



**CITY COUNCIL EXECUTIVE COMMITTEE MEETING
CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL,
#1 CITY HALL PLACE, PUEBLO, COLORADO 81003.**

**MONDAY, FEBRUARY 6, 2023
5:30 PM**

Individuals Requiring Special Accommodations Should Notify the City's ADA Coordinator at (719) 553-2295 by Noon on the Friday Preceding the Meeting.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Agenda

CALL TO ORDER

PRESENTATIONS

- | | |
|---|-----------|
| A. CITY UPDATE
Laura Solano, Chief of Staff
10 minute presentation | 5:30 p.m. |
| B. ARPA - PUEBLO ZOO
Abbie Krause - Executive Director
15 minute presentation | 5:35 p.m. |
| C. HSPPR UPDATE
Erina MGuire - Director of Shelter Operations - Pueblo
Stephanie Garcia - Animal Law Enforcement Lieutenant
Duane Adams - President/CEO
15 minute presentation | 6:00 p.m. |
| D. 10% STATION DESIGN - PUEBLO RAIL STATION
Bryan Robinson - Vice President - WSP
15 minute presentation | 6:25 p.m. |
| E. COALITION FOR A NATIONAL INFRASTRUCTURE BANK
Alphecca Muttardy - Lead Economist Coalition for a National Infrastructure Bank
Don Siefkes - Retired General Motors Design Engineer
15 minute presentation | 6:50 p.m. |
| F. PUEBLO OPPORTUNITY PROJECT / CO-CREATE BROADBAND UPDATE | 7:15 p.m. |

Sal Acuna - CEO
Denise Atkinson-Shorey - Chief Telecommunications Officer
15 minute presentation

ADJOURNMENT

City Council Work Session

February 2023





Agenda

Shelter Operations Year in Review



Animal Law Enforcement Year in Review

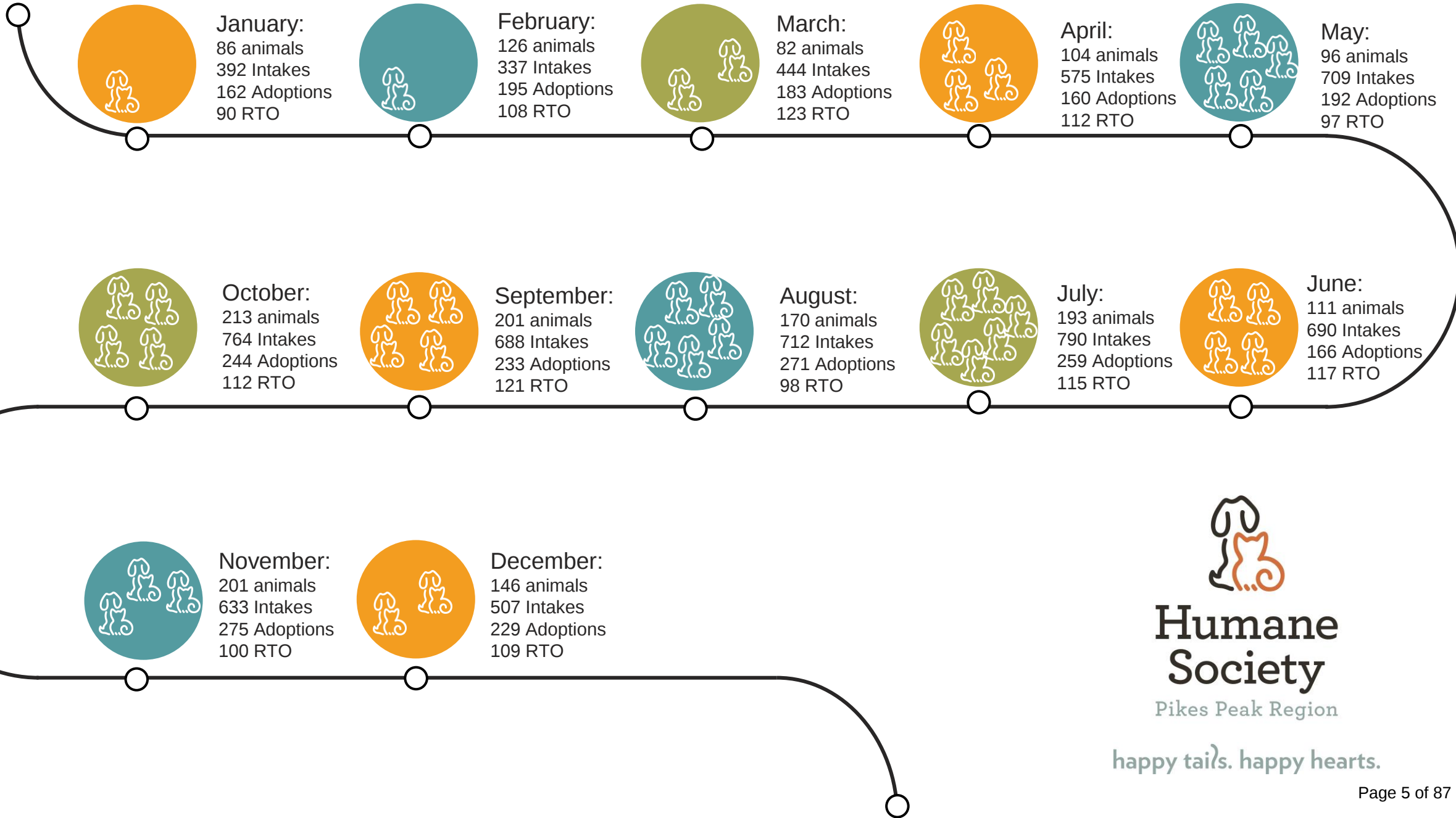


2022 Headwinds & Challenges





Shelter Operations



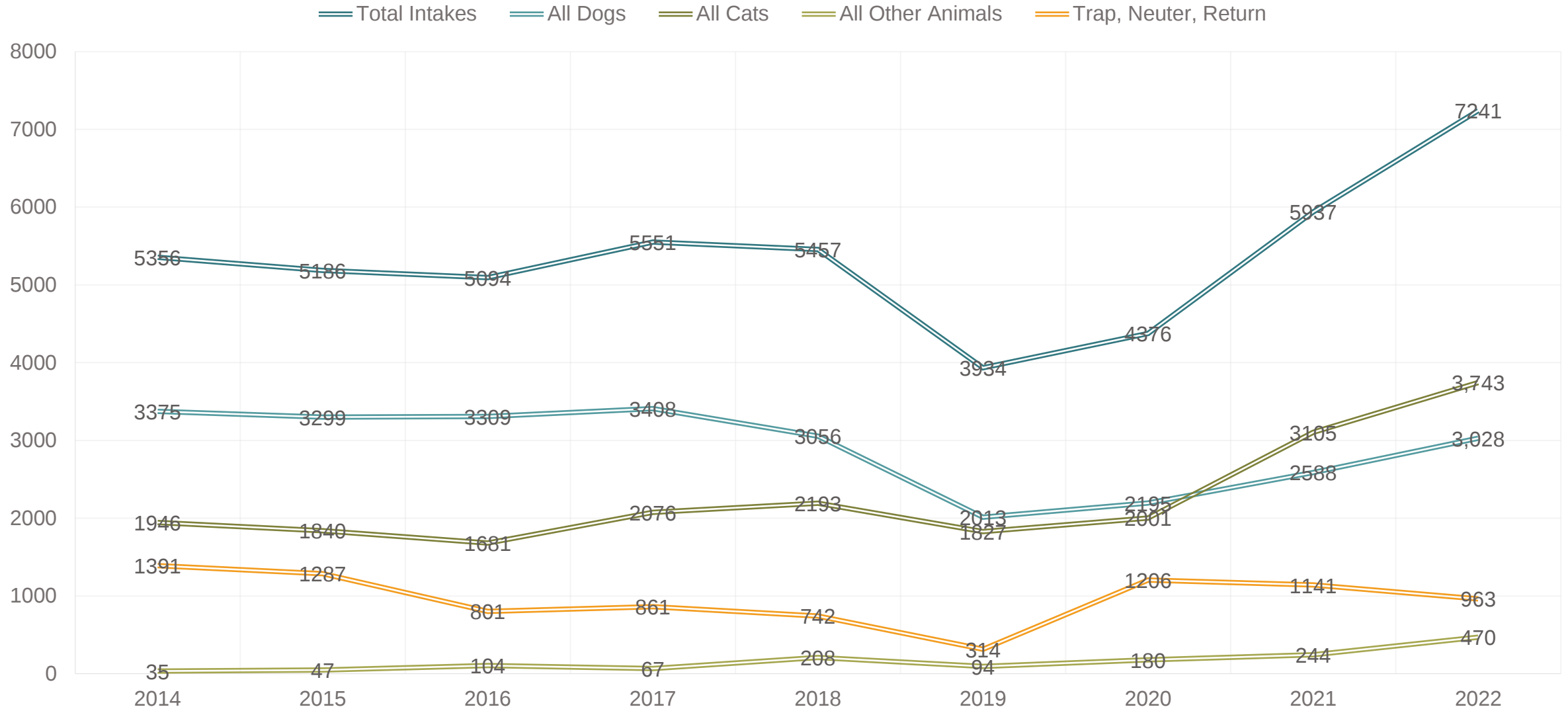
**Humane
Society**

Pikes Peak Region

happy tail's. happy hearts.



PUEBLO COMMUNITY ANIMAL SHELTER TRENDS



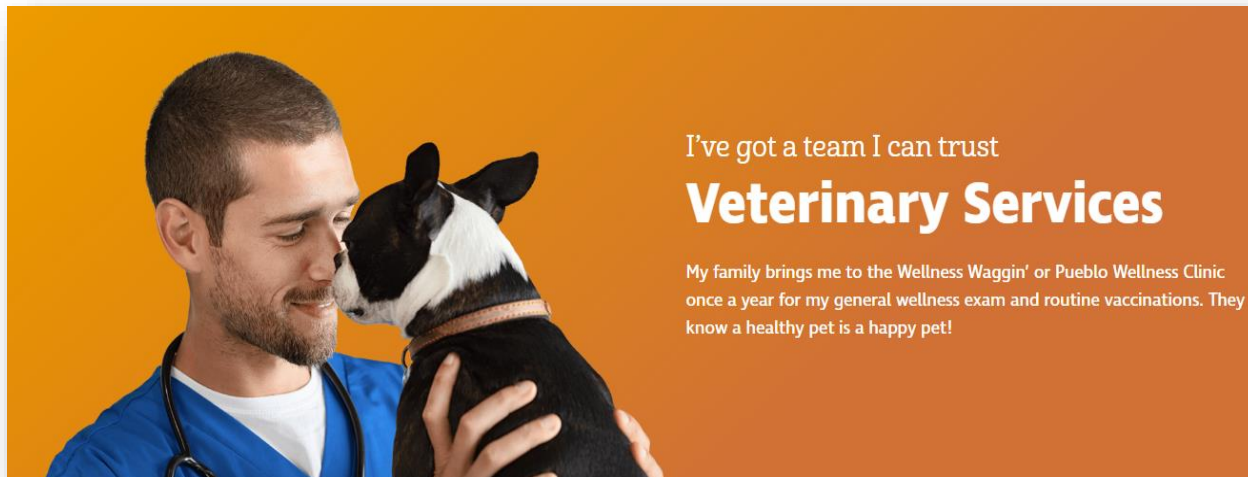


Accomplishments

- PACFA Inspection
- Staff Turnover from 10% in Jan to 0% in Dec
- PWC Clinic Opens
 - 2582 of clients served in 2022
- Leadership Pueblo!

Challenges

- Spay/Neuter Surgery Proficiency
- 1,030 more animals come into care
- Facility Improvements





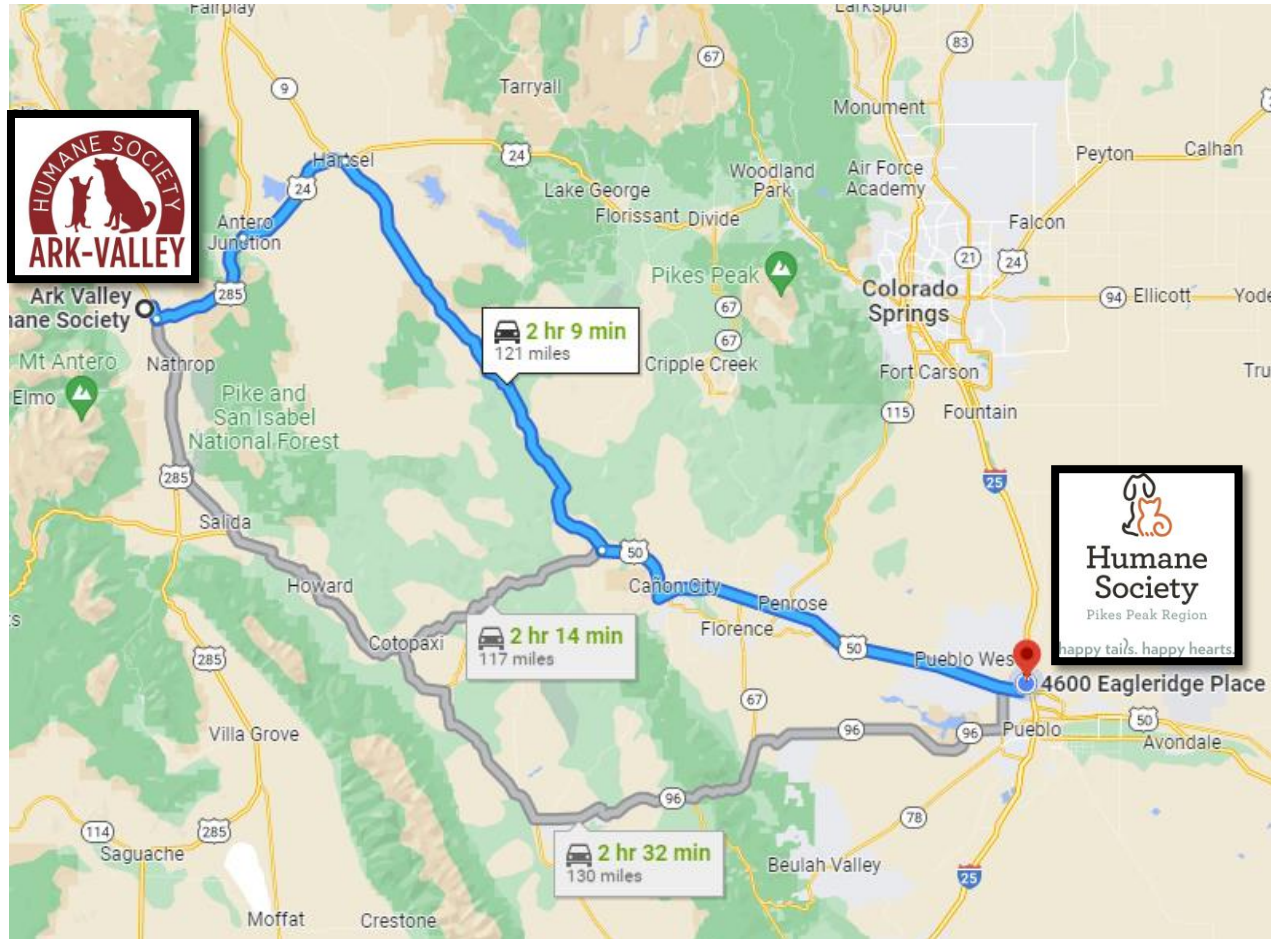
2023 Initiatives

- Offering Spay/Neuter Services for Cats
- Training Additional Staff
- Community Engagement
 - New Manager
 - Participating in Events
 - Expanding Pueblo Community Engagement with HSPPR





