



City of  
Golden



# Business Broadband Services Survey

## Business Broadband Services Survey Results

Below is a summary of survey results broken down by each question asked on the survey.

What type of business are you in?

Answer	0%	100%	Number of Response(s)	Response Ratio
Retail other than food			7	14.8 %
Restaurant, food			4	8.5 %
Manufacturing			2	4.2 %
Professional services			19	40.4 %
Healthcare			0	0.0 %
Education			0	0.0 %
Other			15	31.9 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

What do you pay for internet services each month?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50			3	6.3 %
Between \$50 and \$100			24	51.0 %
Between \$100 and \$250			16	34.0 %
Between \$250 and \$500			2	4.2 %
Between \$500 and \$1000			1	2.1 %
More than \$1000			1	2.1 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

How would you rate your internet service? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Download speed is too slow.			17	36.9 %
Upload speed is too slow.			16	34.7 %
The connection interrupts too frequently.			22	47.8 %
Service is adequate.			25	54.3 %
<b>Totals</b>			<b>46</b>	<b>100%</b>

What is most important to you regarding your internet service? Please rank in order of preference with 1 being your highest choice.

1 = Most important

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Reliability						47	1.7
Speed						47	2.3
Price						47	2.6
Customer service						47	3.8
Bundled invoice						47	4.6

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

If the private sector (the phone company, cable company or other company) does not provide adequate and affordable broadband service to your business, should the City of Golden consider doing so?

Answer	0%	100%	Number of Response(s)	Response Ratio
Definitely yes			36	76.5 %
Definitely no			4	8.5 %
Not sure			6	12.7 %
No Response(s)			1	2.1 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

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What do you think the primary role for the City of Golden should be regarding Golden resident access to internet service? Explanation of options:

1) Do

nothing. Doing nothing in this scenario leaves the market to be driven by existing incumbents and any new service provider that may wish to enter the market. Price, service options, and service build out are completely dependent on private providers. There would be no ownership or role by the City.

2) Franchise

Model. This

model has the City negotiating a franchise agreement (and fee) with a private provider. The private company would build the infrastructure and provide the service. The City would receive the fee and would negotiate construction requirements, right of way access and build out requirements. This model does not have any capital financial risk to the City. There is a risk, similar to the wholesale model, in the quality and the success of the provider.

3) Wholesale

Model. In this model the City builds the

infrastructure and a private company provides the service. The City and the private partner negotiate a contract whereby the City receives payment from the provider based on the number of homes that the fiber infrastructure passes.

This model would require the City to build the infrastructure through bond sales or some other funding mechanism and apply the rent payments from the private company to pay off the bonds or other funding mechanism. There is a significant financial risk with this model and there is the risk of not knowing who the provider will be, quality of the provider or the success of the provider.

4) Retail

Model. The City would build the entire infrastructure and operate the entire system including customer service and tech support for internet and voice service. This model would require the City to fund and support the infrastructure and services. There is a significant financial risk to this model. If subscribership did not reach

an adequate level to support the services or if there are major technology changes that drive people away from fiber, the City and citizens would be accountable for paying off the funding mechanism.

Answer	0%	100%	Number of Response(s)	Response Ratio
Do nothing			7	14.8 %
Franchise Model			23	48.9 %
Wholesale Model			9	19.1 %
Retail Model			7	14.8 %
No Response(s)			1	2.1 %
<b>Totals</b>			<b>47</b>	<b>100%</b>

Please tell us which neighborhood your business is located in. If you are unsure, please refer to our Golden Neighborhoods map.

Answer	0%	100%	Number of Response(s)	Response Ratio
Coors Technology			0	0.0 %
South Table Mountain			2	4.2 %
Welchs			4	8.5 %
Beverly Heights			0	0.0 %
Canyon View			2	4.2 %
Downtown			14	29.7 %
Eagle Ridge			2	4.2 %
Golden Hills			0	0.0 %
Golden Ridge			7	14.8 %
Government Center			1	2.1 %
Mountain Ridge			1	2.1 %
North Clear Creek			1	2.1 %
North Golden			5	10.6 %
North Table Mountain			3	6.3 %
South Clear Creek/CSM			0	0.0 %
South Golden Commercial			1	2.1 %
Southridge			1	2.1 %
Other			3	6.3 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>47</b>	<b>100%</b>