



City of Palo Alto

(ID # 13939)

Utilities Advisory Commission Staff Report

Meeting Date: 2/2/2022

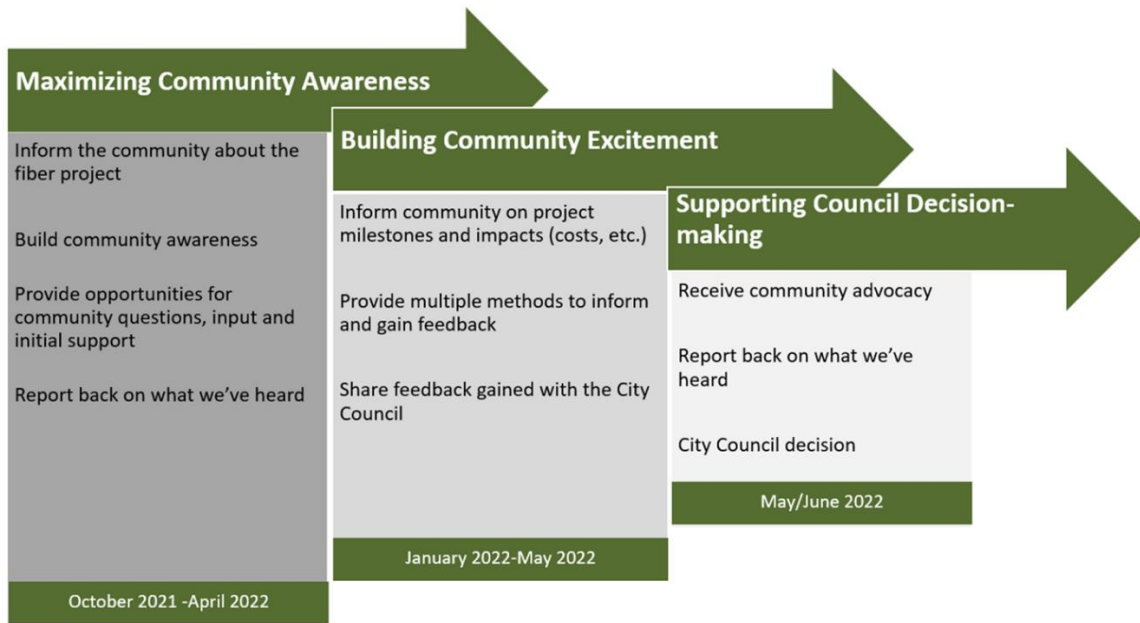
Title: Discussion and Update on the Communications and Community Engagement Efforts to Date and Upcoming Opportunities Planned

From: Director of Utilities

Lead Department: Utilities

This item is for discussion and no action is requested. Staff seeks input from the Utilities Advisory Commission (UAC) on the Palo Alto Fiber effort including communications, education and engagement. The verbal update will include notable items completed to date, upcoming opportunities for community input and engagement planned, and available tools and resources to reach and engage residents and businesses about Palo Alto Fiber.

Overall, the Palo Alto Fiber near term effort includes three phases: Maximizing Community Awareness, Building Community Excitement and Supporting Council Decision-making. These phases provide an opportunity to both educate and engage residents and businesses in Palo Alto on this unique initiative underway; helping to inform the Utilities Advisory Commission on recommendations for Council consideration and inform the City Council as they consider Palo Alto Fiber options later this fiscal year.



To date, staff continues with its consultant, Magellan Advisors, to conduct robust community education and outreach.

Below is a high-level timeline of milestones underway and future milestones planned.

Fiber Education Phase: November – April

Fiber Community Engagement Phase: November – April

UAC Communications and Community Engagement Update: February 2

Palo Alto Fiber Community Information Session: February 24 at 5:30 p.m.

Fiber Neighbor Meet Up Week: February 28 - March 4

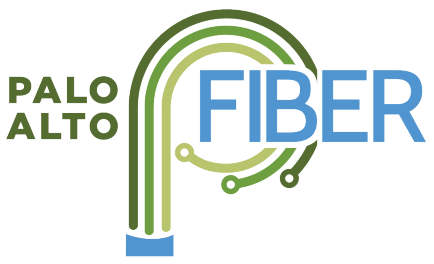
Survey Launch: March 14*

City Council and UAC Joint Meeting: April/May*

**Denotes these dates are tentative*

Attachments:

- Attachment A: Presentation

A detailed, light-colored map of Palo Alto, California, showing the city's street grid, major roads, and geographical features like the San Antonio River and the city's coastline. The map is overlaid on a dark green background.

