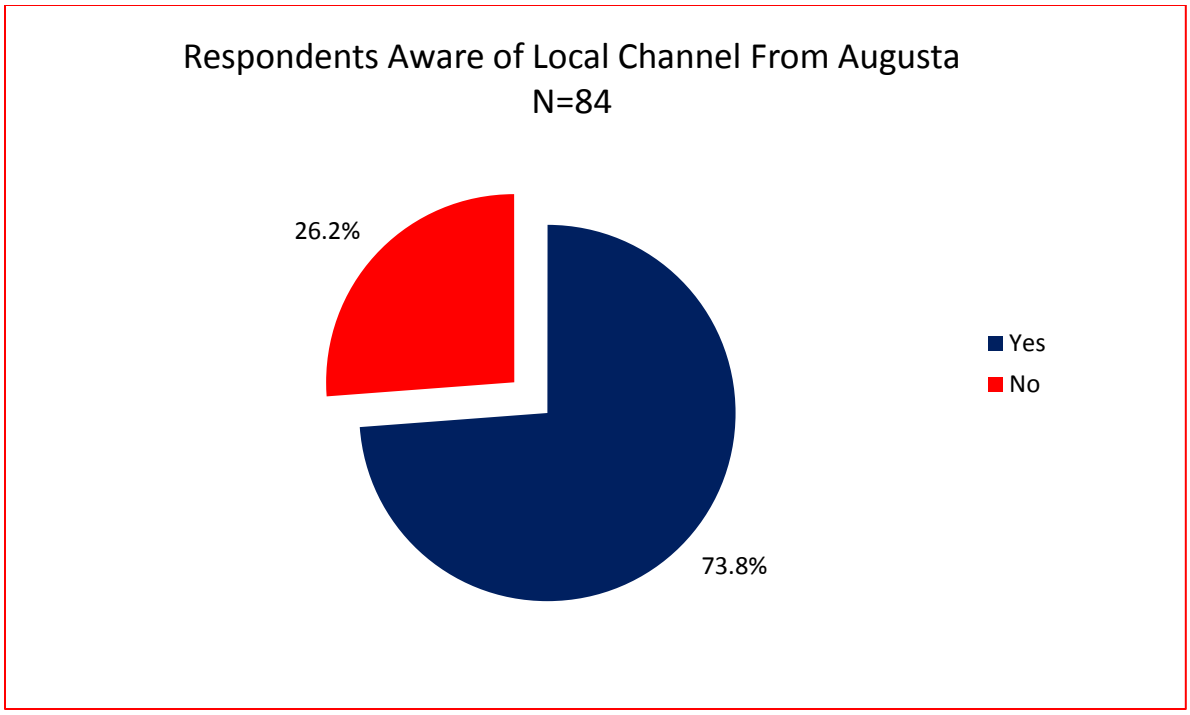
2 = Unsatisfied

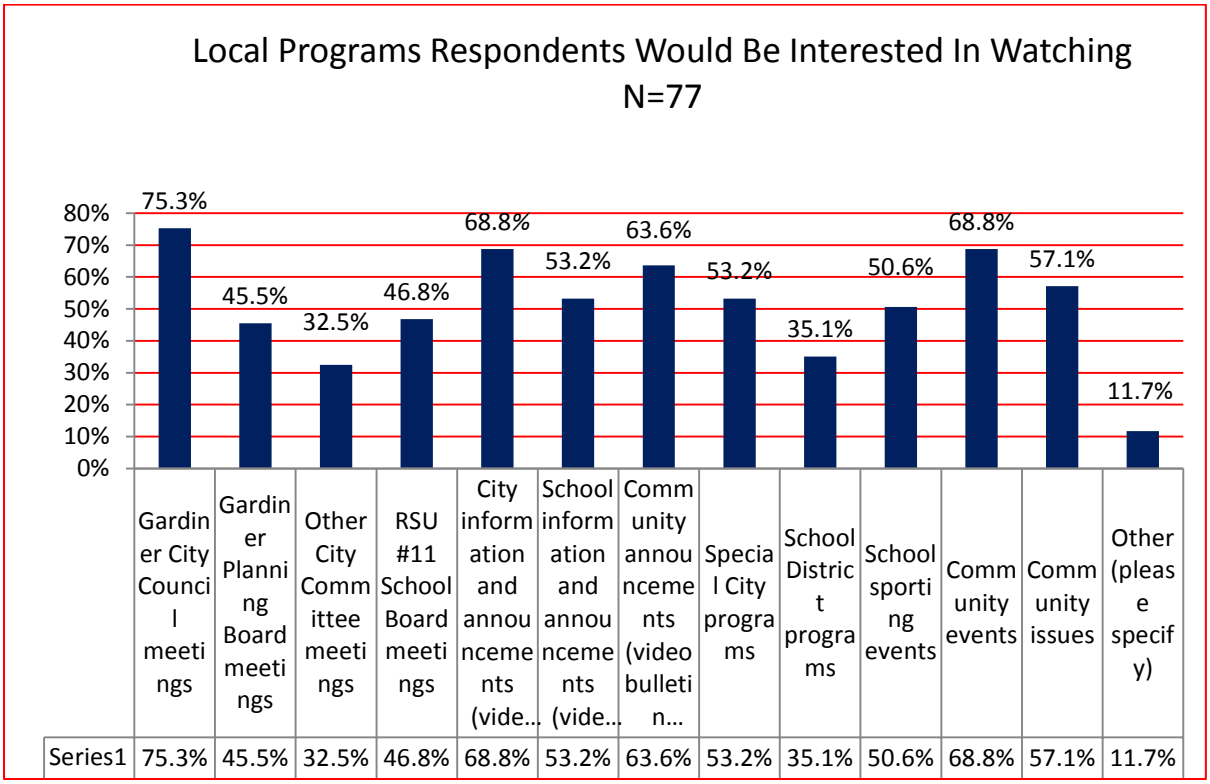
3 = Somewhat Satisfied

4 = Satisfied

5 = Very Satisfied

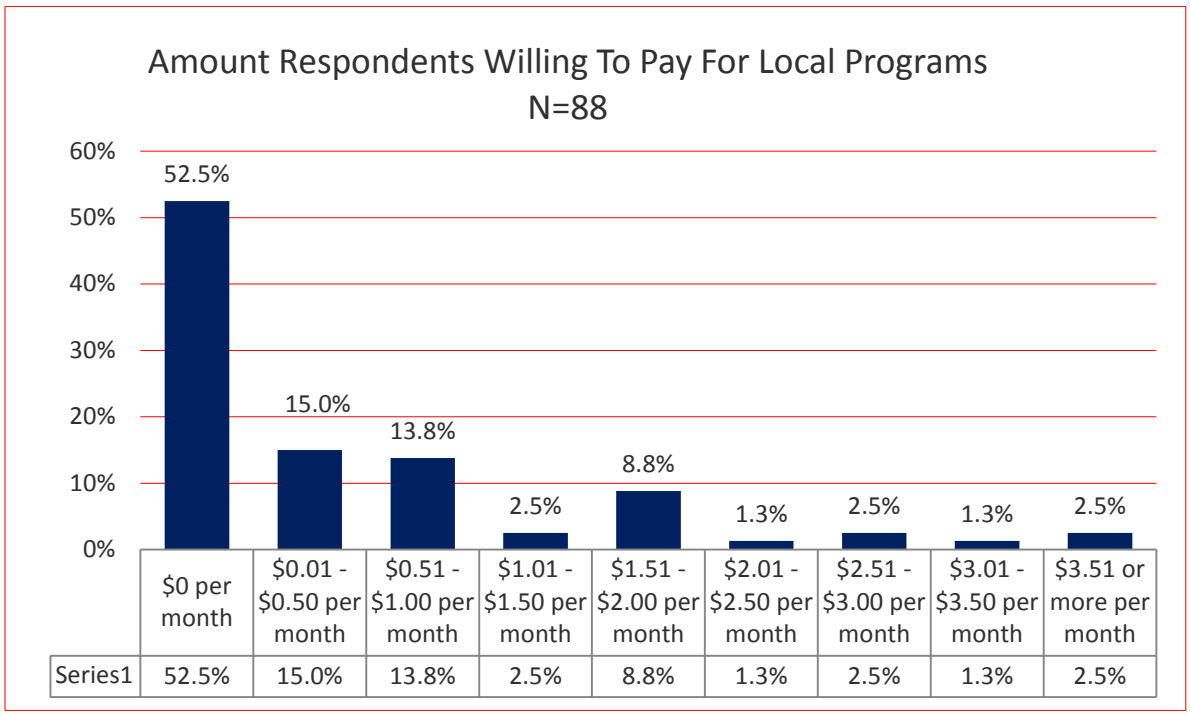



Respondents Aware of Local Channel From Augusta
N=84
26.2%
73.8%
Yes
No


Local Programs Respondents Would Be Interested In Watching
N=77
80%
70%
60%
50%
40%
30%
20%
10%
0%
75.3%
45.5%
32.5%
46.8%
68.8%
53.2%
63.6%
53.2%
35.1%
50.6%
68.8%
57.1%
11.7%
Gardiner City Council meetings
Gardiner Planning Board meetings
Other City Committee meetings
RSU #11 School Board meetings
City information and announcements (vide...
School information and announcements (vide...
Community announcements (video bulletin...
Special City programs
School District programs
School sporting events
Community events
Community issues
Other (please specify)
Series1 75.3% 45.5% 32.5% 46.8% 68.8% 53.2% 63.6% 53.2% 35.1% 50.6% 68.8% 57.1% 11.7%

Comments from "Other" above (N=9)

1. Arts
2. None
3. None of the above - waste of money
4. Executive Council Sessions
5. Library and Library Association activities and concerns etc.
6. General public access
7. Profiles on the small business entrepreneurs and other key community members!
8. None
9. Have dish network



VERBATIM COMMENTS

In addition to multiple choice questions, survey respondents had an opportunity to express their opinions in an open-ended question. Forty-five respondents submitted comments, which are contained in Appendix A. These comments can be categorized into the following topic areas:

- Cost is too high (18)
- Technical quality is poor (10) (comments were primarily about slow and unreliable Internet service from Time Warner)
- Service is poor (9)
- Would like more choice in programming v (e.g. a la carte, different packages) (6)
- Would like choice of cable providers (5)

NEEDS AND INTERESTS

Based on data gathered from the individual and group interviews, document review, on-line resident survey, equipment research and her experience, the Consultant has identified the following needs and interests regarding the cable television in the City of Gardiner, ME.

1. Negotiate and renew a franchise agreement between the City of Gardiner and the cable operator who uses the City's public rights-of-way for commercial purposes.

2. Maintain and incorporate provisions from franchise amendments and transfer agreements in a renewed franchise. These include but are not limited to: 1) 5% franchise fee, 2) definition of Gross Revenues, 3) Standard drop of 300 feet, 4) Eight Homes Per Mile, and 5) cable system upgrade.

