



# Broadband Task Force Minutes

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## Task Force Meeting

11/21 - Thursday 4:00pm – 5:30pm

**Convener:** Victoria Runkle - Chairperson

**Recorder:** Brian Sullivan – City Staff

**Present:** Victoria Runkle Rod Esch  
Michelle Kempema Jason Ogren  
Amy Dugan Bianca Fisher  
Lavonna Longwell Bret Naber

**Excused:** Matt Estrin Trent Howell  
Brian Siefried

**Guests:** Allo Communications  
Lori Sherwood – Project Manager – Vantage Point  
Fred Diehl – Vantage Point

## Agenda:

- Welcome
- Approval of 10/24 minutes
- Committee Roles
  - Secretary
- Presentation by Dave Miller, Allo Communications – Included Brad, Allison, and Al
- P3 – Allo model discussion
- Public Questions – From those not on the committee
- New Committee Business
- Next Meeting 12/19 – Comcast / CenturyLink Presentations
- Adjourn

## Minutes:

1. Meeting called to order by Chair
2. Welcome and introductions of attendees
3. Discussion about committee roles moving forward
  - a. Secretary position – has been taken by City Staff – Brian Sullivan
4. Guest Presentation

- a. Allo Communications: Dave Miller:
  - i. (See Power Point) – Brad Mollien / Allison / Al Schroder
  - ii. Founded in 2003 – Nebraska
  - iii. Nelnet – Federal gov loan management – diversification by purchasing Allo
  - iv. Fort Morgan & Breckenridge – local agencies they are working with
  - v. Lincoln was 288k
  - vi. Hasting – 25k
  - vii. Looking for great partnerships –
  - viii. Decentralized model – put employees in the local communities
  - ix. Core Values - Community outreach – working with non-profits
  - x. Always fair pricing – no change costs – price includes taxes
  - xi. Minimize the hassle as much as possible in working with the city/vendors
  - xii. Local field offices – so customers can come in to see technology
  - xiii. Unmatched customer service – empathy with the customer
  - xiv. Lincoln ranked 6<sup>th</sup> fastest in the country after Allo build out
  - xv. Fort Morgan – owns no electronics - Allo owns the drops and electronics
- b. Allo's goal is to reduce the risk for the communities
  - i. Electronics are changing faster each year – sometimes needing refresh by 4 yrs – Allo
- c. Breckenridge – branded as the town
  - i. Connections to Denver and Omaha
  - ii. Replicated between different locations – low latency
- d. 100% managed wifi – put them in the home – manage issues before the customer calls
  - i. Smart home options – via Samsung
- e. Looks for 60-80% of businesses / Residential is usually 50-60%
  - i. Competition makes everyone better – Drop in local costs 15% in the markets they have come into
- f. Have been interested in Greeley for the last 5 years
  - i. Relationship building
  - ii. Most important thing – to build for 30-40 yrs
  - iii. Al – Design/Build
- g. Al Schroder – Design and Engineering
  - i. Design for every community is different
  - ii. Build for minimal re-work
  - iii. Future proof – 1 gig today – can move to 10 gig with the optics when needed.
  - iv. Fiber is the future
  - v. Minimal impact to the neighborhoods
  - vi. Grid the city to 800/1000 home networks – Gpond
  - vii. National code compliant
- h. Building a new utility in the community – does cause some community pain, but try to mitigate this as much as possible.
  - i. Own splice testing technology during operation builds
  - ii. Provides communication to home owners about construction in the area

- i. Allison – Customer Service
  - i. Employees working in the local communities – volunteer
  - ii. Set apart by having customer service within the communities
  - iii. Honest billing – no the full price up front without gimmicks
  - iv. Try to be as proactive as they can be
  - v. Use of Social Media to take in customer feedback
  - vi. Communication avenues – define ways to make it quick and efficient - 24/7 Local support
  - vii. How they compare with other providers – symmetrical / Local support
  - viii. Size fiber to handle 110% market share
  - ix. Provides economic benefits for the community

5. Questions

- a. Will you hire from the local community
  - i. Yes, but both. They will bring in staff that have experience, but will hire local.
  - ii. Staff up for initial roll out and then train new staff during that time
- b. Will they hire local sub-contractors
  - i. If available – mixed in the different communities
  - ii. Safety always wins – make sure things are done correctly
  - iii. Make sure experience for the citizen is as good as it can be
- c. Have you done any cities that haven't owned their own utility
  - i. Breckenridge
  - ii. Lincoln does but contentious relationships
- d. Do you provide the modem?
  - i. Yes and you don't pay for that
  - ii. They use this to help the customers better
- e. Worked in P3 projects before. How do I know I can rely on Allo for its customer service?
  - i. SLA – can be removed
  - ii. Have done agreements with Lincoln to assure they do what they say
  - iii. If we give everyone exceptional service it is less expensive in the long term
  - iv. Put teeth in the agreement
- f. What is your strategy to improve take rate in lower income areas
  - i. 20/20 up/down – goal is \$5 or \$10 for these areas through partnerships
  - ii. Work out agreements with areas
- g. What is the guarantee for speed when you purchase?
  - i. They don't use 'up-to' - they will be very close to 200 if you purchased 200
- h. Greeley brand is worth something, why should the city tie to another brand
  - i. Allo is as concerned with their brand as the city is.
  - ii. Local is one the most important things to Allo – happy to co-brand
  - iii. We can probably do it at 60% the costs
- i. Do you have a non-profit program you offer.
  - i. Work with the organizations

- j. What are your barriers to overbuild?
  - i. Need to analyze the cost for the build
  - ii. Work with the City
  - iii. They can bring the capital if necessary
  - iv. Like to do things in 30 agreements. 20 + 10 yr agreements
- k. Parent company
  - i. Well funded but may need other partners
- l. What is your break even point in your build
  - i. 19-23% take rate range
- m. Call center size
  - i. Maybe 60 people
- 6. Talk to Lincoln – go out for a visit if possible
- 7. Community College / UNC opportunity

**8. Next Meeting**

- a. Comcast / CenturyLink

**9. Meeting Adjourn – Victoria Runkle, Chair**