Ark-Valley Give-Back Program





2022 Accomplishments

- Continuing education hours
- State certifications
- Community relations
- Proactive patrols/presence
- Responsible pet ownership class





2022 Challenges

- After-hours veterinary care
- Pet owner's access to veterinarian care
- Neglect/hoarding cases

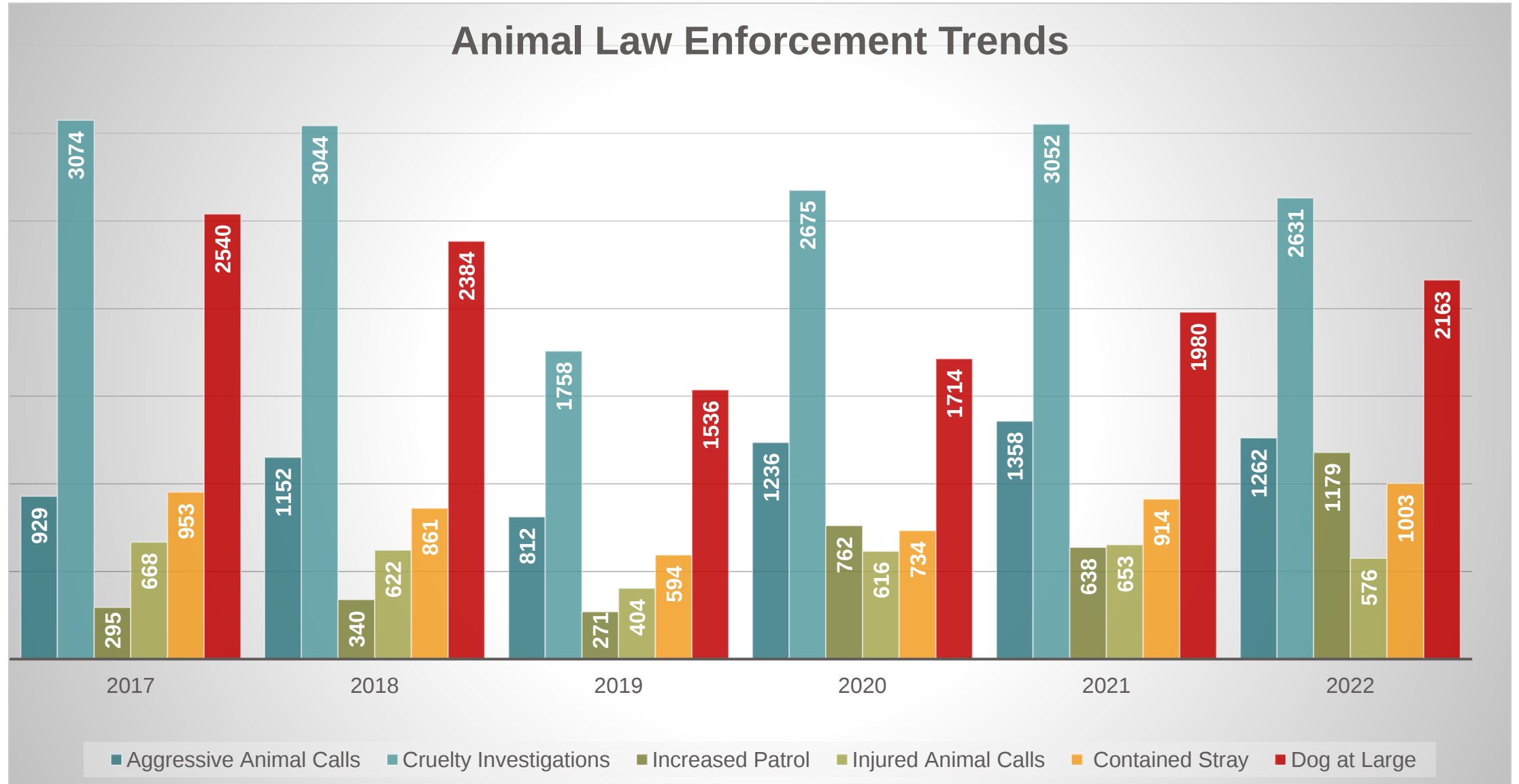




2023 Looking ahead

- Local ordinance updates
- Fix-it tickets
- Collaborating with outside agencies
- Maintaining community relations







Access to Veterinary Care



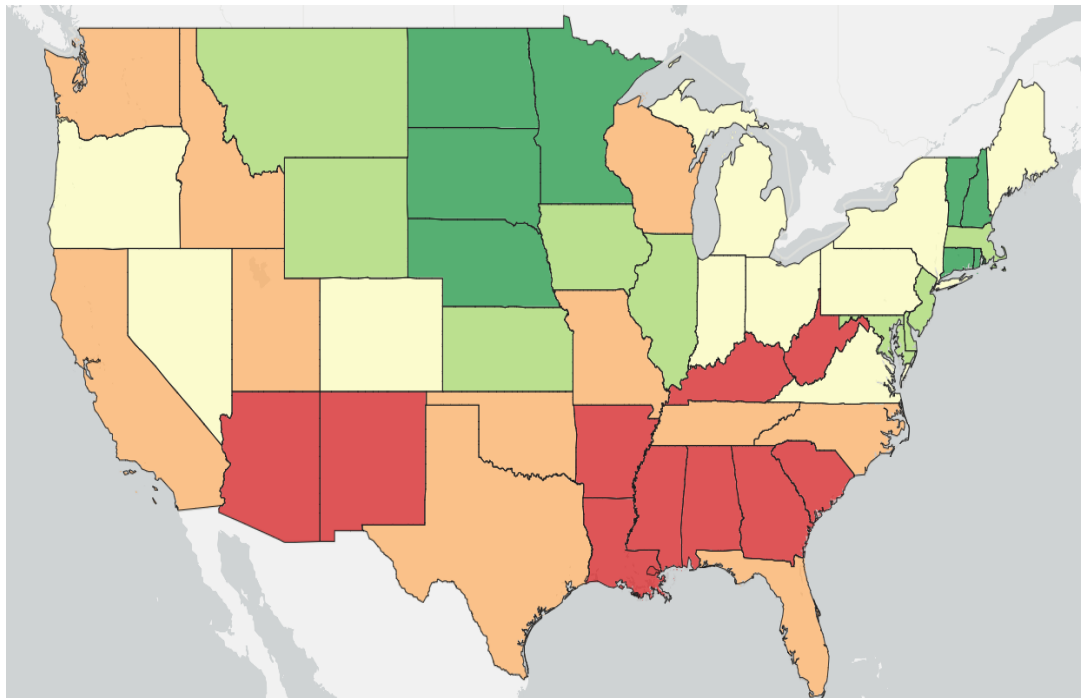
Barriers to Accessing Veterinary Care



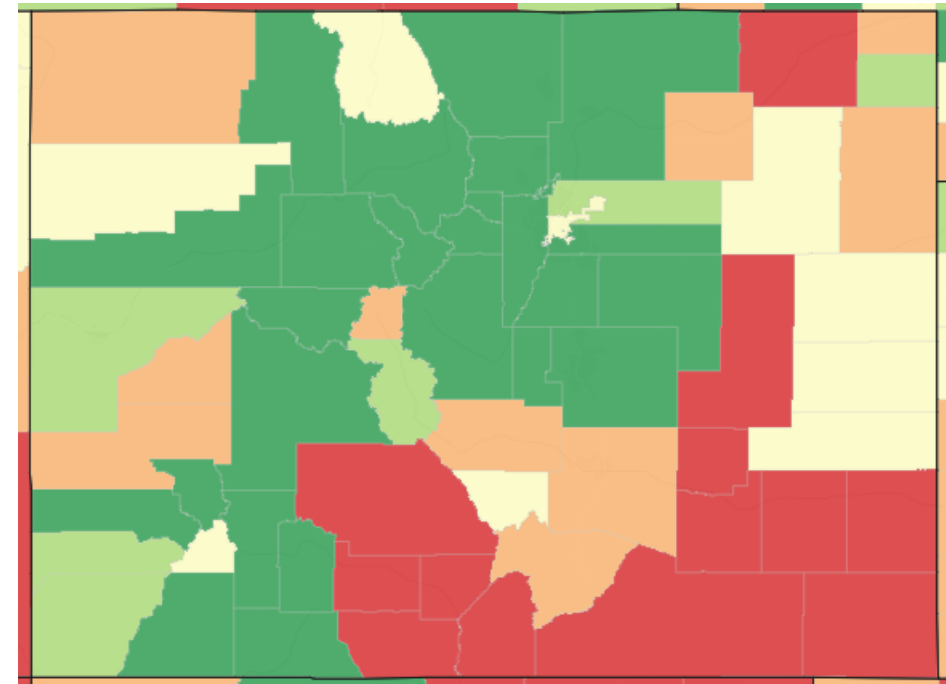


The Veterinary Care Accessibility Project

Nationwide



Colorado





Veterinary Care Accessibility Scores

Colorado

VCAS State Average Colorado

2021 Veterinary Care
Accessibility Score: Colorado
58

Possible scores range from **0** (care is nearly inaccessible) to **100** (care is very accessible).

58 is the average Veterinary Care Accessibility Score for counties throughout the state of **Colorado**. For detailed scores, zoom in to look closely at individual counties.

El Paso County

El Paso County, Colorado

2021 Veterinary Care
Accessibility Score
89

Possible scores range from **0** (care is nearly inaccessible) to **100** (care is very accessible).

A score of **89** indicates that veterinary care is **very accessible** in El Paso County, Colorado.

Pueblo County

Pueblo County, Colorado

2021 Veterinary Care
Accessibility Score
29

Possible scores range from **0** (care is nearly inaccessible) to **100** (care is very accessible).

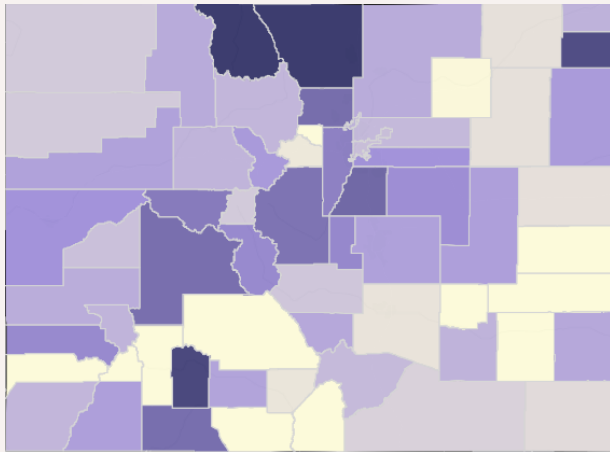
A score of **29** indicates that veterinary care is **difficult to access** in Pueblo County, Colorado.



Capacity for Care

Veterinary Employees per Capita

Colorado by County



El Paso County

El Paso County, Colorado

Veterinary Employees per 1,000 households
3.28

Context for Veterinary Employees per 1,000 Households

Range: 0 to 169

Mean: 2.52

Median: 1.65

Standard deviation: 5.10

Overview

Total human population

736,060

Total households:

273,933

Pueblo County

Pueblo County, Colorado

Veterinary Employees per 1,000 households
0.84

Context for Veterinary Employees per 1,000 Households

Range: 0 to 169

Mean: 2.52

Median: 1.65

Standard deviation: 5.10

Overview

Total human population

170,798

Total households:

66,756



Pueblo Community Challenges

- Overall access to veterinary care for all residents
 - 8 full-service clinics
 - 2 mobile service providers
- Access to emergency veterinary care nights & weekends
- Difficulty accessing humane euthanasia services
- Vacancies, recruiting, retention
 - Veterinarians and Support staff



- HSPPR Wellness Clinic at PetSmart
 - Adding cat spay/neuter in 2023
- Increased ability to provide core vaccine appointments to public animals
- AWAC introducing a state bill to allow for Veterinary Professional Associate, mid-level practitioner
- HSPPR organizing future networking opportunity for local veterinarians & key stakeholders to discuss local and state-wide issues
- Local conversations started around veterinary support staff educational pathways- potentially through Pueblo Community College

Initiatives & Opportunities



Thank you!



Erina McGuire
Director of Shelter
Operations--Pueblo



Stephanie Garcia
Animal Law Enforcement
Lieutenant



Duane Adams
President/CEO



PUEBLO

AMTRAK STATION DESIGN + ENGINEERING

Pueblo, CO

CITY COUNCIL

02.06.23



An aerial photograph of a train station. On the left, several train tracks curve into the distance. To the right of the tracks is a large, light-colored building with a prominent dome, likely a train station or a government building. In front of the building is a large parking lot filled with many cars. A small boat is parked on a trailer in the foreground. The word "WELCOME!" is overlaid in large, dark blue letters on the left side of the image.