3. Maintain the City's ability to conduct technical, financial, and performance reviews of the franchisee, to require insurance and bonds, to inspect books and records, and to enforce the franchise.

4. Ensure that the citizens of Gardiner have an up-to-date cable system that is reliable, well maintained, and capable of providing services such as those available to the subscribers in Portland, ME.

5. Maintain free drops and expanded basic cable service to public and educational facilities that currently receive such services and that these services and drops be provided to new and/or relocated public and educational facilities in the future.

6. Maintain the franchise fee of 5% of Gross Revenues as defined in Resolution 99-25.

7. Address the need and interest in local programming including City Council meetings, School board meetings, city and school information, community events, school sports, and other school programming.

8. Provide a PEG channel for use by the City and the School District.

9. Provide a company contact person to whom the City and School District can address technical issues regarding the PEG channel, connections that enable live and recorded programming to be cablecast on the cable system, and connections to public buildings.

10. Provide capital funding for the purchase of video equipment for the City and the School District for the production of meetings and programs for cablecast on a local PEG channel. If applicable, include increases in funding over the franchise term in accordance with the Consumer Price Index to ensure inflation does not erode the purchase power of the funding.

11. Provide the following fiber links and equipment comparable in quality to that used for broadcast networks: 1) City Hall to headend, 2) High School to headend, 3) School Administration to High School, 4) City Hall to High School.

ATTACHMENT A

MAINE MODEL CABLE TV FRANCHISE

October 30, 2009

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EXCERPT FROM MAINE MODEL FRANCHISE:

APPENDIX E - PEG

1. Exclusive Use, Channel Designations and Interconnectivity

(a.) Municipality, or its designee(s), shall have the exclusive use of PEG Access Channels. Use of PEG Access Channels shall be subject to such rules as the Municipality, or its designee(s), may adopt.

