



# **GoogleFi- The Quest for Gigabit Fiber**

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# Brief Overview of the GoogleFi Initiative

## A Tight Deadline

- The GoogleFi Initiative announced Feb 10<sup>th</sup>, 2010
- March 26<sup>th</sup>, 2010 deadline for applications
- Six weeks for governments to get act together

# What Was Proposed

- Google asked cities interested in a 1 Gigabit FTTP network to fill out RFI's
- RFI application is 26 pages long
- Google also asks for individuals to fill out separate application

# The Google-normous Reaction

Let the Campaigns begin

## Cities use all kinds of tools

- Facebook
- Twitter
- PR Firms
- Media blitzes

The background features a stylized city skyline with various grey buildings of different heights and shapes against a light blue sky. In the foreground, there is a large, dark grey silhouette of a house with a white outline, set against a yellow and white striped background that suggests a field or a road.

# Some Cities Jump Off the Deep End

- Topeka...um...Google. Kansas- Jared?
- Sarasota, Florida
- Durham, North Carolina

# Applications Roll in to Google

## Individual Applications By the Boatload

- Close to 200,000 individual applications
- Shows public interest in high speeds and applications

## Cities File RFI's

- 1100 Cities Apply
- Shows cities unhappy with incumbents
- Need for economic development

# Poll Question

(use the form on the right side of the screen)----→

**Did you file an application for GoogleFi?**

- I filed an individual application
- My city filed an application
- I was involved with my city and filed an individual
- My city did not apply
- Other

# Preparations and Beyond

## Introductions

- Jared Starkey - Think Big Topeka - Topeka, KS
- Ben Teague - Asheville Area Chamber of Commerce - Asheville, NC
- Hunter Goosmann – ERC Broadband - Asheville, NC
- Chris Swanson - CEO/ PureDriven- Duluth, MN



# Preparations

The background features a stylized cityscape. The top half has a light blue sky with several grey buildings of varying heights and shapes, some with white window cutouts. The bottom half has a yellow ground area with a large, dark grey house silhouette in the foreground, also with white outlines for windows and doors.

## What Did Your City do to Prepare?

- For City's RFI
- For Community Response

The background features a stylized cityscape with grey buildings and a prominent house silhouette in the foreground. The top half has a light blue sky, and the bottom half has a yellowish ground with diagonal lines. The word "Beyond" is centered in the upper half.

# Beyond

**What if you don't win the Google Grand Prize?**

- Will you pursue a community-owned network?
- What are your future plans?

The background features a stylized cityscape with various grey buildings of different heights and shapes against a light blue sky. In the foreground, a large, dark grey silhouette of a house with a chimney is visible. The overall aesthetic is clean and modern.

# **Lessons Learned?**

**What Lessons Did Your City Learn?**

About Projects of This Nature?

That You Can Use in Future Endeavors?



- Community Driven Effort
- Crowd Sourcing 2.0
- Handling Bureaucracy
- Handling Giant Telecoms

# ASHEVILLE

- Who is Asheville?
- Strategy was NOT changing Asheville to attract Google
- Impetus for a strong grassroots campaign for broadband
- ERC Broadband- community minded nonprofit regional fiber optic network
- Building 100+ regional miles (Golden LEAF Rural Broadband Initiative)
  - 25 miles in Asheville.
  - Connects WNC to ORNL and expands connectivity to other regional and national networks.



## **Intro to Duluth, Minnesota and Superior, WI (Twin Ports)**

[http://en.wikipedia.org/wiki/Twin\\_Ports](http://en.wikipedia.org/wiki/Twin_Ports)

Twin Ports before the Google Fiber project

Google Fiber RFI

Investments being made in Middle Mile and Last Mile Fiber deployments in the area

Current state of the Twin Ports Google Fiber project

The future with/without Google





- Unlikely companions to fight for project
- Need for better broadband for economic development
- City had already thought about this behind closed doors
- Citizens fed up with one choice

# Summary and Beyond?

## The Real Genius of the Google Initiative

- Not the eventual result
- People talking
- Public Interaction with Government
- Helped create framework for future projects



# The Waiting Game

The background of the slide features a stylized city skyline. The buildings are represented by simple, flat shapes in shades of grey and blue, with white outlines. The sky is a solid light blue, and the ground is a light yellow with faint, curved lines suggesting a horizon or ground level.

- No city has been chosen yet
- No firm date for announcement
- Fear of losing momentum

# Keeping the Ball Rolling!

- Chattanooga launches 1Gbps in September  
<http://epbfi.com/internet/>
- Other communities with community networks
- Lafayette, LA- <http://www.lusfiber.com/>
- Wilson, NC- <http://www.greenlightnc.com/>
- More Resources-  
<http://www.bbpmag.com/MuniPortal/FTTHLand.html>

# Resources

- Communities United for Broadband -  
<http://communitiesforbroadband.com/>
- Fiber for Communities- Google site -  
<http://www.fiberforcommunities.com/index.html>
- Broadband Properties- Municipal Portal-  
<http://www.bbpmag.com/MuniPortal/FTTHLanded.html>

# Q&A



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Communities United for Broadband: [www.communitiesforbroadband.com/](http://www.communitiesforbroadband.com/)

At Broadband Properties Magazine: [www.munibroadband.com](http://www.munibroadband.com)


Broadband Properties homepage: [www.bbpmag.com](http://www.bbpmag.com)

For more information regarding Think Big Topeka, please visit [www.ThinkBigTopeka.com](http://www.ThinkBigTopeka.com)

For more information regarding PureDriven, please visit <http://www.puredriven.com/>

Jay Ovittore is available for consulting with communities on economic development and political barriers to your broadband strategy and can be reached at [jovittore@gmail.com](mailto:jovittore@gmail.com)

Did you enjoy this webinar? Register now for our *next* webinar on December 15 at 2 pm EST, ***Advanced Broadband at the End of its First Decade – Where We Are and Where We Are Going*** by clicking this link - <http://tinyurl.com/27vpauc>. Our presenter will be Michael Render, President and Leading FTTH Researcher at RVA LLC.

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