



CITY OF SANTA FE

ECONOMIC DEVELOPMENT

*“Addressing the Digital Divide”*

August 2025

## Importance of Broadband

- *Provides access to jobs, educations, health care, entertainment and civic engagement.*
- *Brings economic growth and improved essential services communities.*
- *Facilitates job creation, reduces healthcare costs, decrease fossil fuel usage, expands customer choice, and improves competition.*

## Vision and Broadband Principles

- *Access – There should be sufficient broadband infrastructure to provide safe, reliable, access to broadband service.*
- *Equity - No one will face a barrier based on who they are or where they live.*
- *Performance – Broadband should be fast and reliable, and the quality should improve over time as uses of the internet continue to evolve.*
- *Affordability - Cost should not be a barrier for any resident or business who wants to connect to the internet.*
- *Privacy – Residents or businesses must be able to determine how their data is or is not used.*
- *Choice - There should be sufficient competition among providers and diversity of technological solutions to sustain the other principles.*

## Goals and Objectives

- ***Increase Access to Broadband Service***
  - *Create access to secure, dependable, affordable, and sustainable forward-looking infrastructure that can meet future broadband needs, with a targeted focus on unserved, underserved, and vulnerable population areas.*
- ***Promote the Adoption and Use of Broadband and Improve Digital Literacy***
  - *Improve the Adoption and Use of Broadband service and level of digital literacy for City residents including unserved, underserved, and vulnerable population groups.*
- ***Promote Economic Development Opportunities through Broadband***
  - *Ensure that residents and the business community can take full advantage of the economic opportunities provided by broadband access.*

## Broadband Strategic Plan

- **A Broadband Strategic Plan**, when developed, outlines the goals, objectives and strategies for improving broadband access and infrastructure within a region or community.
- The BSP serves as roadmap for enhancing broadband connectivity and addressing a region or community's digital divide.
- F5 Planning and Consulting was contracted to develop the City of Santa Fe Broadband Strategic Plan (BSP).

## Planning Process

- Utilizing the OBAE Broadband Strategic Planning guidelines, the BSP was developed in the following phases:
  - **Phase 1 – Understand the Broadband Landscape (the accessibility and affordability of broadband)**
  - **Phase 2 – Evaluate Solution Options**
  - **Phase 3 – Develop a Strategic Action Plan**

## *“Accessibility”*

- Based upon the review and outreach to internet service providers, fiber contractors, middle mile fiber providers, and the City’s continued approval of new franchise agreements, the City has sufficient and varied broadband service available to its residents and businesses.
- In addition, the data reflects that existing broadband service meets the minimum 100/20 broadband service speed requirement.
- Broadband service is **Accessible** in the City.

## “Affordability”

- ISPs within the City *initially* charge less than the required price points for 100/20 broadband service.
  - However, pricing increases after the initial contract term and the service pricing does not include the equipment necessary to receive broadband service, which increase the monthly cost for broadband service.
- Based solely upon pricing data and no additional costs, broadband service is generally **Affordable** in the City.

In addition to the high costs required to develop, manage, and operate a broadband network, other reasons to consider include:

*“Evaluate Solutions”*

- **Technical Complexity:** Governments may lack the expertise to manage and maintain complex broadband networks effectively.
- **Infrastructure Focus:** Governments are primarily focused on managing infrastructure like roads, water and sewer systems, not on running dynamic broadband networks.
- **Market Efficiency:** Privately owned broadband networks are often more efficient and responsive to market demands, which can lead to better service quality.
- **Resource Allocation:** Allocating resources to build and maintain broadband networks may hinder other essential public services.

## *“Increase Access to Broadband”*

- **Project 1 – Expand the Wi-Fi Accessibility initiative by targeting up to six initial locations for Wi-Fi equipment installation.**
- **Project 2 – Increase the availability of mobile hotspots and laptops for residents to use.**
- **Project 3 – Create and implement a Messaging/Communication program.**
- **Project 4 – Work together with Santa Fe County on their Broadband Programs and explore the possibility of establishing a joint broadband office.**

*“Promote the  
Adoption and Use of  
Broadband and  
Improve Digital  
Literacy”*

- **Promote the Adoption and Use of Broadband and Improve Digital Literacy**
  - **Project 1 – Develop a Broadband Digital Equity and Community Outreach Pilot Program.**
  - **Project 2 – Collaborate with Santa Fe County on their Broadband Programs and determine feasibility of establishing joint broadband projects and initiatives.**

*“Promote  
Economic  
Development”*

- **Promote Economic Development Opportunities through Broadband**
  - Project 1 – Deploy laptops and Wi-Fi hotspots at City Business Center locations.
  - Project 2 – Deploy Wi-Fi boosters/extenders in commercial nodes.
  - Project 3 – Develop and deploy a Messaging/Communication program.
  - Project 4 - Collaborate with Santa Fe County on their Broadband Programs and determine feasibility of establishing a joint broadband office.

# Questions