(b.) There shall be no charge by Company for the use of the PEG Access Channels.

(c.) Company shall not appropriate PEG programming for use by company on any other channel or in any other jurisdiction covered by the Company without the consent of the originating PEG producer.

(d.) Unless otherwise agreed to by the parties, PEG channels shall be carried on the basic tier at no additional cost.

(e.) Company shall include appropriate designation of the Municipality's PEG Access Channels on channel cards and channel listings provided to Subscribers in a manner comparable to which it identifies other Channels. This provision does not obligate Company to list PEG programming content on said channel cards and channel listings. If Channels are selected by a viewer through a menu system, Company shall display the Municipality's PEG Access Channels designation in a similar manner as other channels.

(f.) With respect to any new or existing PEG channel as defined in this franchise and subject to 30-A MRSA S3008 (7) (C) and (E), the equipment associated with the interconnection of PEG transmission facilities between a PEG facility and the Company's head end within the Company's cable system as well as the formatting of PEG programming for transmission to the subscriber is considered PEG facility or equipment and the costs thereof shall be borne by the Company.

(g.) Upon request, Company shall make its best efforts, to the extent technically feasible, to provide interconnectivity or consolidation with other PEG channels in neighboring communities.

2. Unused Channels

Pursuant to 47 U.S.C. §531(d), the following is the procedure to be followed by Municipality to permit Company to use PEG channel capacity not being used by Municipality and to cease such permission.

(a.) Company shall request in writing that Municipality permit Company to use a designated PEG channel granted to Municipality.

Request shall include:

- Channel number requested;
- Timeframe as to when the channel is needed; 24-hour/365-day use or lesser amount;
- How Company will use channel (e.g., intended content)
- Duration for which Company seeks use (in months).
-

(b.) Municipality will either grant or deny permission in writing within 60 days of receipt of request; or as soon as reasonably possible if an urgent programming request is submitted.

(c.) Municipality may revoke permission, for any cause, by providing Company no less than 6-months written notice.

3. PEG Support Fee

(a.) In lieu of Facility and Equipment pursuant to subsection (i), Company may provide a PEG Support Fee to Municipality or its designee, in support of PEG facilities or equipment. Annual payment shall be equal to:

(_____.)

Such payment is in addition to and may not be counted as an offset from any Franchise Fee imposed on Company, provided however that such payment is used in accordance with the provisions of federal law. Unless otherwise agreed to by parties, the PEG Support Fee shall be remitted to Municipality at the time the first quarterly Franchise Fee payment is due pursuant to this agreement. Municipality shall determine the use and distribution of these funds for PEG equipment, and all such equipment and facilities shall be

the property of the Municipality and shall be maintained and housed in locations specified by the Municipality.

(b.) An incumbent Company that is required to pay a PEG fee, grant or any similar payment to the Municipality under the terms of this franchise agreement shall continue to make such payments in full to the Municipality if this franchise agreement expires or Company chooses not to seek a renewal or voluntarily terminates it's local franchise agreement but continues to offer cable service within the Municipality.

4. Minimum PEG Signal Quality and Transmission Standards

The PEG access signal and channel capacity shall be of similar quality and functionality to that offered on adjacent channels.

(a.) Company shall not take any actions that alter or otherwise adversely affect the functionality, formatting or transmission of PEG programming that result in deterioration of the functionality of PEG signals, the transmission of PEG programming, the picture quality, or the absence of closed captions and Secondary Audio Programming as compared to adjacent channels.

(b.) Each channel shall, with respect to the transmission of an analog signal or channel supplied by the Company to the cable operator, be capable of carrying a television signal equal or superior to the National Television System Committee (NTSC) standard, and shall, with respect to the transmission of a digital signal or channel supplied by the PEG operator to the cable operator, be capable of carrying a television signal equal or superior to the current digital standard in use by the Company (QAM (Quadrature Amplitude Modulation), VSB (Vestigal Sideband Modulation) and/or Advanced Television System Committee (ATSC) standards, etc.), should the Company choose to adopt a digital and/or HDTV format. In the event Company's system becomes all digital, all access channels shall be delivered to the subscriber in the digital format.

5. Other PEG Transmission Conditions As Negotiated

(a.) PEG Studio Return Feeds: Company shall upgrade to and/or install, and maintain, an activated direct fiber optic return feed, and supply and maintain all necessary transmission equipment (laser), from the PEG Access studio location(s) to the company's head end. This fiber optic feed shall be adequate to permit the simultaneous transport of up to (__) PEG

channels to the Company's head end at a broadcast quality standard. In the event that the PEG Operator moves its PEG studio from its current location to a new location or any PEG Access Channel's primary cable casting site is established at or moves to a new location, Company shall provide necessary fiber optic feeds to up to (__) locations to enable the cable casting signals for any such channel to be transmitted to the company's head end for distribution on the subscriber network.

Upgrades or the initial installation of a fiber optic return feed shall be completed within (__) (days/weeks/months) of commencement. In the event of a cable system rebuild, upgrade or installation such fiber optic return feeds shall be completed at the same time as the system rebuild.

(b.) PEG Live Remote Return Feeds: Company will also provide and maintain equipment and/or facilities, including but not limited to cable modems and cable drops, to permit live programming from remote sites through an MPEG2 or MPEG4 transport system, or in some other manner that provides broadcast quality carriage of the PEG signal from the remote site(s) back to the PEG studio facilities. New equipment and/or facilities will be made available within an agreed upon time frame.

6. PEG Promotion.

In the event that the Company implements local advertising sales on Channels received by Subscribers within the Municipality, the Municipality or its designee(s) may want to seek time for non-commercial PEG Access program or service promotional spots on said channels.

For more information about PEG, please see FCC PEG Fact Sheet
http://www.fcc.gov/mb/facts/pegfacts.html

ATTACHMENT B

VERBATIM SURVEY COMMENTS

1. It would be nice to only pick your own TV station. I hate to have 300 station and the most I watch are maybe 10. You plan your line up so one would have to pick your 300 line up to see the show you like. Gardiner work on giving people their choce on onle pick the ststion they want.

2. Over past seven years the quality of service has gone down and the costs have increased regularly.

3. Our taxes are crazy enough here. Stop spending money you do not have!!!! The city of Gardiner is not good with money!

4. Too expensive

5. The cable fees are already too high, compared to other providers.

6. Horrible service and you can now watch a lot more on the interent.. VIA (ROKU)

7. twc has raised their prices multiptle times in the past 6 months, almost doubling our bill for the same services. We are unsatisfied with the constant price changes and are currently looking for a new internet and tv provider.