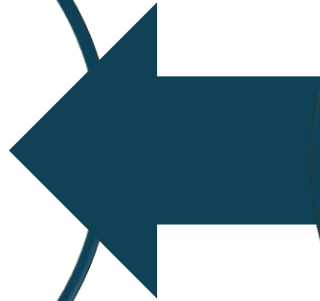
WELCOME!



PROJECT TEAM > MANAGEMENT



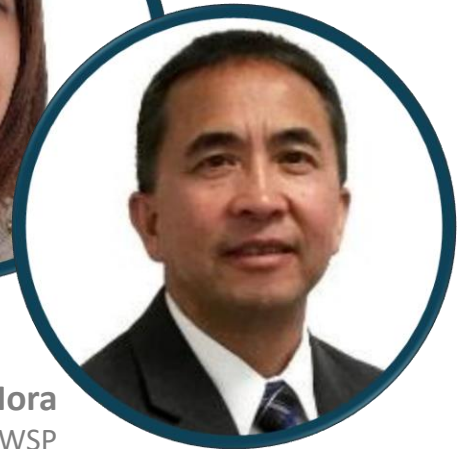
Mike Ricottone
Project Manager | Pueblo County



Bryan Robinson
Project Manager | WSP



Melanie Monarco
Deputy Project Manager | WSP



Myron Hora
Principal-in-Charge | WSP



AGENDA

- **Project Update**
- **10% Design Concept**
- **Question & Answer**
- **Next Steps**



PROJECT UPDATE



PROJECT UPDATE > WORK-TO-DATE

✓ We last met with you back in August 2022

- August 8, 2022 – Pueblo City Council Meeting
- August 9, 2022 – Board of County Commissioner's Meeting

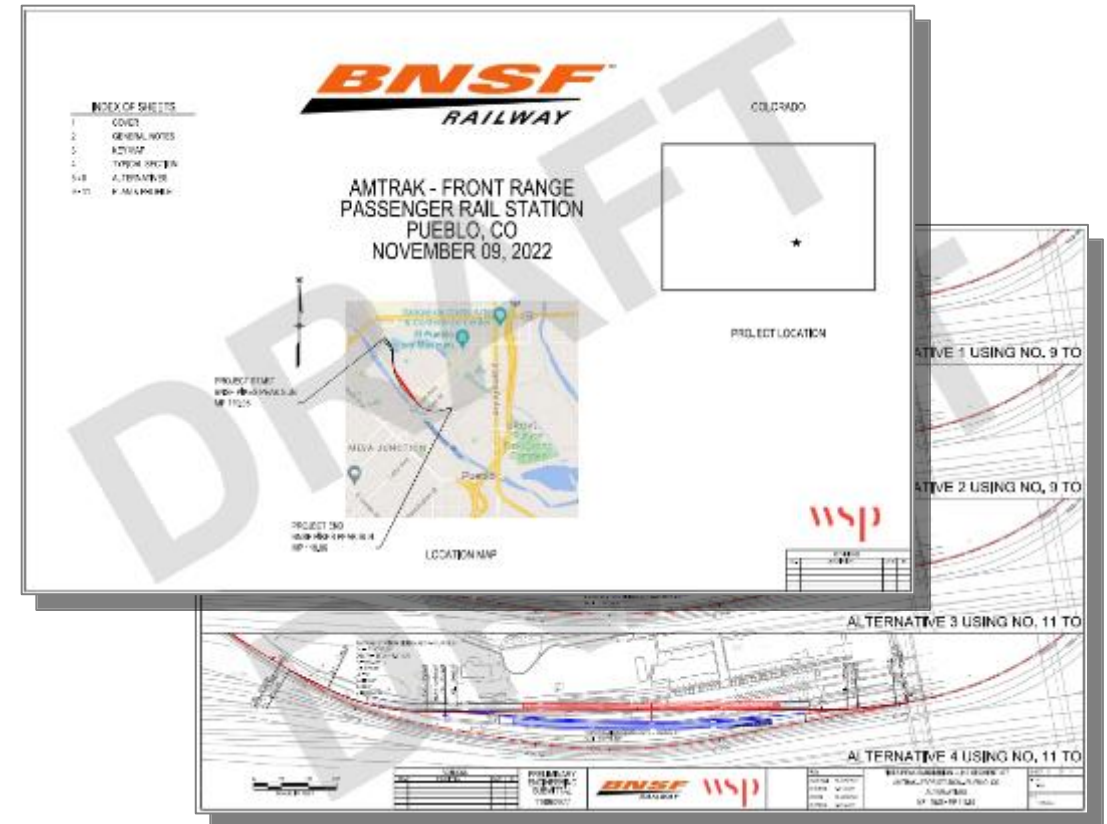
✓ Attending the Front Range Passenger Rail District Meetings

✓ On-going coordination with CDOT

- Relative to 2019 and 2020 CRISI Grants

✓ Prepared a 10% Rail & Platform Layout and coordinated with BNSF

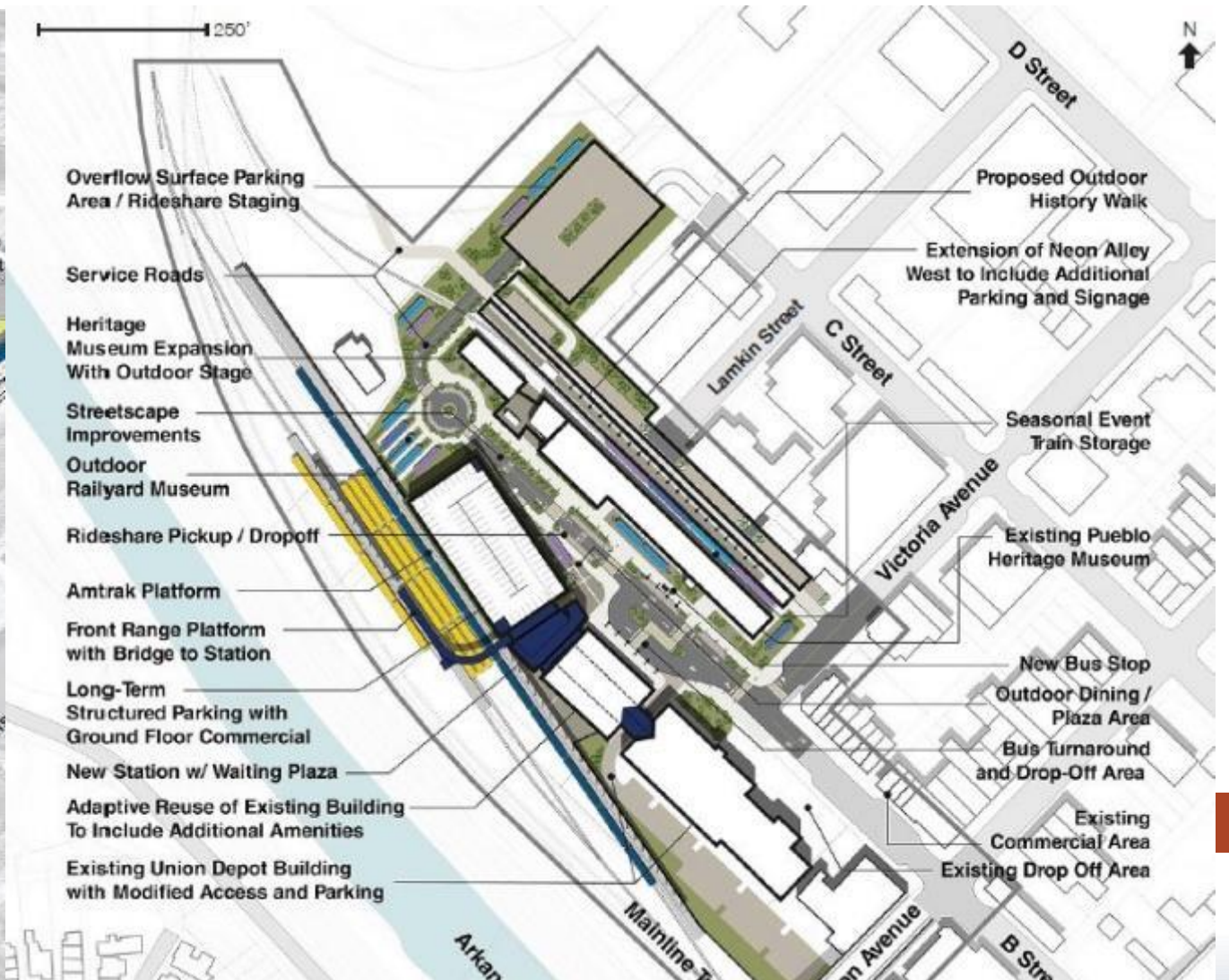
✓ Advanced “Option B” to 10% Design Documents



10% DESIGN CONCEPT



STATION AREA PLAN (2021)



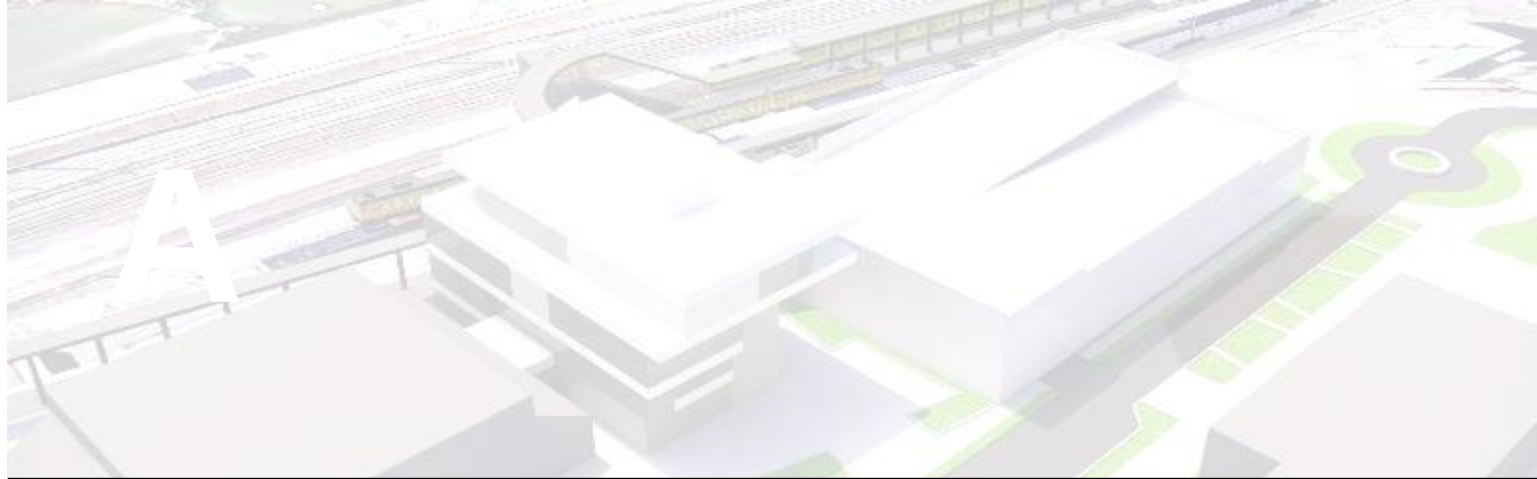
PREFERRED OPTION (2022)

- **ALL OPTIONS**

- Flexibility for independent station and garage development
- Expanded views of Pikes Peak and Front Range
- Direct ground-level access to Amtrak Platforms
- Space for community programming / exterior public plazas
- All range between 27-30K Square feet in size
- All maintain critical bridge connection to FRPR

- **OPTION B**

- Medium height station with most modest footprint
- Unique Station with expanded views with pedestrian bridge included as part of the station footprint
- Addresses parking needs for passenger rail and the district
- Optional connection between station and garage



PREFERRED OPTION (2022)



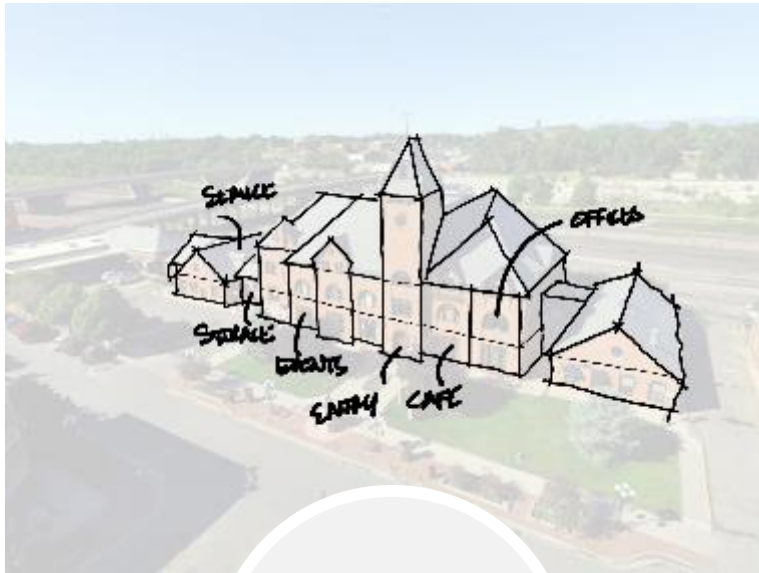
PREFERRED OPTION (2022)



PREFERRED OPTION (2023)

> 10% DESIGN CONCEPT

Massing + Programming



Materials + Fenestration



Architecture + Details



You
are
here!



10%

DESIGN CONCEPT



"WHERE THE RIVER MEETS THE RAILS."



