GoogleFi-
The Quest for Gigabit Fiber

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Brief Overview of the GoogleFi Initiative

A Tight Deadline

- The GoogleFi Initiative announced Feb 10th, 2010
- March 26th, 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
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

What Did Your City do to Prepare?

• For City’s RFI
• For Community Response
Beyond

What if you don’t win the Google Grand Prize?

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


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

• 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

Communities United for Broadband: www.communitiesforbroadband.com/

At Broadband Properties Magazine: www.munibroadband.com

Broadband Properties homepage: www.bbpmag.com

For more information regarding Think Big Topeka, please visit 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

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.