8. None no

9. TWC is too expensive for what they offer. Direct TV is a much better value.

10. Over priced for tv, no fiber option for internet

11. All is good and anything extra would keep us in the house for too long.

12. I am seriously considering dropping TWC as they are too expensive.

13. Getting Dish TV soon!

14. I wish there were other options for internet. Unless you are a lite bandwidth user TW is it for Gardiner

15. TV programming is not necessary for a city of 5,000. It is not a valid expense in this time period of cost savings. Would inflate people's egos.

16. One of the worst companies operating in Maine. You and Verizon need to get out.

17. You ask nothing about monthly costs. They are way too high!

18. Time Warner along with Comcast are 2 of the biggest rip off companies in this country. They over charge for service while raking in millions of dollars in profits. The City of Gardiner would be stupid to get into any business deal with these companies.

19. Loyal customers who have had cable service for years should be rewarded with lower prices vs new subscribers. Too many infomercials.

20. WOULD LIKE TO SEE PROVIDERS COMPETE FOR OUR CABLE DOLLARS

21. Got excited, thought city was going to try to help all of us unsatisfied TWC customers. The quality of the internet speed here is horrible and there are no other options. High speed internet is essential for economic growth. Our cable/internet bill is over $300/mo and we feel our service is very lacking and unreliable . Constantly have speed and connectivity problems. But, this survey was really about a channel for the city.

22. had a bundle package that included internet, phone and cable. After intro pricing expires they access a much higher fee but still provide intro pricing to new customers. Digital phone doesn't work if power is out. Canceled as phone and cable customer but just remain as internet customer however rates are much higher than competitors since they are paying the costs of lines being run through every town/city in Maine. I understand however dislike rates. Service is good.

23. Time Warner does not value it's customers. It strives to get new customers with incentives, but does not consider rewards for loyal customers. Many times you can reduce your bill, but you have to ask and then it is sometimes 4 or 5 phone calls or visits to the office for results. I found the office visit is the best, phone calls are spent alot of time on hold, and sometimes explaining your request to several different people. Not great customer service

24. I am glad I no longer have service from them!!!

25. I do think that Time Warner could offer better on Demand free movie choices. I do not mind paying for more current movies, but think that paying a fee for some of the older movies is not worth it.

26. Would be nice if we had choices for cable TV - it's either Time Warner, a satellite dish, or nothing at all.

27. Internet service is really not up to the standards that we need to become an effective remote-access community. Internet services need to improve in terms of reliability, latency and speed.

28. Could we get another cable provider for Gardiner????

29. Too expensive

30. It would be helpful to let the public know what kind of costs would be incurred with the special cable dedicated to the community. A reak oru=ice may suprise you to see how much it would be really valued.

31. I just get basic: 20 channels, but never watch half of them, Wish I could chose a better line up.

32. At the time we changed, we couldn't get the sports we wanted, don't know how it is now,

33. Time Warner Cable TV and internet is grossly over priced with mediocre service at best. So no, I would not be willing to pay them even more to be able to watch a Gardiner city council meeting, etc. If something is that important I'll get myself to City Hall and sit in on the council meeting, thank you.

34. Wish there was more competition for services. Wish channels were not bundled.

35. A la carte pricing please.

36. Too expensive-glad when satellite became an option and they weren't the monopoly for tv viewing.

37. Their fees for service are too high. They don't allow customers to pick which stations beyond the basic ones that they would like to pay for separately.

38. It looks likely that TWC will be bought out by Comcast. Unfortunate but on the flip side we may benefit with better speeds etc.

39. I feel fees are too much for TWC. I don't know what the city gets from them but it is not enough. Charges for everything , fees - we pay at least $20.00 in taxes - way too much.

40. none

41. I do not subscribe to cable and do not plan to. I think it's a good idea, but it would not reach my household.

42. Almost every week I want to cancel my service and find someone else. They are subpar in all ways.

43. Consider not renewing their contract the next time around.

44. Their fees are very high and go up and up and up. It is easier to get through to the President in the White House than to a human being at Time Warner.

45. I switched to Dish network because of better service and price.

Gardiner City Council Workshop
Highlights Report
February 20, 2016

These notes were taken on the spot by facilitator Craig Freshley. They are not a complete reflection of what was discussed and have not been checked for accuracy or approved by the group.

About the Workshop

Purpose

There were two primary purposes of this workshop: to identify shared goals among City Councilors for 2016 and to set the stage for improving the effectiveness of our meetings. Professional facilitator and trainer Craig Freshley led the Council in developing shared goals and also shared lessons and facilitated discussion about how to improve meeting effectiveness. Parliamentarian Kathy Montejo provided training on Robert's Rules of Order.

While the workshop was open to the public, this was a workshop among Council Members and the City Manager; and a chance for them to discuss important issues among themselves. No decisions were expected. This Highlights Report, prepared by Craig, documents themes and general conclusions.

Attendance

- Thom Harnett, Mayor
- Terry Berry, Councilor
- Pat Hart, Councilor
- Shawn Dolley, Councilor
- Philip Hart, Councilor
- Maureen Blanchard, Councilor
- Jonathan Ault, Councilor
- Scott Williams, Councilor
- Scott Morelli, City Manager

- Craig Freshley, Good Group Decisions
- Kathy Montejo, City of Lewiston

Planned Agenda

9:00 **Opening**

- Welcome
  Thom Harnett, Mayor, will open the Workshop
- About the Workshop

Craig Freshley, Facilitator, will explain the Agenda and Ground Rules, and will remind the Council about past decisions about roles of the Council and Manager.

9:10 **The Context – Our Awesome Community!**

Before getting into the substance of the workshop we will check in with the following:

- Orton Foundation Video – Introduced by Councilor Hart
- Community Values – Explained by Mayor Harnett
- Committee Highlights - Explained by Mayor Harnett
- Comprehensive Plan Implementation Update – Explained by Manager Morelli

9:30 **How to Maximize Goals Implementation**

We will take a quick look back at previous goals set by the Council and identify factors that contributed to their successful implementation. In this way, before considering 2016 Goals, we will consider how to make them "stick;" that is, how to maximize their chances of getting achieved.

