

TOWN COUNCIL
Work Session
Cape Charles Civic Center
April 28, 2016
6:00 p.m.

1. Call to Order: Roll Call

2. Order of Business
 - A. Cape Charles Beach
 - B. Wastewater Treatment Plant
 - C. Wi Fi Service Central Park and Beach
 - D. Northampton County Resolution

3. Motion to Adjourn



Eastern **SHORE** Communications, LLC
P.O. Box 615
Cape Charles VA 23310
(757) 695.2090
SPIN: 143036101

Proposal: 201600532

April 25, 2016

Client

Town of Cape Charles
Brent Manuel
2 Plum Street
Cape Charles, VA 23310

Proposal Overview

This proposal is for the installation and delivery of necessary equipment and labor to provide free basic internet access to Visitors and Guests to the Town of Cape Charles.

About Us

Eastern Shore Communications is an established Internet Service Provider (ISP) serving commercial customers from Hampton Roads Virginia across Virginia's and Maryland's Eastern Shore. Our commercial and industrial customers include the largest employers in the region, and some of the largest hospitality enterprises in the Mid Atlantic. We also provide residential services and last mile coverage in rural communities in all of our market areas. Our network backbone is a state of the art fiber optic network that reaches from Washington DC to Atlanta

Georgia, with interconnection to other fiber networks the world over. Our secure network operations centers are diversely located in Norfolk, Cape Charles and Wallops Island. We offer up to 10 Gigabit broadband internet and transport service as well as VOIP telephone, Cloud hosting services, rack-space, customer premise network design services, and engineering and technology consulting to maximize internet and network based productivity. Numerous commercial references are available upon request.

Payment Structure

50% of Non-Recurring Charge (NRC) due at signing. Balance at project completion.

Signatures

Acceptance of proposal

Eastern Shore Communications

Name: Ronald van Geijn
Title: President
Date: _____
Signature: _____

CUSTOMER

Name: _____
Title: _____
Date: _____
Signature: _____

Detailed Description

Network Options:

The deployment of High Speed Internet access to the common areas of Central Park and the Beachfront of the Town of Cape Charles is an important utility to provide Guests and Visitors. Access to the internet to keep connected with work or obtain simple information is not a reason to come to a location, but it is a reason to leave and not return.

Eastern Shore Communications (ESC) is offering several options to install internet to the Beach front – as electricity and equipment structures are obstacles which need to be overcome. The Central Park location has the necessary facilities for equipment installation for suitable internet access and only one option is necessary. Additionally, should future expansion of this network be requested for the Mason Avenue area, we can prepare a proposal for this work as well.

Internet access requires two-way (aka full duplex) communication. To ensure high-quality experience it is essential that Access Points are evenly spaced and not more than 150 to 200 feet from the furthest client device. To appropriately provide internet access to the Beach front area – 5 Access Points are necessary to support Guests' and Visitors' devices. The location of these Access Points is depicted on the attached images.

Our recommendation is to make the investment in a long term installation solution which provides signal to the entire Beach Front via a durable, reliable, and expandable deployment. We recommend the installation of five 20-30' poles along the west side of the existing boardwalk. At the southernmost pole, we would install a box with the necessary equipment to power and manage this network. We would also bury conduit between each pole to interconnect the poles with Ethernet and Electrical cabling. The one time cost to install the five poles and conduit with cabling is \$4,387.50.

The total cost per location for the equipment and labor to establish an Access Point is \$1,055. With eight locations (utilizing existing structures at Central Park and on the Fishing Pier) the total cost for service equipment deployment and poles is \$12,872.50.

The second option would utilize the existing structures on the Fishing Pier, the Bath House, and the Gazebo, and to install three poles along the board walk. The service would be delivered point -to-point between each location. The new poles would require either a direct power source or the installation of small solar panels. The cost for the three new poles with solar panels would be \$5,596.50. Indeed, the use of solar panels would eliminate the nominal expense of electricity, however, the stability of the panels under the windy conditions frequently experienced at the Bayfront is concerning. The cost per Access Point is also more expensive as secondary equipment must be installed to establish the point to point. Each Access Point is \$1,285. The total cost for this \$15,186.50.

