

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

SEP 15 2011
#7

MEMORANDUM

Date: February 17, 2011
To: Harbor Commission
From: John N. Bridley, Waterfront Director
Subject: **Business Services Report - General Update**

Wireless Internet Service for the Marinas

Staff has received inquiries from a number of visitors who arrive by boat to the Santa Barbara Harbor that anticipate using the internet to access emails, for business purposes, weather information and other pertinent information. Internet service via Cox Communications is available to permanent slip permittees and liveboards, however, this is not convenient for visitors or vacation users.

The Department is currently seeking a wireless internet (WiFi) provider to provide service in the marinas. A Request for Proposals (RFP) has been drafted and will be released and advertised in the next 30-60 days. The RFP is designed to select a professional experienced wireless internet provider that has a demonstrated proven experience in a marina environment. The wireless internet provider will install its own equipment at no cost to the Department. The wireless internet provider will offer its service utilizing a tier-based system for an hourly, daily, weekly, monthly and annual rate. For example, \$4/hour, \$10/day, \$35/month has been proposed by wireless internet providers. The WiFi contractor would be responsible for billing and collecting fees from its subscribers. The wireless internet provider will bear the burden of the cost of hardware, its installation and any replacement costs; there will be no cost to the Department. Staff intends to negotiate a license fee or revenue sharing arrangement so that there is some amount of revenue generated for the Department, although the primary purpose is to provide an amenity for boaters, and generating revenue from the service is a secondary priority.

The marina environment is a challenge and therefore wireless internet providers with previous marina experience will be given priority in the RFP selection process.

Prepared by: Scott Riedman, Waterfront Business Manager

ATTACHMENT #1

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Wireless Internet

by



Ecco Wireless



**FOR THOSE WHO WANT TO DO MORE.
THE SPEED YOU NEED.**

Price Plans

Short Term

1 Day - \$9.95

3 Day - \$24.95

7 Day - \$39.95

Long Term

3 Months - \$69.95

6 Months - \$100.00

12 Months - \$156.00

This new internet service provides boat owners, residents and office tenants with a new broadband internet service providing superior throughputs, at a fraction of the cost of Cable and DSL service. The prepaid plans range from hourly to weeklyto long term plans ranging from 3 months to 1 year with costs averaging as low as \$13/month.

Here's how.....

Step 1 – Select an Access Point (**Ecco WiFi #####**)

Step 2 – Open up your Internet Explorer, Safari or Google Chrome. You will automatically be redirect to a login page for Ecco. Then simply select “New Account”.

Step 3 – A sign up page will appear. Simply select the service plan term you want.....then fill in credit card information, create a unique username and password. (Make sure to write it down), then select “Signup”

Step 4 – Select your “Home page”. That's it.

For support call ... (866) 482-3666

Frequently Asked Questions

How fast will the Internet be?

Ecco provides Internet connections on a per user basis with speeds up to 3 Mbps. However, performance will vary based on the many factors including, device, power provided to your devices radio, type and position of antenna, driver used, the wireless utility used, type of wireless card, your physical location (near the water level will decrease performance by 40-100%.....higher is always better), distance away from Access Points, and the obstacles between you and the nearest Access Point.

How secure is the network?

This network was designed to provide a secure method of accessing the internet. Each user, once they connect to our network, is provided a private IP address and then placed in a walled garden area (very private area), so that private information can be sent to our authentication servers. This information is then combined with the MAC address for your computer, which is crosschecked by our servers, to identify you as an authorized user. If everything is correct, you receive web access. If not you are rejected access to the web.