9:45 **2016 Goals - Ideas**

What special projects does the Council wish to achieve in 2016? What does the Council want to be known for? What are your most important near-term goals? Using an interactive and visual technique, we will hear ideas from all Council members, organize them on the wall, and then prioritize them to see which goals garner the most unified support.

10:30 **Break**

10:45 **2016 Goals – Conclusions**

Based on the before-break discussion, Craig will prepare Draft Goals for consideration by the Council members. We will discuss and refine and develop general consensus on a set of shared goals.

11:00 **Improving Meeting Effectiveness**

From his years of experience in running and participating in meetings, Craig will share "Key Ingredients for Effective Meetings." We will then discuss these ingredients and how we might improve the effectiveness of City Council meetings here in Gardiner. We will try to conclude with general agreement about how to improve our meetings.

11:50 **Lunch**

12:10 **Parliamentary Procedure Training**

Lewiston City Clerk Kathy Montejo will provide basic training in Robert's Rules of Order and highlight issues such as the proper way to make a motion, decorum in meetings, how to reconsider a previous vote, etc.

1:00 **Adjourn**

Ground Rules

- Always seeking agreement
- All views heard, one at a time
- Listen to understand
- Assume best intentions
- No decisions today
- Themes and conclusions now and later

Mayor's Introductory Remarks

- I love working on this Council
- I love working for the City of Gardiner
- I know that everyone in this room is working for the City of Gardiner, even though we have different approaches

The Context - Our Awesome Community

Community Values

These values come from the Heart and Soul project and as a City Council, when we make decisions, we need to honor these values.

Mayor Harnett explained the following values:

- **Family Friendliness** - We value spaces and organizations that are available to residents of all ages and income levels.
- **Education** - We value an education system that prepares students for a global environment.
- **Connection to Nature** - We value outdoor recreation opportunities, and the preservation of open space.
- **History, Arts, & Culture** - We value history while continuing to develop diverse cultural activities for residents of all ages.

- **Strong Local Economy** - We value a strong economy that welcomes businesses and entrepreneurs while maintaining the character of the community including the historic downtown.
- **Sense of Community, Sense of Belonging** - We value a community where residents are helpful, caring, and respectful of each other.
- **Community Involvement & Volunteerism** - We place high value on volunteering and civic involvement.
- **Livability** - We value preserving the character of the city while ensuring that residents of all ages and incomes have access to family support systems, transportation, and arts and culture opportunities.
- **Infrastructure/City Services** - We value safe, well-maintained roads, sidewalks, schools, and public spaces that are accessible and clean in all seasons.
- **Unique Physical Assets** - We value the city's unique natural and built assets that are at the heart of the community's identity, and believe they should be available to all residents.
- **Inclusive, Responsive Government** - We value open, two way communication.

Committee Highlights

- Ordinance Review Committee
    - Changed sign ordinance
- Economic Development Committee
    - Revamped the loan program to a revolving credit program
    - New Mills Dam successes
- Technology Committee
    - Looking at cloud technology
- Recycling Committee
    - Saved us $20,000 per year by opting out of Hatch Hill
- Ambulance Advisory Board
    - Miraculous turnaround - savings us lots of money - demonstrates how communities can work together

Comprehensive Plan Implementation Update

- A lot of great work has been done towards the following goals:
    1. Expand the total value of taxable real estate in the City on an on-going basis
    2. Enhance the desirability of Gardiner as a place to live, work, shop, invest, and have fun
- A great thing about this document is that we are really implementing it.
- For example, old buildings are being used for community purposes. There is new flexibility for how the buildings can be used.

- The Duct Tape Council has done a good job of doing things not otherwise getting done.
- Partnership with Main Street on the Gardiner Growth Initiative.
- Financial responsibility. We are actually decreasing the City budget 2 years in a row.

Comment:

- We need to be mindful of people who don't advocate for themselves.

How to Maximize Goals Implementation

Past Goals (2014/15)

- Additional funding for streets and sidewalks

- Review the Police Department, Public Works Department, Fire/Ambulance Department and Library for potential cost savings

- Pursue opportunities for consolidation/cost sharing with other communities/ County

- No increase in taxes for 2015/16 but understanding that it depends on other factors

- Continue to attract business/jobs to Gardiner to maintain and grow its population and increase the tax base

- Develop meeting ground rules

Goal Implementation Success Factors

- Scott learning about opportunities, corralling the right people/agencies, and acting quickly
- City Council invested in professional development
- Council members actively involved in committees and issues
- Sticking to long term goals – in it for the long term
- Independent and high quality consulting – the consultant report helped Council members explain the situation
- Successful consolidations (Library, Public safety officer, Ambulance)
    - Allowed City Staff to develop their own creative solutions
    - Our city really included and embraced leaders from other communities
- City Councilors being positive about the community when we are out in the community – focus on the positives rather than the challenges
- Supportive press resulting from good relations with City Staff

- Scott does not have his own agenda – he embraces what comes out of Council meetings

2016 Goals

Ideas

- MO - Lower mill rate
- Lower mill rate
- Middle road mill rate with other cities like us
- Tax break for fixed income people
- No increase in taxes
- Reduce taxes

- Sidewalk rehab
- Fix the sidewalks
- Fix sidewalks and roads
- Roads

- Continued downtown revitalization
- Redevelop T.W. Dick site
- Attract new vibrant business to corners of Water Street and Bridge, Water and Church
- Support affordable senior housing in downtown

- Continue support of Libby Hill and outer Brunswick development
- Support/attract development - Libby Hill Park
- Draw more business to Libby Hill

- Bundle regional services for bargaining leverage with member communities
- Fair "fees" throughout services
- Work with other communities to share library costs

- Equitable tax policies
- Maintain same level of services
- Quality of life

- Nice looking homes
- Keep parks and public areas beautiful
- Beautification of fire scarred property

- Community and regional response to drug epidemic
- Drug problem

- Progress to broadband

- Decisions about “Senior Van” / transportation - NH model
- Support Cobbossee Trail development
- Build volunteer Fire Corps
- Represent will of the people; no “echo chamber”
- Sell city to new residents
- Build up Gardiner as a destination - tourism
- Educate Gardiner on importance of business development for reducing tax (increase tax base)
- Affordable housing

Conclusions

1. **Support continuing implementation of the Comprehensive Plan**

2. **Find ways to do the following without increasing taxes:**
   - Improve roads and sidewalks
   - Support downtown revitalization
   - Support development of Libby Park
   - Support beautification and habitability of specific properties
   - Increase affordable housing
   - Develop Cobbosee Trail

3. **Convene community conversations to explore:**
   - Options to change how we are supported from other communities, such as bundling services in a way that is fair for each community
   - Adding fees-for-services for individuals
   - How to address drug problem with the large, regional community
   - How to potentially establish a volunteer/full-time fire corps
   - What it would take to establish broadband
   - How to establish private van transportation

Improving Meeting Effectiveness

Craig explained the following key ingredients for effective meetings (especially meetings of public officials):

1. **A genuine desire for shared agreement**
    - Desire peaceful resolution.
    - Conflict is the last resort, not the first assumption.
    - Understand and respect that the Council represents a variety of perspectives.