THE CONCEPT



THE CONCEPT

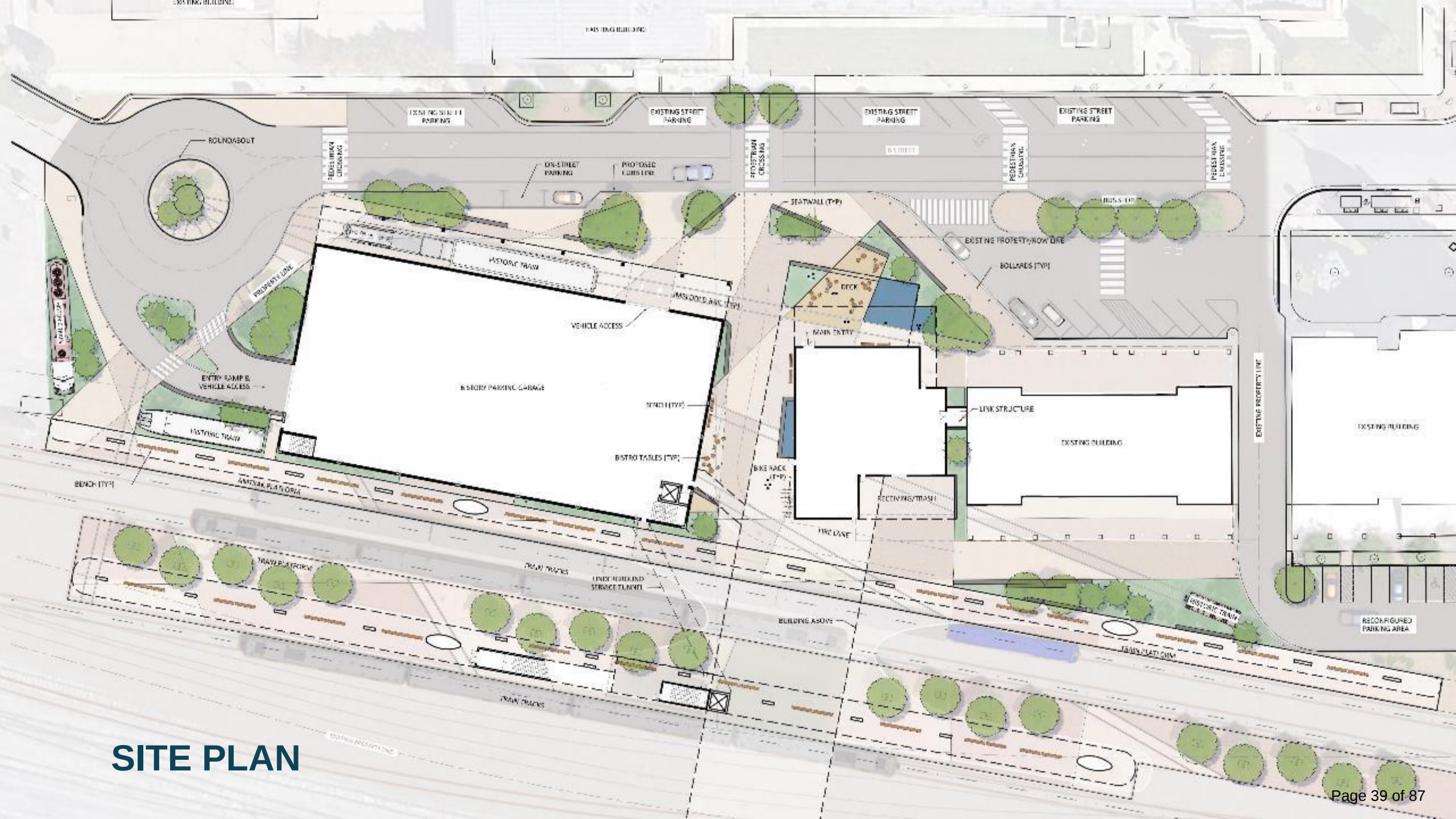


FROM ABOVE





THE CONCEPT



SITE PLAN



PLATFORMS





PUBLIC SPACES





INTERIORS





DAY VIEW



NIGHT VIEW

QUESTION & ANSWER





NEXT STEPS!



NEXT STEPS

- ✓ **Feedback from City Council**
- ✓ **Additional presentations to Other Stakeholder Groups**
- ✓ **Continued Coordination with CDOT and other Key Stakeholders**
- ✓ **Determine components for 30% Design Documents and Phasing**





THANK YOU!



History of Hamiltonian Public Banks

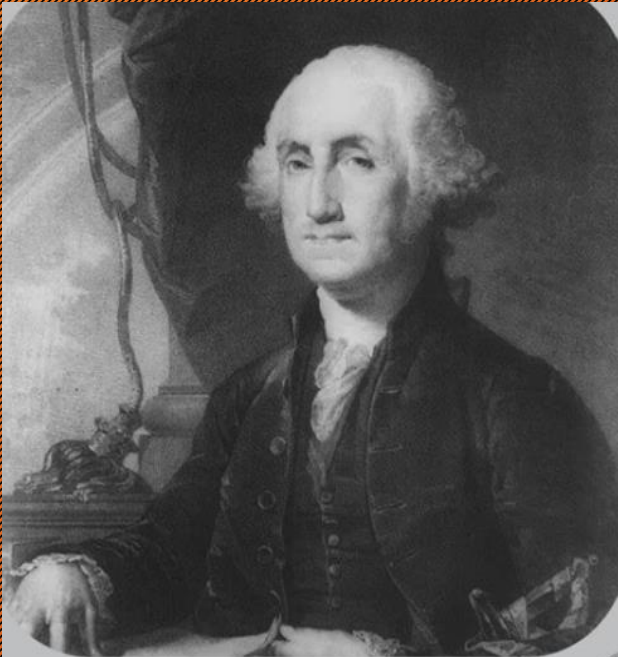
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First Bank of US
(1791 - 1811)

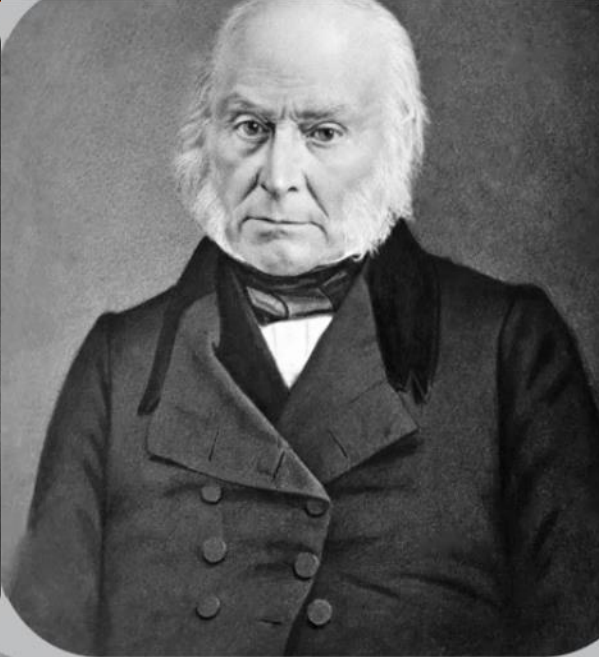
Second Bank of US
(1816 - 1836)

National Banking System
(Banking Act of 1863)

Reconstruction Finance
Corp (1932 - 1957)



George Washington



John Quincy Adams

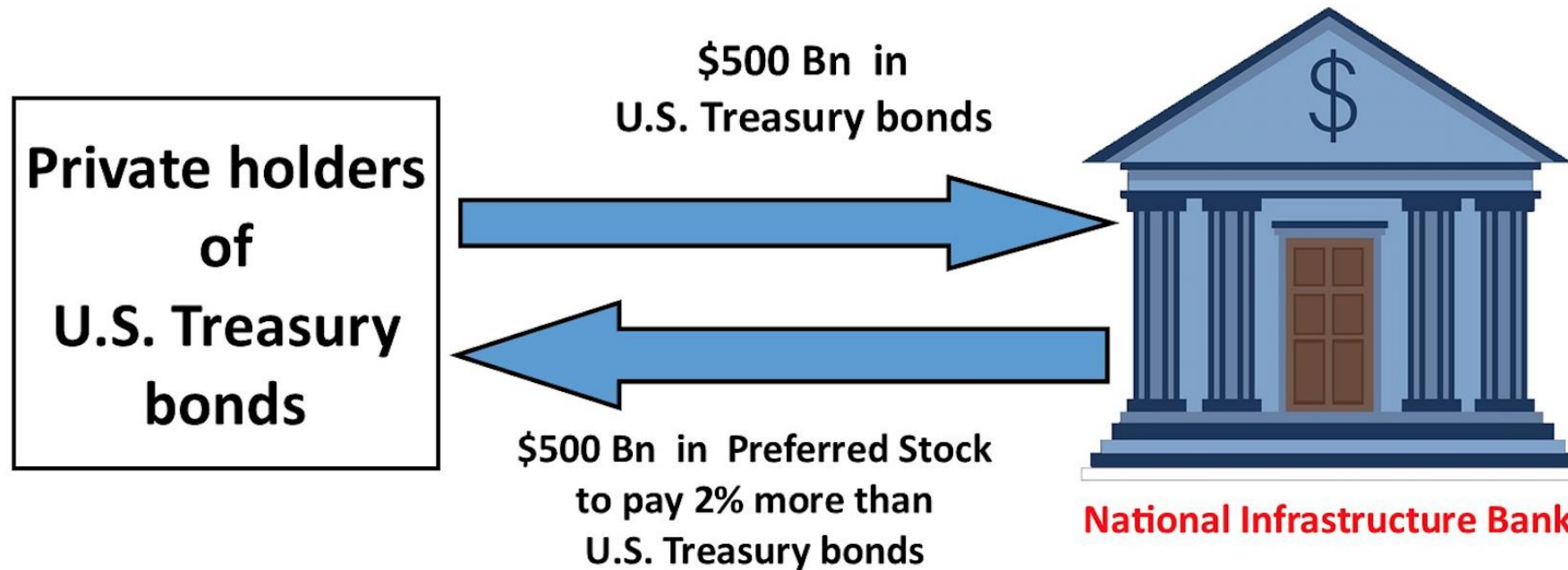


Abraham Lincoln



Franklin Roosevelt

How the National Infrastructure Bank is Capitalized



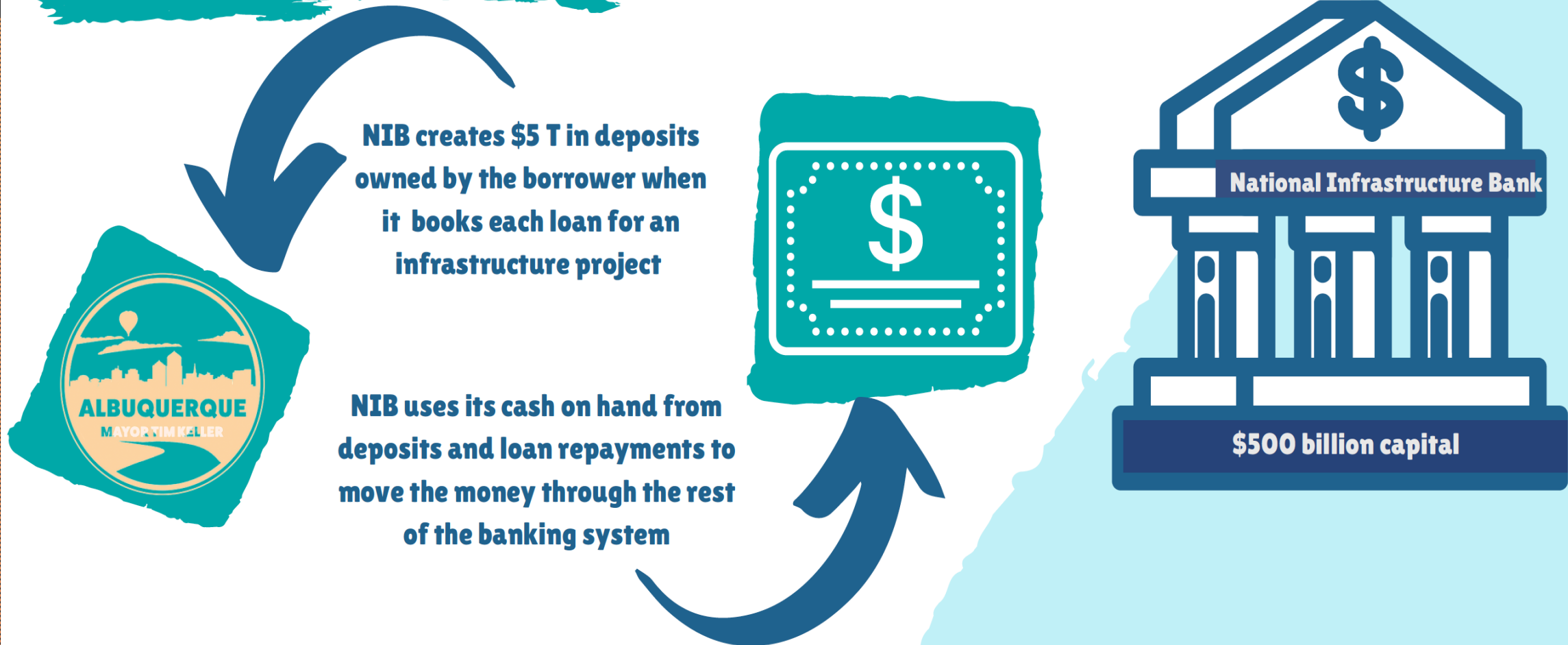
Private holders of U.S. Treasury bonds invest \$500 Bn in exchange for \$500 Bn in preferred stock in the bank. Preferred stock to pay additional 2% above U.S. Treasury rate. 2% interest paid from earnings of bank.

NO Federal Money
Needed !