A final option is to underserve the Beach front by utilizing only the Fishing Pier, Bath House, and the Gazebo. The cost to deploy this option is \$9,455. This option is not recommended as users at the North end of the beach will “see” the network but will not be able to connect and use it unless they move to the South end. The result may be an experience that does not meet the goal of this proposal.

We recommend that the deployed equipment be removed during the off season to extend its performance life. This maintenance program includes removing and cleaning all equipment, updating firmware, and making any service recommendations. Additionally, the equipment will be reinstalled and tested for operation at the beginning of each season. The cost \$115/location is broken down in to removal/maintenance and installation/testing – payment of \$75 at removal and \$40 after installation.

Costs and Revenue Sharing

The recommended base internet service for Central Park is 10 Mbps, for the Beach regardless of the option selected 25 Mbps. The monthly cost for these two services will be \$314.95. Both are upgradeable should the demand require it. The service can be dormant during the off season – if the maintenance program is subscribed to and the equipment is removed, there will be no charge during the off season. If the equipment remains installed, there will be a \$4.95/month charge for each piece of equipment in the system – we know the minimum will be 8 with a maximum of 12.

The subscribed service will allow Guests and Visitors to access the internet to check email and surf the internet for information. This free bandwidth will not allow streaming without buffering – however, a pay to upgrade service will be offered.

Per Device Access:

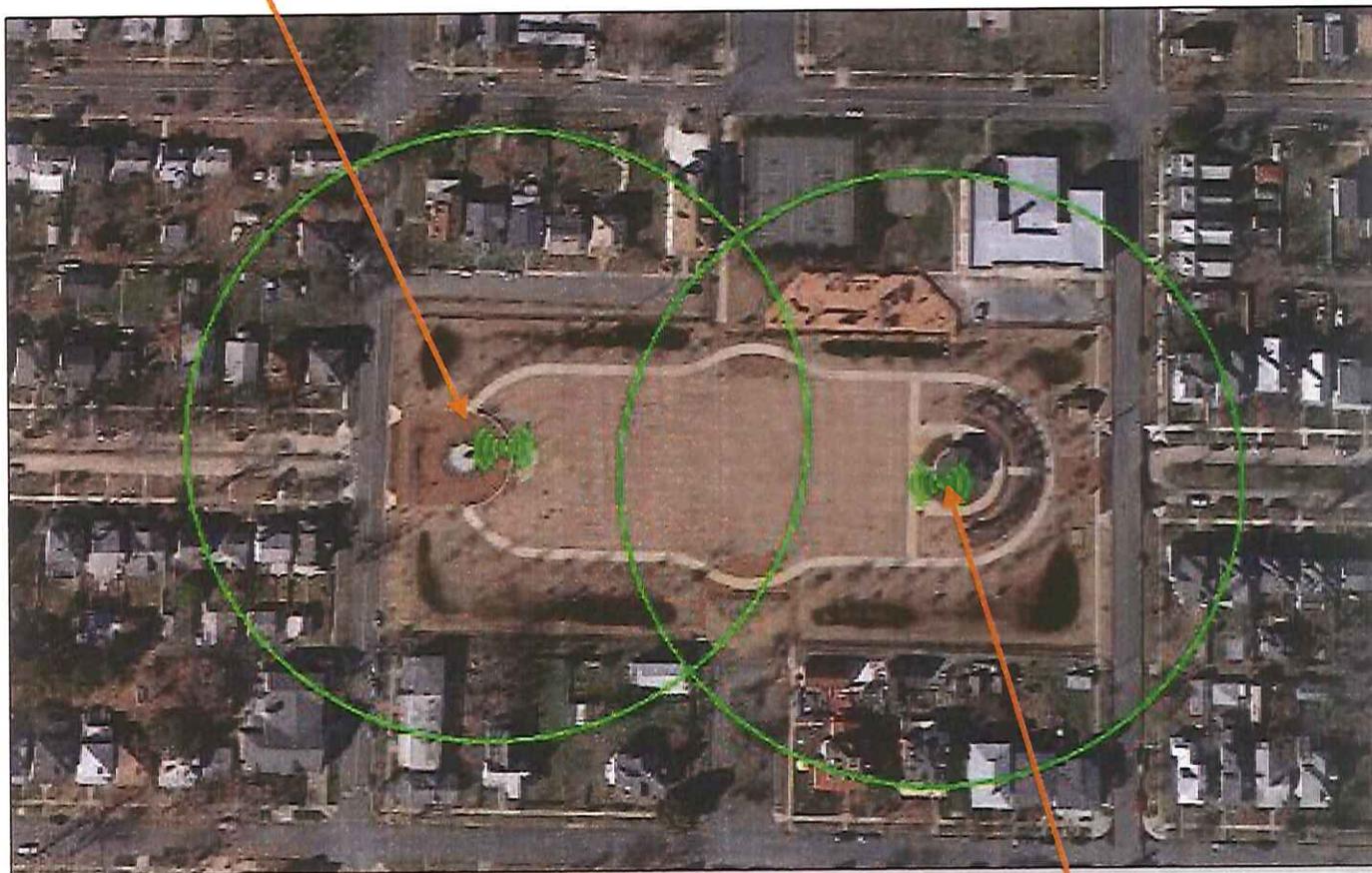
	By the Hour	By the Day	For a Week	Seasonal (May 15 – Sept 15)
Streaming Access	\$2.95	\$5.95	\$34.95	\$265.95