2. **Focus on ideas, not personalities**
    - Criticize ideas without criticizing people.
    - Don't take, or make, things personal.
    - Disagree on some things without disagreeing about all things.

3. **Open mindedness**
    - It's okay to change our minds. In fact, it's what we want.
    - No one decides 'til we all decide.
    - Minimize assumptions.

4. **Each view heard, once**
    - No need to repeat what's been said (no matter who said it).
    - Accept that people can hear you without agreeing with you.
    - Demonstrate listening.

5. **Accept decisions and publicly support them**
    - Lose with grace. On to the next.
    - Public unity makes everyone stronger.
    - Document decisions and don't revisit them without due process.
    - Public praise. Private criticism.

6. **Clarify and honor roles**
    - Shared agreement and transparency about how things work.
    - Do your job. Trust others to do their jobs.
    - When you do what you said you would do, it builds trust.
    - Hold yourself accountable.

7. **Handle conflict professionally**
    - With respect and honesty.
    - Start with a question. Clear up misunderstandings.
    - Turn from the bad past and towards a better future.

Proposed Meeting Ground Rules

As requested, Craig offers the following set of Proposed Meeting Ground Rules for the Council's consideration.

- **Honor Roberts Rules of Order**
  Since you are a small group, you can be informal yet honor the spirit, especially:
  - Everyone understands the process and has equal access
  - Deal with one thing at a time
  - Put motions in writing
- **Clear and swift agendas**
  - Agendas should time allocations for each item and an end time.
  - The Chair should move deliberately through the planned agenda with support from all Council members, and strive to end meetings on time.
- **Each view heard, once**
  - Hearing the same fundamental point of view, even if expressed differently each time, is inefficient. If you develop a new view, share it, but no need for repetition.
  - Be self-restrained.
  - Signify agreement with a point of view with nods, thumbs, and "hear-hear."
  - When it's clear that points of view are being repeated, call for a vote or otherwise move on.
- **Public participation expectations clear**
  - Verbally explain or provide a handout that clarifies for the public:
    - That their input is encouraged regardless of what others say
    - What topics are appropriate at what times in the meeting
    - How long they should expect to speak for
    - That public input is not a time for discussion with Council members. Don't expect an immediate response.
  - Council members should show gratitude and validation of public comments but not respond or engage in discussion during a Council Meeting.
- **Handle conflict professionally**
  - If you feel attacked it's okay to say so. Best not to attack back in a public setting but rather offer to talk privately.
  - Have private conversations to resolve conflicts and always start with a question. Work to clear up misunderstandings first.
  - Don't take or make things personal.
- **Open-minded attitudes**
  - Withhold judgment until you have worked to understand all information and opinions.
  - Ask questions with genuine interest in hearing the answer, not as a means to make your point or intimidate.
  - It's okay to change your mind based on changing circumstances or new information.

City of Gardiner
Public Meeting to discuss broadband
April 5, 2016 at 6PM

First name	Last name	address
Anne	Davis	152 Water St, Gardiner
PETER	MALYON	263 WATER ST. GARDINER
JON	AULT	323 WATER ST Apt 4 GARDINER
Rick	RAMBO	45 High Harbor St. GARDINER
Rob	Munzing	23 Pope St. Gardiner
Malcolm	HARRIS	43 VINE ST. GARDINER.
John	TALBOT	21 ASH ST GARDINER

<u>Public Hearing</u>

High Speed Broadband efforts in Gardiner

Tuesday, April 5, 2016 Gardiner City Hall – Council Chambers

Agenda (revised)

- Call to order
- Brief summary and review of high speed broadband efforts to date
    - What have we learned?
    - Vision Statement:

    Our vision is nothing less than realizing the full potential of the Internet for Gardiner — to drive a new era of development, growth, and productivity
- Open discussion:
    - What providers currently serve our community with broadband?
    - How do the mapping results compare with our actual experience?
    - Does existing broadband access meet our needs? If not, how does it fall short?
    - If you have broadband, how do you use it now?
- Adjournment

City of Gardiner Technology Committee
6-11-15 Meeting minutes

Attendance/call to order:
Richard Rambo (chair), Peter Maylon, Jon Ault (councilor) and Anne Davis (city staff) were in attendance. Peter Prescott, Greg Kaloust, Malcolm Harris and Rob Munzing were absent. Richard Rambo called the meeting to order at 3:40PM.

Introductions:
The members were introduced and there was a discussion of the minutes. The chair declared that there was no quorum so the committee members could not vote on any items at this meeting.

Updates:

- Rich met with Gardiner Main Street executive, Patrick Wright regarding the impact of technology on economic development. Patrick will add Rich to that committee's July agenda to discuss a potential municipal model for Internet connections.
- Members discussed the status of a few legislative bills and it was suggested that there may be some grant money attached to the bills.
- Rich handed out hard copies of **Moving Maine up the Broadband Ladder**, a brochure that can be found on GWI's website: gwi.net/broadbandladder
- We need to identify our goals before committing to anything

Other discussion:
Anne told attending members that there will be some city technology issues coming to the committee next fall. The server will need to be upgraded. Will the City of Gardiner be ready for cloud technology? Is broadband connection fast enough for Cloud technology?

Adjourn/next meeting:
This meeting adjourned at 4:30PM. The next meeting is scheduled for **4PM (new time)** on Tuesday, July 9, 2015.

Minutes transcribed by,

Anne Davis
Director of Library and Information Services

Agenda

Gardiner Technology Advisory Committee

Thursday February 11, 2016 – 4:00 P.M.