3

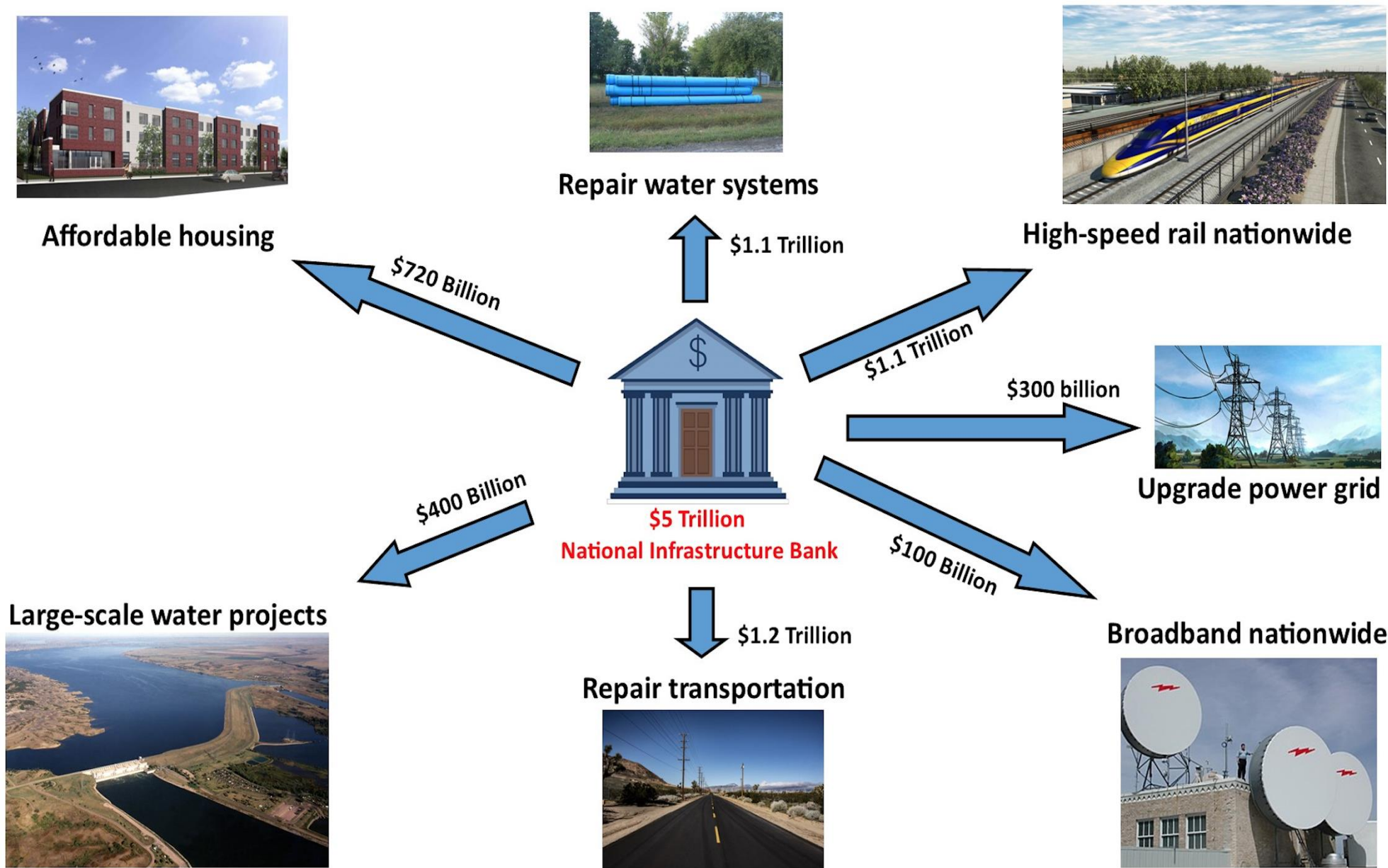
WHERE DOES THE \$\$ COME FROM?

NOW THAT THE BANK IS
CAPITALIZED, IT CAN LEND UP TO
\$5 TRILLION



What the NIB Covers

5



**Table 1. Comparison of the National Infrastructure Bank (NIB) and Bi-Partisan Infrastructure Bill
Cumulative Infrastructure Needs over Ten Years: 2020-2029**
(In billions of 2019-dollars)

Infrastructure Categories	NIB Total Lending Amount	2021 Bipartisan Infrastructure Law (BIL, or IIJA) Over 5 Years 12/
Total	\$5,000	\$550
ASCE 2021 Report Card 1/	Funding Gap 2/ 3/ 4/	New Money
Subtotal for 16 Categories	\$2,626	\$436
Surface Transportation Including:	\$1,205	
Roads & Bridges	\$785	\$110
Transit	\$250	\$39
Passenger Rail	\$45	\$66
Water Infrastructure Including:	\$1,089	
Drinking Water, Wastewater, and Stormwater 5/	\$801	\$55
Dams, Levees	\$85	\$3
Public Parks	\$78	
Power Infrastructure 6/	\$197	\$73
Aviation	\$111	\$25
Inland Waterways & Ports	\$25	\$17
Additional Mega Projects Including:	\$2,374	
Affordable Housing 8/	\$720	
High Speed Rail 9/	\$1,074	
Broadband Complete Access 10/	\$100	\$65
Renewable Energy Super-Grid Overlay 11/	\$80	
Large Water Management Projects	\$400	

NIB Fully Finances Infrastructure Needs

6

\$5T Supercharges the American Economy !

7

- Creates **25 million new jobs**, paying Davis Bacon Wages, with full benefits.
- **Buy America only** for construction inputs; **Makes America Manufacture Again.**
- Estimated to raise **GDP growth to 5%/year**, and **Productivity to 3.5%/year.**
- **No new Federal Taxes or Debt!**
- **Reduces Inflation!**
- **Offsets coming Recession!**

Every Sector Thrives:

- **Rebuilds American industry.**
- **Small and Medium Businesses** grow, including with new High Speed Rail, and spinoff business opportunities.
- **Workers** benefit; poverty and income inequality are reduced.
- **Rural and urban** improvements. Everyone receives adequate funding.
- **Federal, state and local finances** improve: higher revenues from growth, and fewer workers needing social safety nets.

NIB Adds High Speed & Passenger Rail to the Transportation Mix

8

\$1.1 trillion in NIB financing earmarked for High Speed Rail:

- Grows the economy along economic corridors, just like Transcontinental RR did and China did.
- Relieves congestion on roads and at airports.
- Requires no local monies to subsidize operations.

Passenger and Express Freight Rail

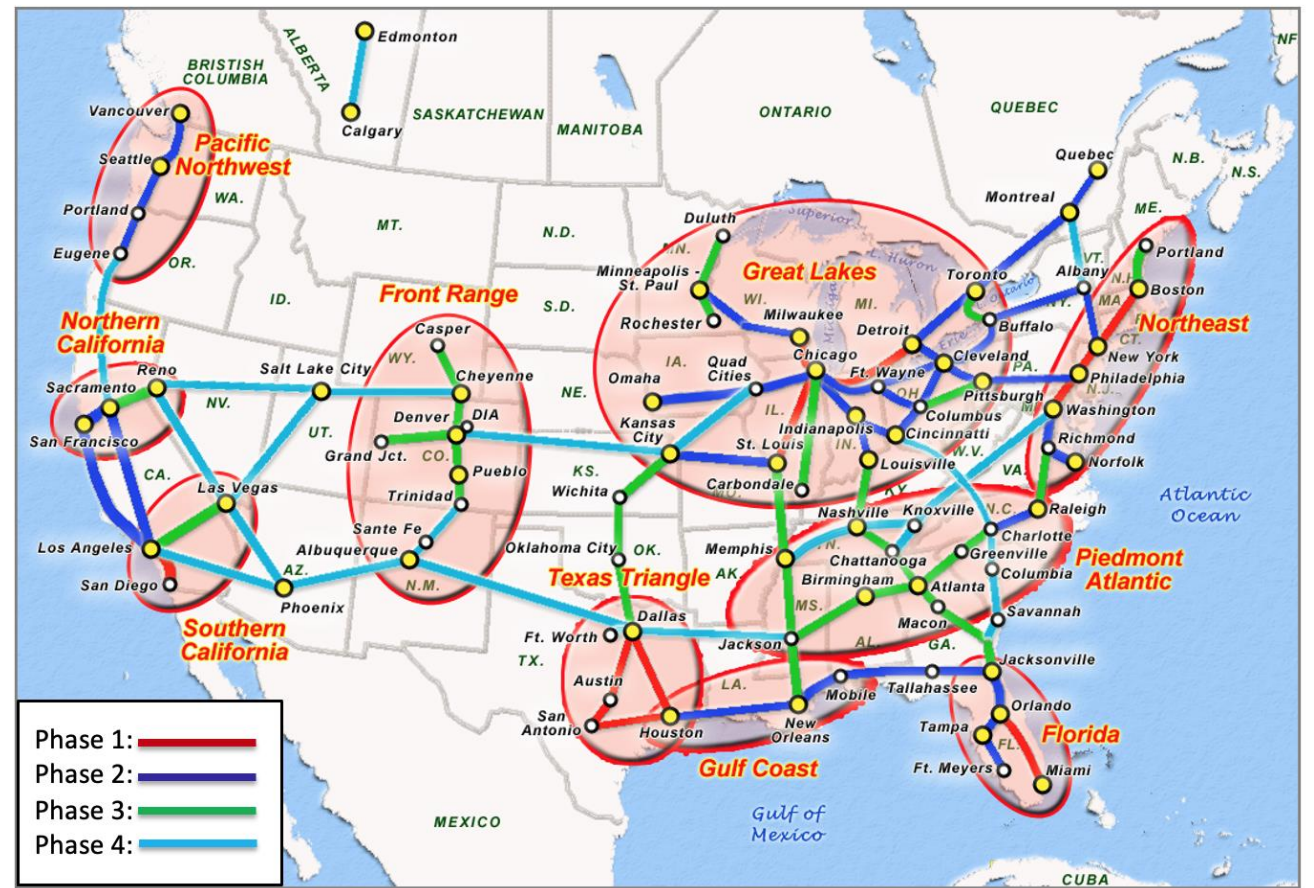
- Finances all the new passenger lines identified by Passenger Rail Association.
- Moves passengers and freight faster, more efficiently.
- Better connects rural and urban areas.

Energy and Economy Savings

- Moving passengers and express freight by rail, rather than road or air, saves 2/3 on fuel and CO2 emissions.
- **Economical too.** Ex: HSR between Eugene Oregon and Vancouver Canada would cost \$42 billion while generating \$355 billion in economic benefits. By comparison, widening the I-5 highway between those cities by one lane each way would cost \$108 billion and do nothing to relieve congestion (WA DOT).
- Less traffic congestion saves on wasted time and fuel; makes economy more productive; grows businesses.

Keeps America Competitive

Evolution of Potential National Network



Transportation Economics & Management Systems, Inc.

NIB solves homelessness, builds adequate affordable housing

9

Current State of U.S. Housing -U.S. Depts Housing and Urban Development (HUD), and Health and Human Services (HHS)

- Two million Americans are **homeless** (living in shelters or outdoors) including numbers of Veterans and children. Half the nation's homeless live in CA. Other high rates in: WA, OR, AK, CO, TX, NY, MA, VA, and FL.
- **Another 10-15% of all American households are housing insecure. 30% of all U.S. households spent more than 30% of income on rent in 2019.** Most are minorities. Overcrowding has already led to deaths: **The Bronx Apartment Fire.**
- **Two long-term factors drive homelessness: 1) low pay** (minimum wage still \$7.25/hour; 40 million Americans **live below poverty line** and are just a paycheck away from being evicted. 2) **high cost of housing spurred by Fed monetary policy** fueling Wall Street housing speculation, and migration to cities.
- The COVID pandemic caused workers to lose jobs. National eviction moratorium ended; **rental assistance** running out. Now **Rents are skyrocketing.**

NIB provides \$720 billion over 10 years to build / re-build 7.2 million affordable housing units needed.

- Creates 25 million new, family sustaining jobs, making housing more affordable.
- Targets poverty: Clyburn 10-20-30 Rule. NIB Trust Fund for poor areas.



More than **66,400 people** are homeless in Los Angeles (2021). 21% of CA households are housing insecure, says **National Low Income Housing Coalition.**

Western Water Crisis

U.S. Drought Monitor: 65% of Western states continue in a Severe Drought, or worse. **Drought entering third year.**

Farmers report they have sold off herds, and reduced tilled acreage by 32%, which will likely reduce food production and raise food prices nationwide.

Severe groundwater depletion in Northern CA and Central Valley. 42% of CA's 1,500 public supply wells may dry up. Cities and farmers vie for water access.

Affects all Western States, United States indirectly

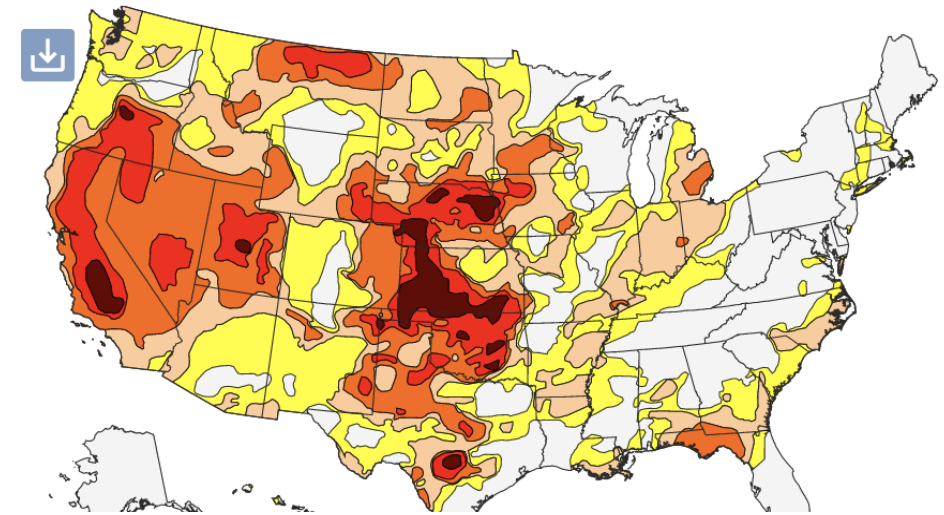
"Mega-drought" takes dramatic toll on Colorado River system that provides water to 40 million people Lake Mead Reservoir is at just 37% of its capacity. Hoover Dam may have to curtail hydro-electric power provided to seven states. Water cutbacks in place (AZ -21%).

Drought is reducing food production in an area that provides 50% of America's fresh produce.

NIB Provides \$400 billion for new water supply projects: piped water importation, desalination, adding to reservoir capacity for rainwater capture, **primary water**, water recycling, and irrigation and agricultural conservation.