25% of all revenues generated by these paid upgrades will be credited to the Cape Charles Account, or dispersed as requested.

ESC can also provide a landing page that promotes individual businesses who purchase advertising within the service. 50 % of these revenues will be credited to the Cape Charles Account, or dispersed as requested.

We look forward to the opportunity to partner with the Town of Cape Charles, to bring to fruition free public access to a much needed utility.

WiFi Access Point:
Located on Light Pole



WiFi Access Point:
Located on Gazebo



Eastern Shore
communications

March 21, 2016

Brian Manley

Town of Cape Charles, Town Park
Public WiFi Access Point Placement

WiFi Access Points:
On Poles



WiFi Access Point:
Located on Fishing Pier



March 21, 2016

Brian Manley

Town of Cape Charles, Beach
Public WiFi Access Point Placement, Poles

WiFi Access Points:
Location TBD



WiFi Access Point:
Located on Gazebo

WiFi Access Point:
Located on Bathroom

WiFi Access Point:
Located on Fishing Pier

RESOLUTION 20160519

**A RESOLUTION SUPPORTING PLANNING FOR THE
DEVELOPMENT OF A SMALL BUSINESS INCUBATOR OR
COMMUNITY KITCHEN IN MACHIPONGO, VIRGINIA**

WHEREAS, the entire Eastern Shore Region has a need for economic development and small business support, continued community development, and a more robust working relationship between counties and towns; and

WHEREAS, Northampton County has expressed an interest in redeveloping the former Northampton Middle School facility in Machipongo, Virginia in a manner that best suits the needs of regional businesses, residents and local government on the Eastern Shore of Virginia; and

WHEREAS, the Stronger Economies Together and Comprehensive Economic Development Strategy economic development plans for the Eastern Shore of Virginia have resulted in the creation of a virtual network of local government and business stakeholders and identified a need for small-business incubator or community kitchen facilities, as well as other community use, recreation and educational space, within the region; and

WHEREAS, the Virginia Department of Housing and Community Development provides funding for planning activities, which will only support regional collaborative efforts, through the Building Collaborative Communities Program; and

WHEREAS, the Accomack-Northampton Planning District Commission supports Northampton County's interests in redeveloping the facility in a manner that suits the needs of local businesses and residents and is committed to administering the grant contract and providing the \$10,000 local match funding required.

NOW, THEREFORE, BE IT RESOLVED, that the Town of Cape Charles hereby supports an application for funding through the Virginia Department of Housing and Community Development's Building Collaborative Communities Program to support a planning grant focused on the expansion and continuation of the existing virtual government/business network, accommodated at the former Northampton Middle School facility in Machipongo, Virginia.

Adopted by the Cape Charles Town Council at a meeting held on May 19, 2016.

George Proto, Mayor

ATTEST:

Clerk of the Council