City Council Chamber

- Call to order
- Roll Call
- Approval of minutes from December 10, 2015 meeting
- Update from sub-committee re: City network and technology review
    - Recommendation(s) to Anne Davis for City budget (technology)
- Committee “housekeeping” discussion: need new member, etc.
- Continuing discussion on Municipal High Speed Broadband
- Other
- Adjournment

Agenda

Gardiner Technology Advisory Committee

Thursday March 24, 2016 – 4:00 P.M.

City Council Chamber

- Call to order
- Roll Call
- Approval of minutes from February 11, 2015 meeting
- Discussion - ConnectME Grant Application
    - Updated Grant Clarification Items released March 18th
    - Develop Outline of our Pre-Certification Checklist
    - Actual grant application
- Other – Upcoming election of Committee Chair
- Next Meeting Date(s)
- Adjournment

Agenda

Gardiner Technology Advisory Committee

Thursday May 14, 2015 – 3:30 P.M.

- Call to order
- Introductions
- Minutes from last meeting
- Election of Committee vice-chair/secretary
- Maine Municipal Association Technology Conference
    - Thursday May 7, 2015 – Bangor Cross Center
    - Short video: “Did You Know … Shift Happens”
    - Brief summary of days events - Rich Rambo and Scott Morelli
- Colin Haley, GWI
- What’s next
- Next meeting date
- Adjourn

Agenda

Gardiner Technology Advisory Committee

Thursday June 11, 2015 – 3:30 P.M.

- Call to order
- Introductions
- Approval of minutes from last two meeting
- Quick updates
- Discussion of *Roadmap*: Step One - Identify Goals
- Other Discussion
- Next meeting date
- Adjourn

Agenda

Gardiner Technology Advisory Committee

Thursday October 8, 2015 – 4:00 P.M.

- Call to order
- Approval of minutes from August meeting
- City Business:
    - Charter Communications
    - Contract Services for IT
- High Speed Broadband: short discussion:
    - Contact from Brian Lippold, Sewall Company (re: feasibility study)
    - Where are we and where do we go from here?
- Next meeting date
- Adjourn

Agenda

Gardiner Technology Advisory Committee

Thursday December 10, 2015 – 4:00 P.M.

- Call to order
- Roll Call
- Approval of minutes from November 12, 2015 meeting
- Update from sub-committee re: City network and technology review
- Municipal High Speed Broadband – discussion of ConnectME Strategic Plan
- Other
- Adjournment

Gardiner Technology Advisory Committee

Minutes of May 14, 2015 Meeting

Meeting was called to order by Richard Rambo at 3:35 P.M.

Committee Members present were: Anne Davis, Malcolm Harris, Gregg Kaloust, Rob Munzing, Peter Prescott and Richard Rambo. Committee Members absent were Jon Ault and Peter Malyon

Also present were City Manager Scott Morelli and Colin Haley and Josh Massey from GWI.

Introductions were made around the table

Minutes from the April 9, 2015 meeting were discussed. There was a delay in those being finalized. They will be forwarded in the near future.

Committee Vice-Chair/Secretary: The Chair asked for nominations or if anyone would volunteer to serve as Vice-Chair/Secretary . Malcolm Harris volunteered. A motion was made to appoint Malcolm as Vice-Chair and Secretary. The motion was seconded and a vote held. The vote was unanimous by all those present.

Maine Municipal Association Tech Conference in Bangor May 7, 2015: Rich and Scott both attended. They started their summary of the event with a short YouTube video they first saw at MMA Conference: *Shift Happens* - a short visual that very effectively presented the world's increasingly exponential growth in technology.

They provided an overview of the day's events and the sessions relating to municipal broadband. Rich passed out short summary of key topics and information from that day.

Presentation/Discussion with Colin Haley and Josh Massey of GWI: This was more open discussion than formal presentation. Some key topics and points of information were:

- There are currently some 35 towns in Maine looking to build Municipal Networks.
- The first task is to establish GOALS for Gardiner. (Each town is different)
- Funding: many bills currently in progress at Maine Legislature. We should have a plan ready for if/when money becomes available.
- Some of the different funding methods used: revenue sharing, bonding, tif's, tax increases (which typically are less than residents' current cable bills). Rockport used TIF money, plus a significant donation from a summer resident.

- Peter pointed out the merits of establishing initial connections to smaller group of must-have facilities first. Then once this initial backbone is built it will be easier to get support for later phases (pretty much the Rockport model) . Libby Hill likely to be part of any first phase.
- Dover-Foxcroft was mentioned as an example of a fast, high-speed network bringing in significant new business. (A Kansas company)

Colin and Josh made available copies of *Roadmap to Building a Community Gigabit Network* by Fletcher Kittredge, CEO of GWI. They also distributed a few copies of *Moving Maine Up the Broadband Ladder: 10 Recommendations …* also by Fletcher Kittredge. They were to forward digital copies of both these booklets to Rob Munzing and Rob said he would forward these to any committee member who wanted copies.

Towards the end of the discussion it was suggested that Gardiner Economic Development Committee be made aware of our growing understanding of how incredibly important high speed broadband has become to any economic development. Also there may need to be collaboration with them as we eventually define our municipal broadband plans and then recommend how we pay for it. Rich agreed to meet with Patrick Wright and arrange to meet with the Economic Development Committee in near future.

The next meeting will be held the second Thursday of June (6/11/15) at 3:30 P.M. in City Council chambers.

The meeting was adjourned at 5:30 P.M.

Malcolm Harris, Secretary

Gardiner Technology Advisory Committee

Minutes of October 8, 2015 Meeting

Meeting was called to order by Richard Rambo at 4:03 P.M.

Committee Members present were: Anne Davis, Malcolm Harris, Jon Ault, Rob Munzing, Peter Malyon and Richard Rambo. Committee Members absent wer Peter Prescott and Greg Kaloust. Also present: Phillip Lindley from Connect-ME.

Introductions were made around the table

There was no Sept 2015 meeting.

1. City Business – Charter Communications

- There was a summary of the history of the lapsed contract with TWC.
- Charter Communications requesting sign-off.
- Scott asking for our recommendation (need to address by Jan 1 2016)

2. City Business – Contract Services for IT.
- Anne gave a summary of current IT services with API.
- Peter commented that RFP's are becoming less-used, less-effective.
- Anne was going to contact Peter for help in the coming month with RFP.
- It was thought that a 6 month service extension would make sense to fit with the new fiscal year.
- There was a discussion on moving to Office 365 in the next upgrade.
- Also discussed : moving data to Cloud storage.