U.S. Drought Monitor

Current Drought Change in Drought

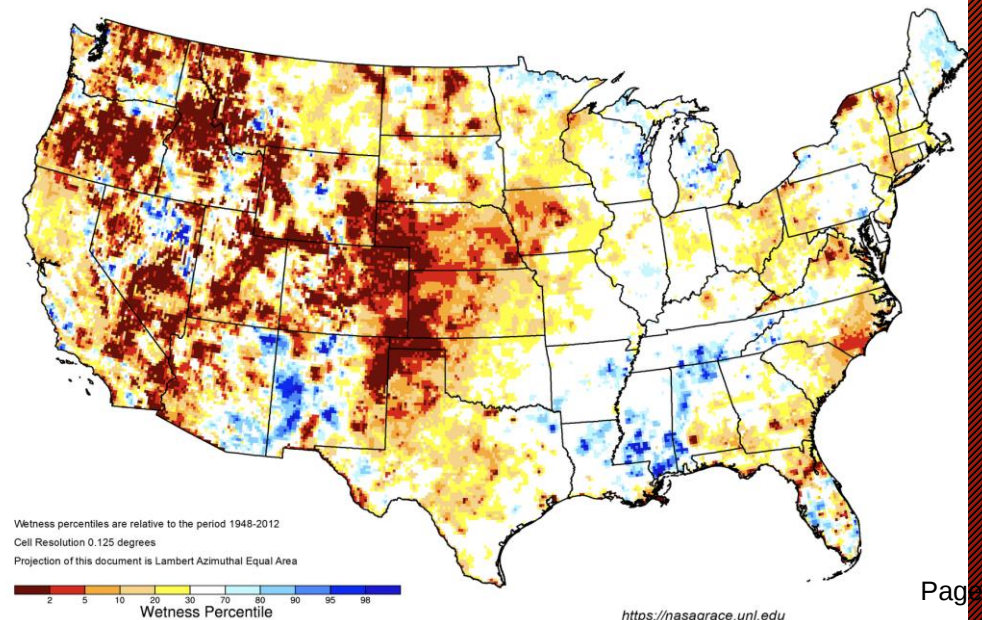


Source(s): NDMC, NOAA, USDA

Data Valid - 12/27/22



Groundwater Percentile Maps for December 26, 2022



Wetness percentiles are relative to the period 1948-2012
Cell Resolution 0.125 degrees
Projection of this document is Lambert Azimuthal Equal Area

2 5 10 20 30 40 50 60 70 80 90 95 98
Wetness Percentile

<https://nasagrace.unl.edu>

What's in it for Arizona?

Infrastructure and the Economy:

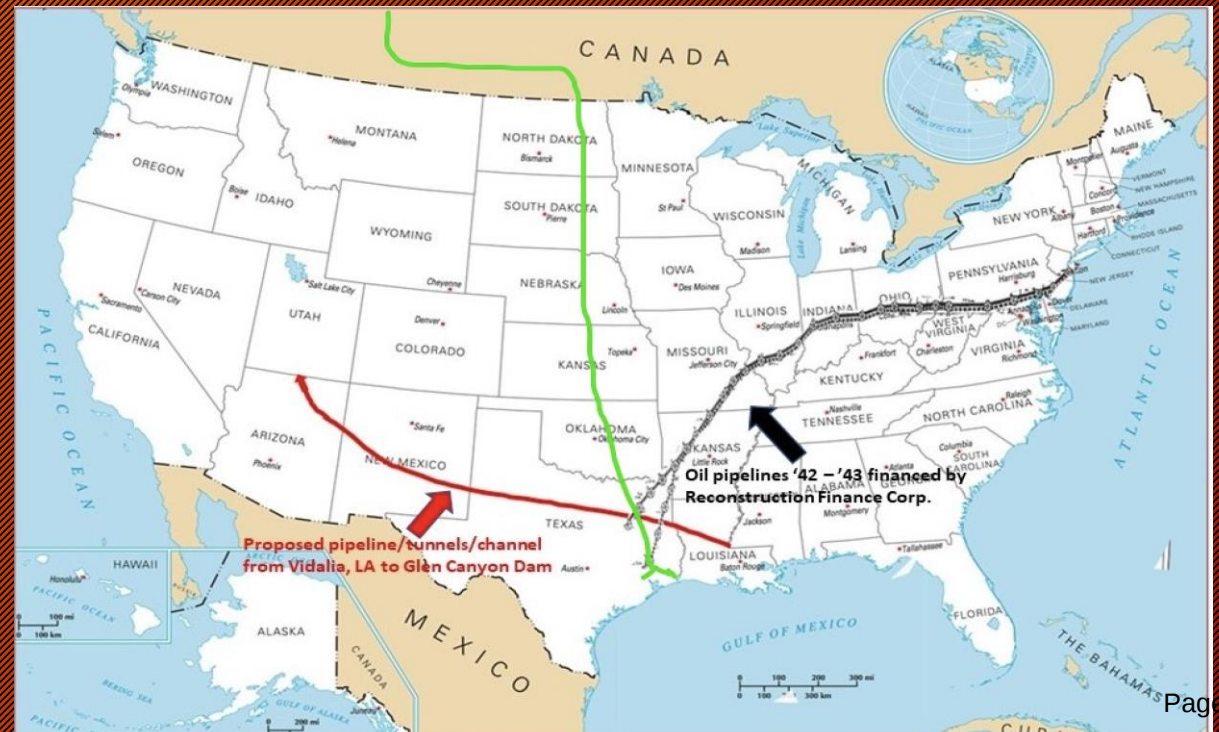
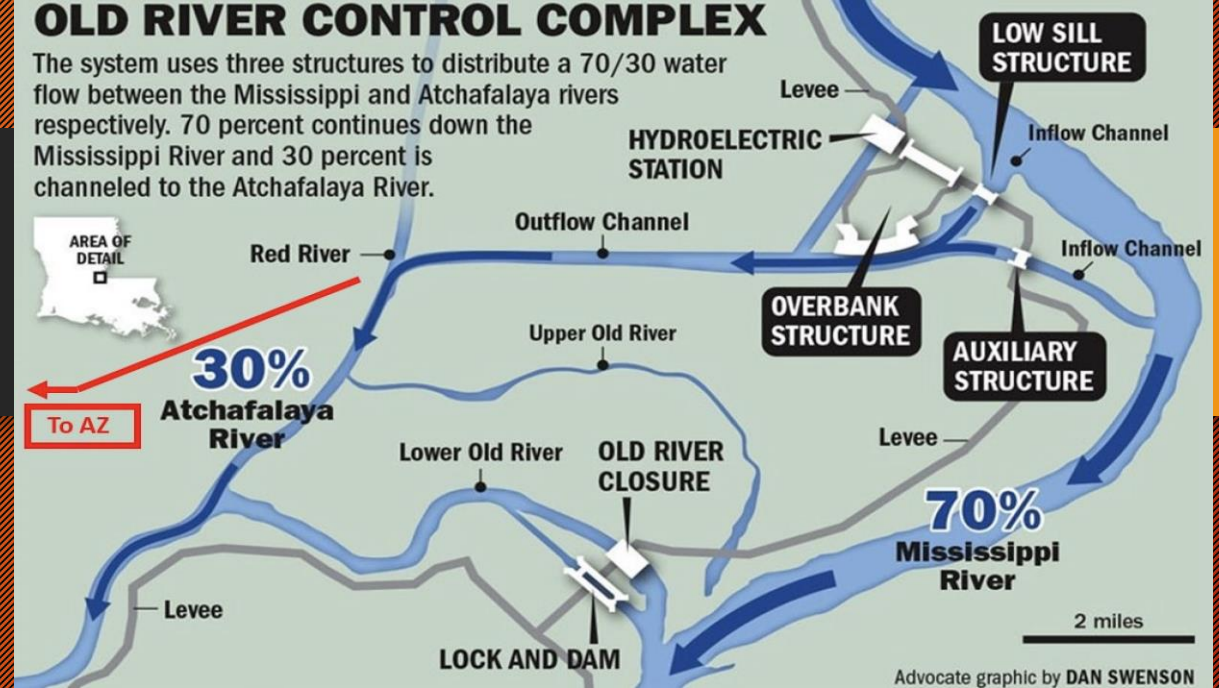
- ASCE Infrastructure Report Card Grade C: Roads (D+), dams, levees, and drinking & waste water infrastructure (\$8 billion needed) in poor condition. 32% of households lack high-speed broadband access. 20% of homes lack internet. Power grid needs expanding.
- Growing population; large land mass; 20-year drought. 21% cutback in water allocation from the Colorado River. 80% of land with few restrictions on water use. Groundwater drawdown is unsustainable.

AZ will receive the following from the NIB:

- Up to **\$96 billion over 10 years**, creating 480,000 new, family sustaining jobs. (Compared to **\$7.3 B from BIL**)
- Includes AZ share of \$400 billion to **deliver new water supplies**. **One option** is piping 5% of water from Atchafalaya to CO Lake Powell, to refill 2 reservoirs in under 2 years (cost \$15-20 billion). Similar to Rep-Dem **proposal** in AZ **legislature**. Alternative is **desalination** (cost \$5 B; deliver water at \$2000/acre foot = 10x normal fee).
- Connect cities with high speed rail.

Other Benefits from NIB (see separate slides):

- Enhance education to **train workers** in new industries.
- Connect/improve **rural economies**.
- **Improve state and city finances, business, and tourism**, through economic growth.



What's in it for Colorado?

12

CO will receive the following from the NIB:

- Up to \$102 billion over 10 years, creating 512,000 new, family sustaining jobs.
(Compared to \$6.2 B from IIJA)

Other Benefits from NIB:

- Build affordable housing to complement Denver Plan
- Solve long-term drought and water problems
- Stimulate business thru Buy America, like Pueblo's rail production using renewable energy.
- Improve state and city finances through economic growth, including to repay back loans.
- Enhance education to train workers.

Project Category	NIB Coverage for <u>Colorado</u> (Over 10 years; In billions)	Denver City Needs
Total:	\$ 102 (only \$6.2 from IIJA)	
Roads	CO has 3,600 miles of highway in poor condition. Each driver pays \$651 per year in costs due to driving on poor roads	
Bridges	Repair all 481 bridges rated poor	
Transit	Replace 12% of transit vehicles past useful life (Only \$.916 over 5 years from IIJA)	Only 1/10 th of federal money is for Denver's Regional Transportation District (RTD)
Airports	Smaller airports struggling to modernize	Denver Airport 5 th busiest in US, growing 5% /year;
High Speed and Passenger Rail	N/S "Front Range" HSR connects Albuquerque NM to Casper WY	Denver made a hub city
Water Infrastructure	Need \$10 B for drinking and wastewater ; plus for Western drought on CO River	Lead service line replacement (\$10,000/house) thru 15-year bond placement
Schools	Rated D+; \$14 B funding gap	
Power Grid	CO fast-growing renewables need energy grid to move power	
Broadband	CO Broadband Office releasing yearly competitive grants	
Affordable Housing	379,000 CO renters are cost burdened (1/3 in Denver)	Denver housing up 22%, and rents up 15%, in past year; city population grew 20% in 10 years, but # housing units by only 13%.

Can States Repay NIB Loans? ABSOLUTELY!

13

The NIB Provides Flexible Lending

- Low interest rate loans; long maturity
- Loans repaid out of user fees or general revenues

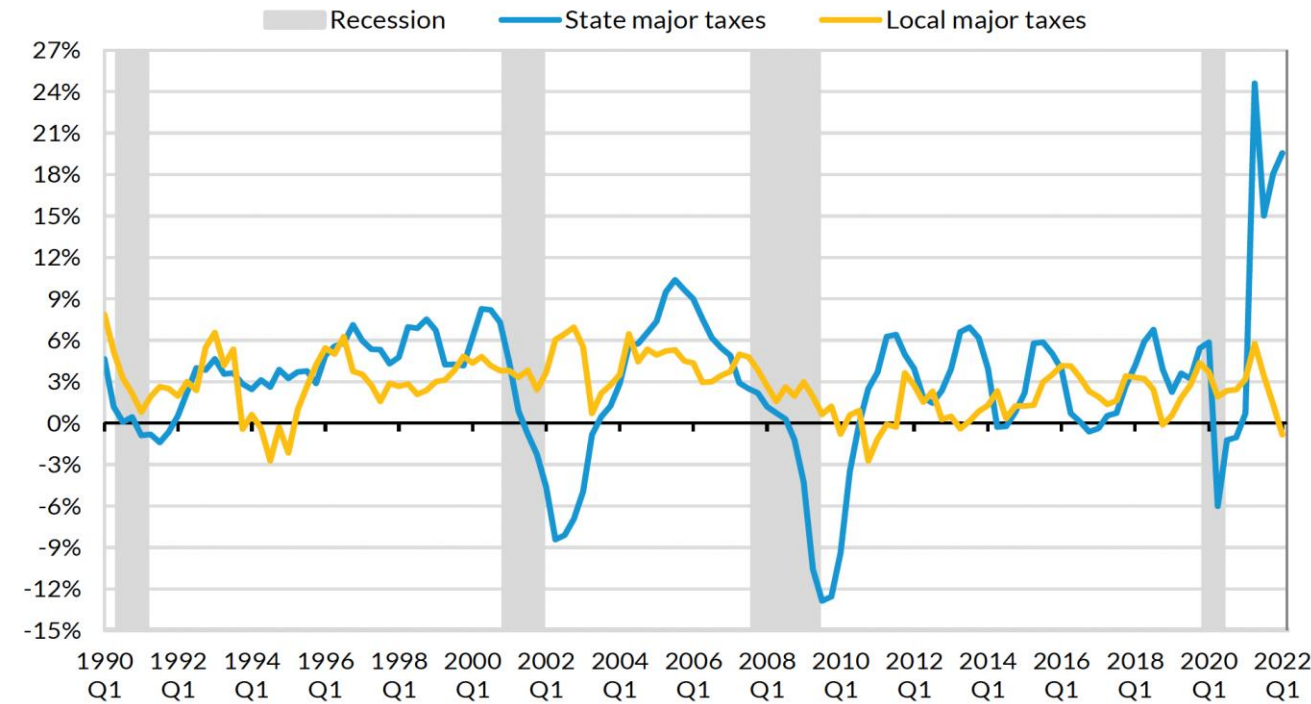
NIB Operations Supercharge Economic Growth / Improve Local Economies

- GDP growth will average 5% per year (up from anemic 1.8% per year pre-COVID)
- State and local governments will capture 9 cents of every new dollar added to the economy
- NIB Projects can ramp up hiring during recessions
- Affordable housing projects raise nearby property values
- Utility improvements improve utility bottom lines
- Public transit projects yield 5 to 1 economic return

Example of FDR's Reconstruction Finance Corporation

- Lent to poor areas - rural electrification
- All loans repaid
- Local economies improved dramatically

Year-over-year inflation-adjusted percentage change in state and local taxes from major sources



In general, **state revenues are generated by sales and income taxes** that cycle up and down with recessions. Local revenues accrue from real estate taxes, and cycle with housing bubbles.