Palo Alto Fiber Communications and Community Engagement Update

February 8, 2022

fiber.cityofpaloalto.org

Goals and Milestones



COMMUNITY EDUCATION



Direct Correspondence

- FIBERLink
- Blogs
- News Articles
- Uplift Local
- Utilities Newsletter
- Utility Bill Inserts
- Printed flyer at City facilities
- Email and Phone

Websites

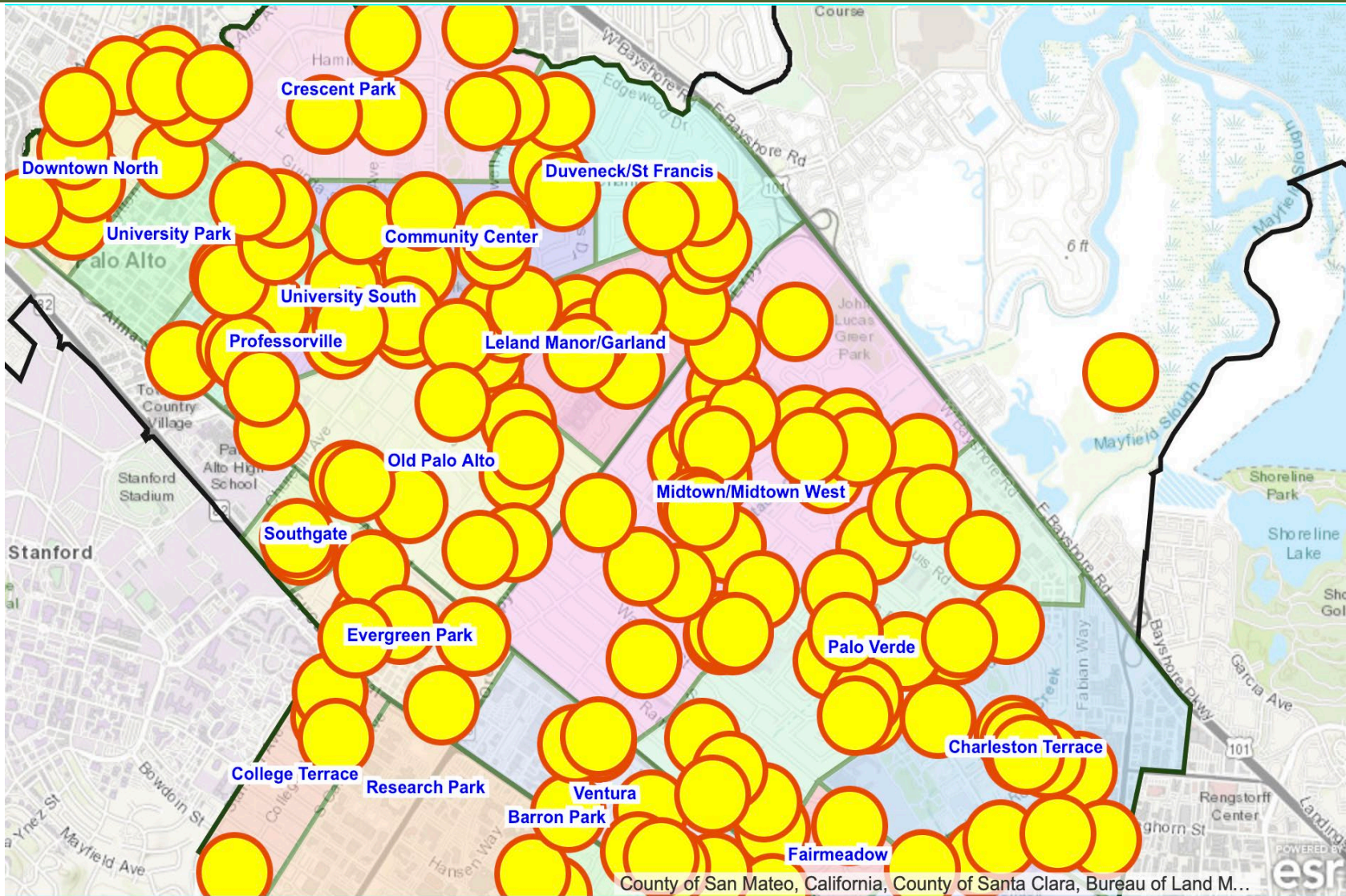
- Fiber Hub
- Fiber project web page
- Utility Pole Survey project page
- Frequently Asked Questions
- City of Palo Alto Utilities Portal

Social Media

(#FiberFriday)

- Facebook
- Instagram
- Nextdoor
- LinkedIn
- Twitter
- YouTube Video Series

COMMUNITY EDUCATION



Fiber Hub

- 4,083 views
- 210 pins

Blog

- 880 views as of Feb. 8

Social Media

- Thousands of views and engagement, and growing

FIBERLink eBlast

- 552 subscribers

COMMON COMMUNITY QUESTIONS

- How do I sign up for updates?
- When can I expect to get/sign up for Palo Alto Fiber internet service?
- How much would the monthly costs be to residents and businesses?
- What's the purpose if AT&T and Comcast already provide fiber to Palo Alto?
- Where would Palo Alto Fiber be deployed first?
- Who would be able to have Palo Alto Fiber?

COMMUNITY ENGAGEMENT



Fiber Hub: Launched October 2021

- 210 pinned household and/or business; 4,083 views to date



Fiber Community Information Session: Feb. 24

UAC/City Council Study Session: May (TBD)



Fiber Neighbor Meetup Week: Feb. 28 – March 4

- Ambassador Toolkit: Launched January 2022



Market Research Survey to Launch mid-March



NEXT STEPS AND Q&A



Next Steps

- Gain input from UAC members on current and planned efforts
- Continue community education and community awareness

Q&A



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ALTO**

fiber.cityofpaloalto.org
www.cityofpaloalto.org/PaloAltoFiber
fiber@CityofPaloAlto.org