3.High-speed Broadband.
- Richard had received a contact from Brian Lippold of the Sewall Company re a feasibility study. Brian might do a presentation at the December meeting.
- General discussion on next steps.

The next meeting will be held the second Thursday of December 12/10/15 at 4pm in City Council chambers.

The meeting was adjourned at 5:01 P.M.

Malcolm Harris, Secretary

Gardiner Technology Advisory Committee

Minutes of December 10, 2015 Meeting

Meeting was called to order by Richard Rambo at 4:02 P.M.

Committee Members present were: Anne Davis, Malcolm Harris, Rob Munzing, Peter Malyon and Richard Rambo. Committee Members absent were Peter Prescott, John Ault and Greg Kaloust.

1. Minutes of Nov 12, 2015 meeting were approved.

2. City Business – Contract Services for IT. (Update from subcommittee members)
- February-May1 : target period for budget worksheets .
- Sub-committee meetings will be held in January and February with API to obtain pricing information.

3.High-speed Broadband.
- Richard distributed draft copies of Connect-ME 3-year Strategic Plan for Broadband Service. (This is their response to the recent legislation)
- Maine School and Library Fund is still off-limits.
- Recommendation from Connect-ME: inventory everything that is currently available for broadband in the area. (TWC has information but they are not obliged to supply it).
- General suggestion we should ask for $25k grant over the next 5 years.
- Note1: Connect-ME is currently losing money and needs changes in funding stream.
- Note2: Minimal standards for broadband are now 25gig/3gig (down/up)
- We are required to contact TWC to see if this is do-able and for how much.
- Other people to contact:
    a. Fairpoint
    b. GWI.
    c. Oxford Networks
    d. TDS

The next meeting was due to be held the second Thursday of Jan 1/14/16 at 4pm in City Council chambers. (The meeting was not held for lack of quorum.)

This meeting was adjourned at 5:29 P.M.

Malcolm Harris, Secretary

Gardiner Technology Advisory Committee

Minutes of February 11, 2016 Meeting

Meeting was called to order by Richard Rambo at 4:08 P.M.

Committee Members present were: Anne Davis, Malcolm Harris, Jon Ault, Peter Malyon and Richard Rambo. Committee Members absent were Peter Prescott, Rob Munzing.

Roll call was taken and minutes for December approved. (No meeting in Jan).

1. Old Business: – Contract Services for IT: report from subcommittee:

- A recommendation has been prepared as follows.

- Total migration to the cloud was deferred for at least 3 years until better, and especially, consistent broadband is available in Gardiner.

- Many of our servers are now at end-of-life or in their final year of support.

- The new server hardware will be purchased from Dell with a cost spread over 3 years and maintenance for that long. The migration will start July 1, 2016. The budget will have to be approved prior to that date.

- The cost of cloud-based solutions over 3 years was about the same. Additionally two applications (TRIO and Assessing) were not ready for cloud.

- Given the future prospects for Broadband expansion, we expect to recommend migration to the cloud in 3 years time.

- There is one exception: Exchanger server for email could be migrated to the cloud in July as the Internet response time is less critical for email. The decision whether to migrate can be deferred until July. The cost difference is not significant and the budget item covers both options.

- Camera applications will now be budgeted in Technology instead of separately. This shift has no impact on the overall budget.

- Three quotes for the migration (API being one) must be obtained before July.

- Non-subcommittee members reviewed some of the details and were satisfied with the decision.

- MOTION: to adopt the subcommittee's recommendation was passed unanimously.

2. Old business: New members.

With the loss of Greg Kaloust we need at least one more member. Everyone was asked to find and encourage new applicants that have some tech background.

3. Old Business: High-speed Broadband.
- Patrick Wright has forwarded an email regarding the “Cool and Connected” initiative. Members of the Committee are asked to send Richard some input he can use in the “letter of interest” that must be sent before Feb 24th. Please write to Richard by end of day Feb 12 or ASAP. Copies of Patrick's email can be obtained from any committee member.

- We reviewed the raise in TWC rates for the Waste Water Treatment plant network and concluded that we had no option but to renew for 3 years at this point.

- Other steps:
a. keep looking for new sources of funding.
b. Wait for Connect-ME to publish their application parameters next month before contacting current service providers for estimated cost of minimum (25/3) bandwidth.
c. Invite Brian Lippold (from Sewall) to speak at the next meeting in March.

The next meeting will be held the second Thursday of March, 10/3/16, at 4pm in City Council chambers.

The February meeting was adjourned at 5:05 P.M.

Malcolm Harris, Secretary

Gardiner Technology Advisory Committee

Public Hearing.

Minutes of April 5, 2016 Hearing

Meeting was called to order by Richard Rambo at 6 P.M.

Committee Members present were: Anne Davis, Malcolm Harris, Jon Ault, Rob Munzing, Peter Malyon and Richard Rambo. Committee Member absent was Peter Prescott. Also present was John Talbot, and invitee Jeff Nevins from Fairpoint.

Introductions were made around the table. John Talbot informed us that he was interested in Cyber Security.

1. Richard Rambo gave a summary of the committee's activities over the past year.

- What have we learned? (Re: Broadband Studies)
- the number of funding choices is limited.
- very few consulting services exist in Maine
- we learned what other communities are doing.
- Broadband is essential for bringing business to Gardiner.

2. The rest of the meeting took the form of an open discussion during which Rich kept us focused on these questions.
- What internet providers currently serve Gardiner?
- How accurate is the fiber map of Gardiner?
- Does existing Broadband meet our needs? How does it fall short?
- If you have broadband, how do you us it?

3. Jeff Nevins had a lot of information to offer about Fairpoint, as was to be expected.
- how DSL differs from Cable (less latency but lower speeds)
- John Talbot said he was interested in trying DSL.
- Confirmation that Fairpoint is a player in providing “Backhaul” fiber connectivity.
- 21 miles of existing fiber
- new developments in DSL technology. (“Bonded Solution”, Carrier Ethernet.)
- Sample Fairpoint approaches to supplying communities and businesses. (Recently at MDI and Bar Harbor.)

4. We thanked Jeff for attending and noted that Time Warner Cable did not have anyone available to attend.

The next meeting will be held the third Thursday of April 4/21/16 at 4pm in City Council chambers.

The meeting was adjourned at 6.50 P.M.

Malcolm Harris, Secretary