State Tax Revenues Still Strong, But for How Long? By Lucy Dadayan, Urban Inst. Aug. 2022.

February 6, 2023

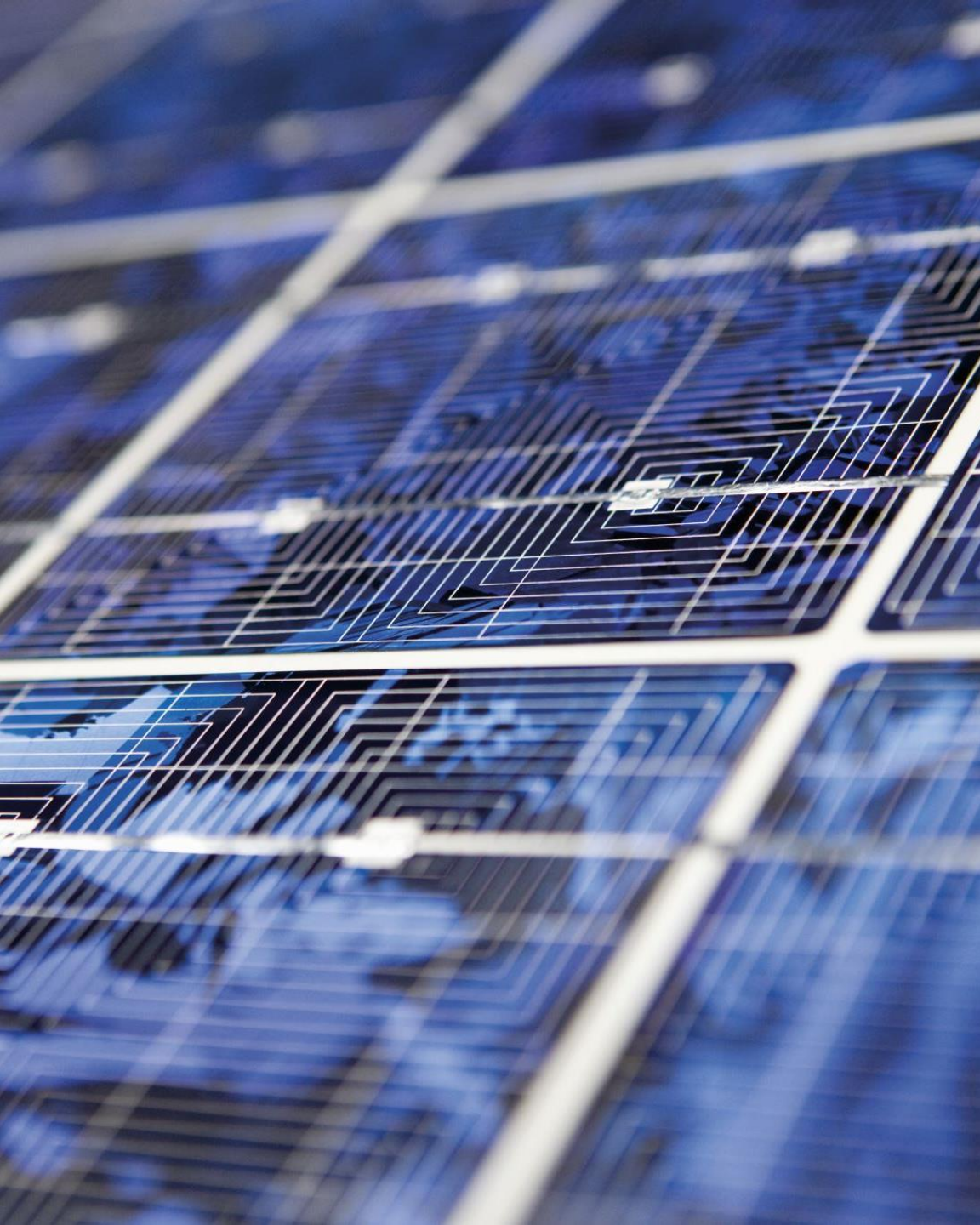




Pueblo Opportunity Project

The Pueblo Opportunity Project (POP) purpose is....

- to provide robust, reliable, affordable Internet access to every home in Pueblo for now and in the future;
- encourage the development of programs and resources to support the Broadband, Digital Equity, Inclusion, and Literacy needs for Pueblo neighborhoods to thrive.



POP Plan Components and Updates

Historically

Underserved

POP Ecosystem Model

POP Alliance

POP Marketing Framework

POP Public Private Broadband Options

Assessment Evaluation Framework

Action Plans for Sustainability

Historically Underserved

Lower income areas of Pueblo have historically had poor- or no- connectivity to the Internet. The following household's data clarifies the need for affordable, reliable, and abundant Internet services;

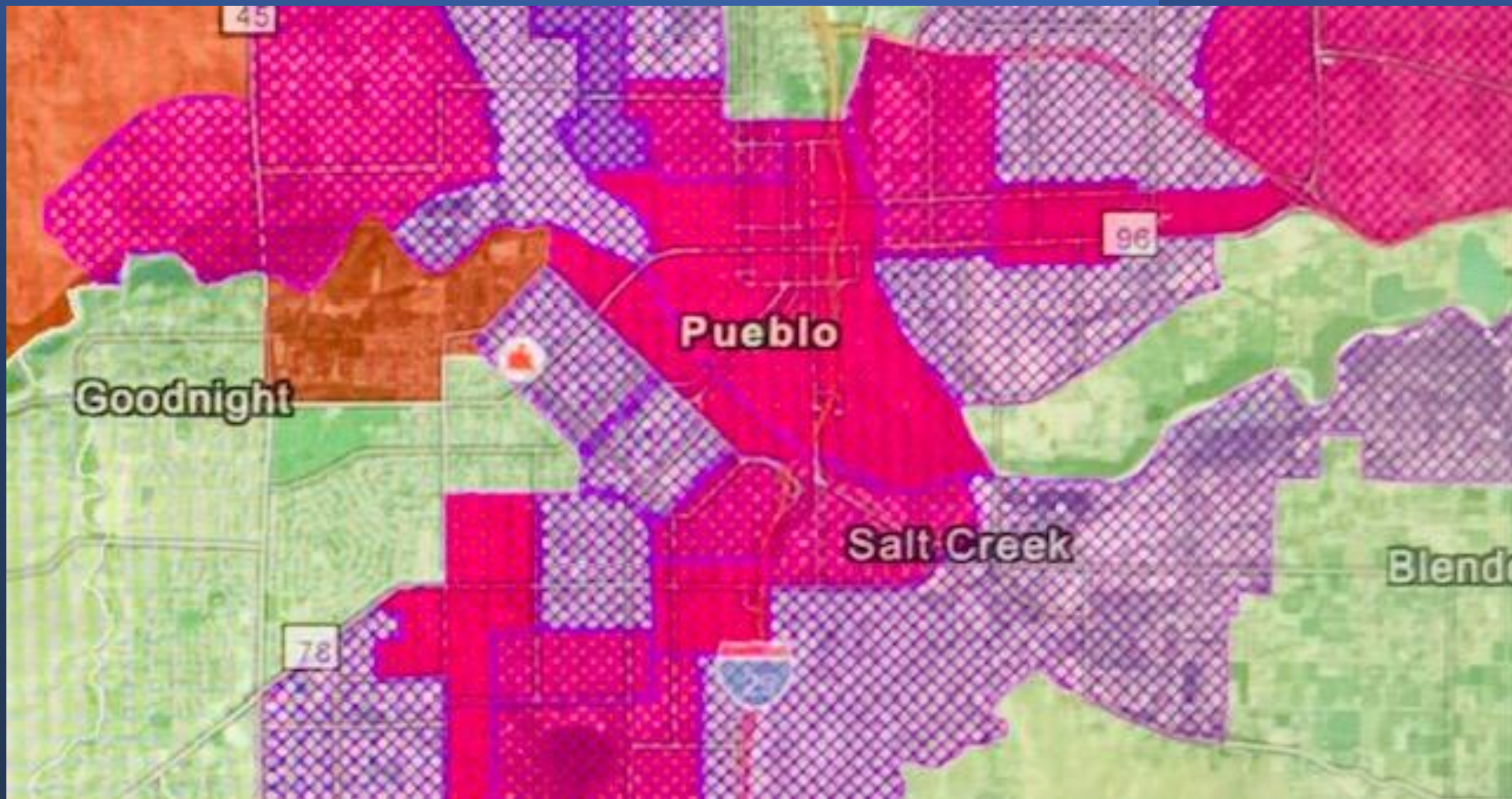
According to United States Department of Commerce, National Telecommunications and Information Administration, Indicators of Broadband Need Map; 36 US Census Tracts in Pueblo are underserved, with a population of this area is 99,432, which is 87.4% of the total population of the city of Pueblo (pop. 113,633)

26.01% of residents have no Internet connection and 17.48% are without a computer, smart phone, or tablet, highlighting the need for devices.

With a poverty rate of 24.4%, highlighting the need for affordable Internet access.

79.92% of the students in Pueblo City Schools (District #60) are on free or reduced lunch.

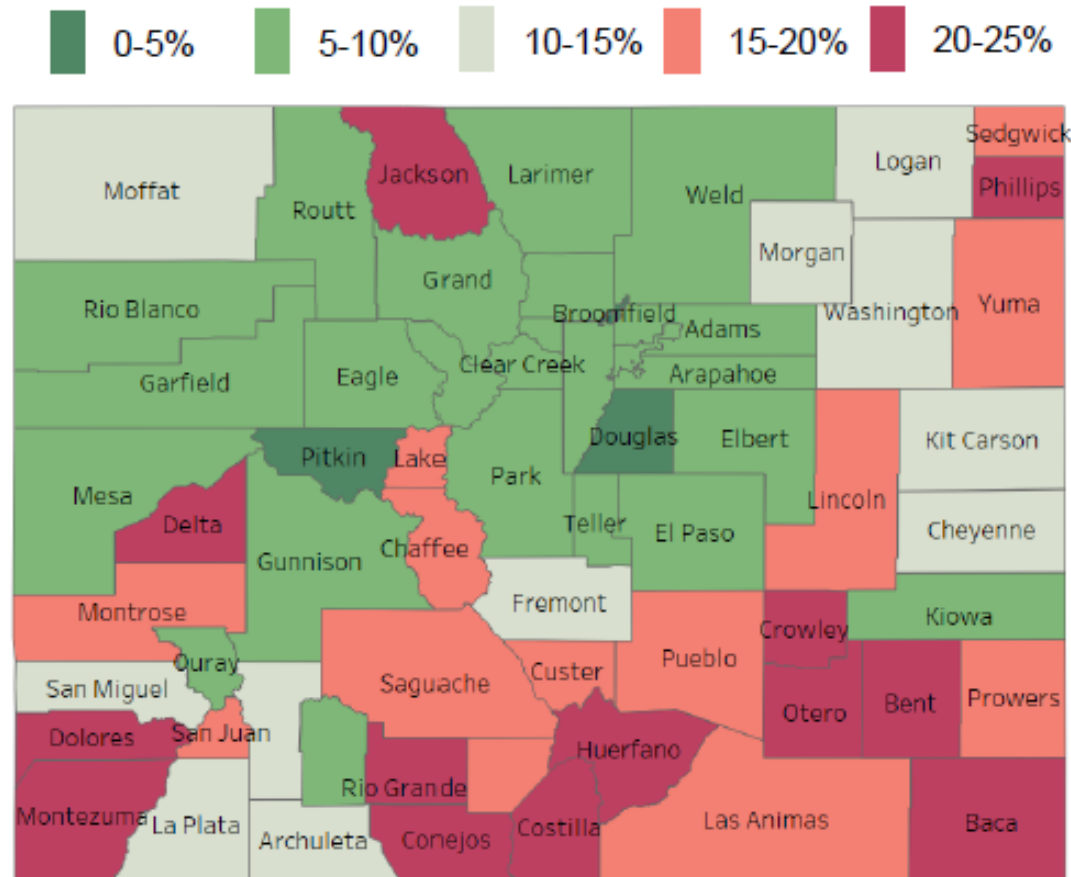
According to NDIA 2019 Worst Connected Cities in the US Pueblo ranks 82 out 100 of the worst broadband connected cities in the country.





Gaps in Home Internet Access

Adoption + Access Gap



14 counties in Colorado where the percent of households with access to 100/20 Mbps service is less than 20%

Number of unserved households in these counties is ~45,709

Larimer County has largest number of unserved households at ~16,797

Estimated cost to provide service to every unserved home and upgrade service for every underserved home:

~\$2.1 billion

City of Pueblo Broadband, Digital Equity and Inclusion Ecosystem Logic Model (DRAFT 2)

Broadband Ecosystem/Resources/Inputs
Government and National Association:

- Federal:** NTIA, FCC, EDA, NDIA, SHLB, Institute for Self-Reliance, and Benton Foundation
- State:** Colorado Broadband Office, Office of the Future of Work
- Local:** City of Pueblo, Pueblo County, and Pueblo West Metropolitan District

Education:

- CSU – Pueblo, Pueblo Community College, Dist. #60, Dist. 70, Chavez Huerta Academy, and On – line Schools

Private/Providers

- Century Link, Comcast, SECOM, Highline, Interested Providers, Latino Chamber, Pueblo Chamber, and PEDCO

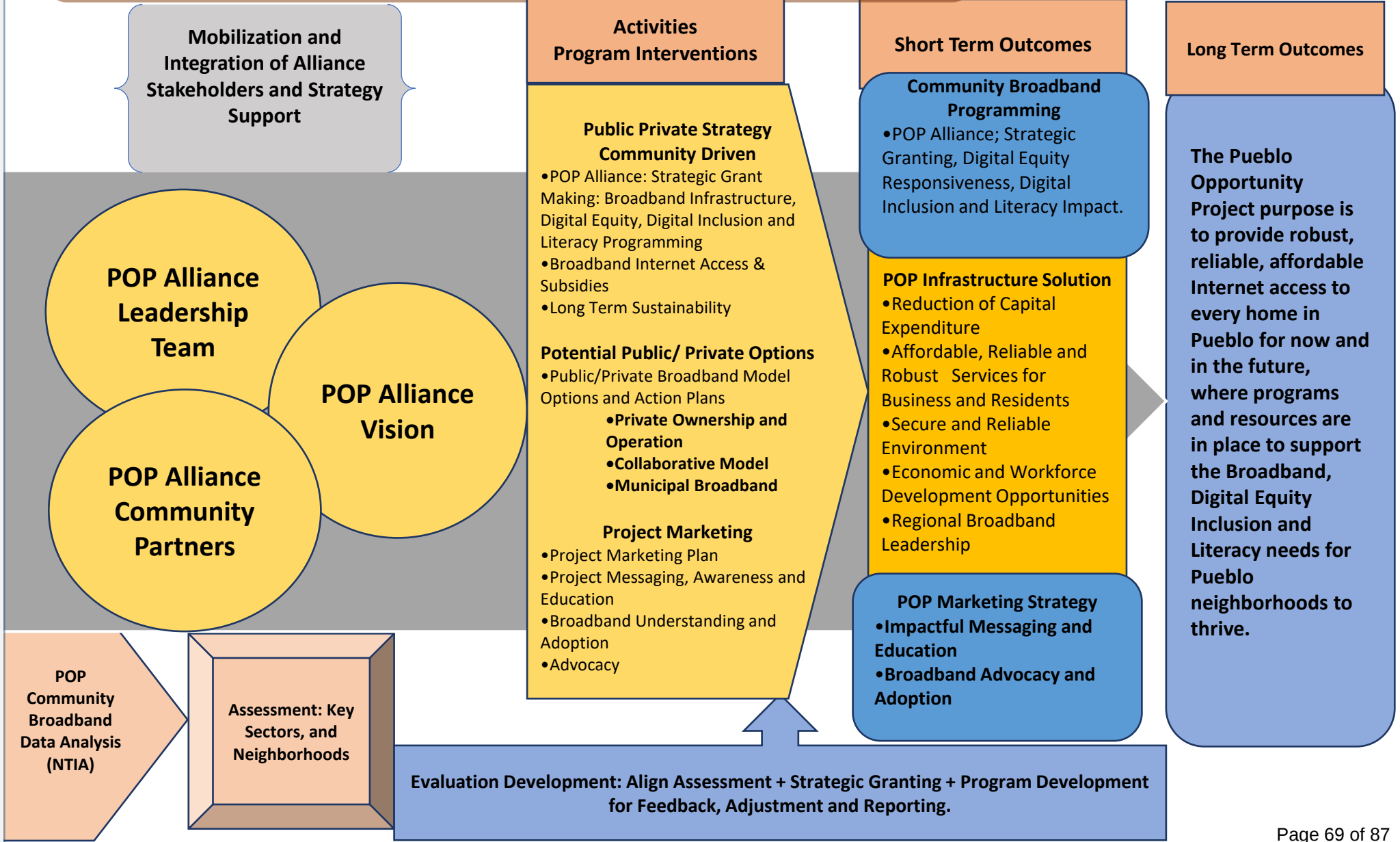
Public:

- Pueblo Housing Authority, SCEDD, Rawlings Foundation, Caring for Colorado “Packard Fund,” Watertower Place, Action 22, and PHEF

Community Based Organizations

- NeighborWorks, Eastside Action Team, LA Gente Sports.

***Including but not limited to the above-mentioned organizations**





Pueblo Opportunity Project “Alliance”

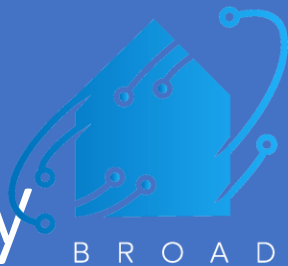
A city-wide Leadership Network will together, strategize a remedy for the digital divide including:

- **Adequate backhaul and middle mile connectivity to support robust connectivity to all homes, businesses, and community anchors in Pueblo now and in the future.**
- **Affordable broadband service options that meet the community’s needs for a secure and convenient connection.**
- **Implementation of practices that address Digital Equity and Inclusion to support customers’ need learn to use applications and access services.**
- **Development of programs to address the need for a personal device on a secure and convenient network.**

Pueblo Opportunity Project... “Alliance”



Digital Literacy



PUEBLO
OPPOR
PROJE
B R O A D B A N D

<u>Essential Computer Skills</u> • Basic Computer Skills • Internet Basics • Using Email • Windows • Mac OS	<u>Essential Software Skills</u> • Microsoft Word • Microsoft Excel • Microsoft PowerPoint • Google Docs • YouTube	<u>Technology in Daily Life</u> • Social Media • Homework Assistance • Supporting K-12 Distance Learning • School Platforms
<u>Government Agencies</u> • Voter Registration • Public Health • Social Science Research • Government Programs	<u>Business Applications</u> • Career Search Skills • Company Searches • Economic Research • Employment Opportunities	<u>Health Care Applications</u> • Accessing Health Plans • Navigating Online Health Check Ups • Drug Prescriptions
<u>Entertainment Applications</u> • Video Gaming • Movies/Music • Navigating Arts, Museums, Plays • News Sources	<u>Advanced Computer Skills</u> • Using Computer Animations • Website Creation & Development • Creating Content • Editing Content	<u>Commerce: Buying/Selling</u> • Online Banking • Amazon Online Shopping • Business Reviews • Real Estate • Credit Reports

POP Digital Navigation System



Affordable Connectivity Program: “Pueblo Broadband Ahora” Proposal to FCC

Recently completed proposal to FCC’s Affordable Connectivity Grant Program on Jan. 9, 2023

Program Goal: Facilitate the promotion of the Pueblo Broadband Ahora Program in order to increase awareness of and participation in the ACP among eligible households in not served and underserved neighborhoods in Pueblo Colorado

Program Objectives:

- Collaborate to expand and support diverse and impactful outreach efforts in the not served and underserved neighborhoods in Pueblo Colorado nationwide;
- Strengthen outreach partner network organizations in the Pueblo Community, statewide and nationally by empowering them to mobilize people and organizations to help raise awareness about the ACP to eligible households; and
- Increase ACP enrollment as a result of ACP Outreach Grant Program funded activities.

POP Advocacy

Collective effort to achieve digital equity, inclusion and literacy goals.





COLORADO

Broadband Office

Governor's Office of Information Technology

CBO Update - Pueblo Meeting

POP Alliance Structure



Community

"The Focus"

Members

"Knowledge Powerhouse"

Taskforce

"Teamwork"

Steering

"Strategic Leadership"

Backbone

"Organizational Support"

Strategic Granting

Strategic Granting Strategy allowing many organizations and programs to work together in a cohesive and collaborative way there by reducing duplication and expense and increasing services and opportunities.

- Matching grant requirements with the best applicant for a successful award.
- Working together in partnerships to reach goals of the funding agency and the goals of the partnership organizations.
- Aligning planning, partnership organizations and funding sources including federal, state, and local grants, philanthropic groups and private funding to maximize opportunities.



Advance Colorado Broadband



- CBO's grant program for federal funding deployment
 - Community-driven partnerships
 - Parts of Colorado that currently have no access or poor access to high-speed internet
 - All federal funding programs will go through Advance
- Advance Colorado Broadband website:
 - broadband.colorado.gov/advance-colorado-broadband

Broadband Network Models

- Private Ownership
- Public Ownership
- Collaborative Model -- Public Private Partnerships (P3)

Overall, a PPP can be a powerful tool for delivering city-wide broadband networks, but it's important to carefully consider the potential benefits and challenges, and to have proper governance and oversight in place to ensure that the partnership is successful.

POP Marketing Strategy

The focus of the Pueblo Opportunity Project marketing strategy is to educate and promote the Pueblo Opportunity Project program efforts of digital equity, inclusion, literacy, advocacy, and broadband technology adoption; and impactfully communicate the value of Public Private broadband solutions to the community of Pueblo.

Pueblo Opportunity Project “POP” Strategic Marketing Framework

Market Research and Environmental Scanning: Associations and Content Resources:

- NTIA
- Harvard Business Review
- NDIA
- City of Pueblo
- SMART CITIES DIVE
- SHLB.org
- Institute for Self-Reliance
- Benton Foundation
- Providers

Co Create Methodologies:

- Public Private Leadership
- Co Create Community Network Solutions
- Project Facilitation and Management
- Broadband Digital Equity, Inclusion, & Literacy
- Strategic Marketing

Networks and Alliances:

- NTIA
- NDIA
- Hispanic Chambers of Commerce
- Colorado Broadband Office
- Colorado Educational Broadband Coalition
- Colorado Office of Future of Work
- National League of Cities

“POP Branding”

- Brand Creation
- Brand Alignment and Positioning
- Value Proposition

POP Marketing Communication Center:

- Database
- Content Creation
- Website
- Analytics
- POP Knowledge Center
- ACP Adoption Rates

Outbound Marketing and Messaging

Social Media

- Facebook
- Twitter
- Instagram
- LinkedIn
- WhatsApp
- YouTube

E-mail/Text Strategy

- CSU Pueblo
- PCC
- Pueblo Chamber
- Latino Chamber
- CBO Specific Targeted Databases
- HIS Database Channels
- Others

On-line Management Systems:

- Hootsuite
- Mailchimp

Messaging and Advocacy Channels:

- Education
- Business,
- Government
- Workforce
- Healthcare
- Intercultural

Ecosystem Impacts and Outcomes

36 Targeted Census Tracts: Residents, Students, Neighborhoods and Households

- Community Anchors
- CBO’s: La Gente, Eastside Action Team,

Education Sector

- CSU Pueblo
- Community Colleges
- Dist. 60 & 70
- Charter Schools
- Online Schools

Community Sectors

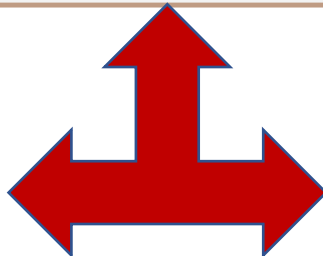
- State Gov.
- City of Pueblo
- Pueblo County
- Health Care
- Workforce
- Pueblo Housing Authority
- Business

Providers and Community Leadership

- Industry Thought Leaders and Decision Makers
- Elected Officials
- Funders: Federal, State and Regional

Pueblo Opportunity Project Marketing Management:

- Mkt. Research and Environmental Scanning
- Social Media, E-mail, Online Mgmt. Systems, and Impacts
- Brand Alignment
- Communication Center/Analytics



Assessment & Evaluation Framework

Assessment

- Community Survey Clarifying "The Why?"
- 400 Household Sample
- Focus Groups

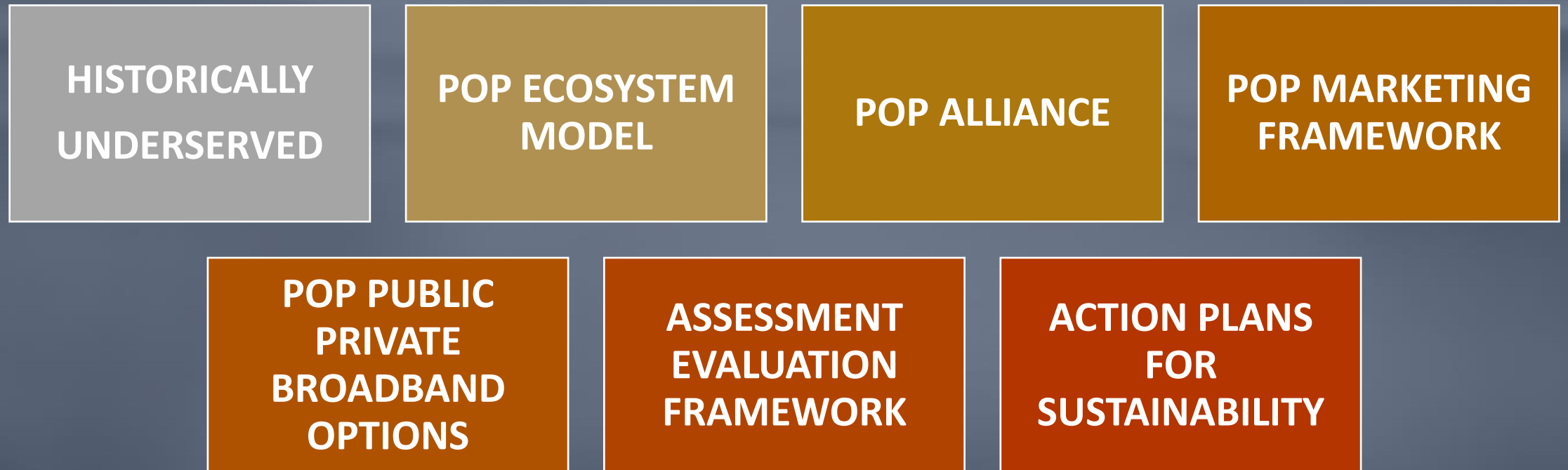
Evaluation

- Plans for Evaluation of POP Success and Benefits
- Intended Project Results and Metrics
- Researched Based Evaluation Methods

Action Plans for Sustainability

The Action Plan for Sustainability will outline the decisions and activities needed to ensure the plans components long-term success.

POP: A Plan for Broadband Digital Equity Inclusion and Literacy



“Pueblo Opportunity Project” Update

Questions...?

