

Broadband for the rest of us

Presented by

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WideOpen Networks



The telephone
and cable
companies
keep trying to
give us faster
horses--

***Gig fiber is the
auto of telecom***



*"If I had asked people what they
wanted, they would have said,
'Faster horses.'"*

Henry Ford

We have been here before

- ▶ When did citizens and business people first pester town leaders for newfangled technology?
 - ▶ “[we]...sorely feel the need for this....[If we had this] more merchants would come to the fairs, the citizens would be very consoled, cheerful and happy, and would live a more orderly life, and the town would gain in decoration.”
- ▶ 1400 (as in six hundred years ago)
- ▶ What was the first Main Street technology?
- ▶ The town clock



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...the more things change...

- ▶ One can imagine the town fathers discussing the buying the first clock for the community:
 - ▶ “Our citizens don’t have the necessary training to use it.”
 - ▶ “We don’t have people in the community who know how to maintain it—we’ll have to bring in high-priced help from the big cities.”
 - ▶ “It’s not the town’s responsibility to do this—let’s leave it to the local merchants.”

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Broadband is the road, not one of the trucks

- ▶ Communities need a modern digital road system that will deliver many kinds of services, not just Internet
- ▶ Like roads, broadband has become essential infrastructure
- ▶ Tens or hundreds of millions of dollars leave your community every year just to pay for existing services

Broadband is NOT a number. It means that your businesses have as much bandwidth as they need to compete in the global economy.



Broadband is
transportation

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What the FCC Says: Build Your Own!!!

- ▶ **Gigi Sohn**
 - ▶ Counselor to the FCC Chairman
 - ▶ Before the NATOA Annual Conference, 9/9/2015
- ▶ “Rather than wait for incumbent ISPs to build the network your cities want and need, you can take control of your own broadband futures.”
- ▶ “Rather than thinking of yourselves as taxers and regulators, which has been the traditional role, you can think of yourselves as facilitators of the kind of services you’ve been begging the incumbents to provide for years.”

The National
Cable &
Telecommunications
Association had no
comment.

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Google fiber is not coming to rural America

- ▶ Google is spending in metro areas of a half million population or more
- ▶ Smaller communities and rural areas have to realize you may have to do it yourself
- ▶ Many small communities have already started
- ▶ Some communities projects are now 6-8 years old and have been able to change the local economy
- ▶ Fiber and wireless is not a silver bullet for economic problems...they are an essential part of the solution

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Examples of Success

- ▶ **Bozeman, Montana**
 - ▶ \$4 million project now underway, financed by local banks
 - ▶ Business plan is open access with multiple providers
- ▶ **Wired Road: Carroll and Grayson counties, City of Galax**
 - ▶ High performance fiber and wireless network in operation since 2008
 - ▶ Started with one \$200,000 grant, has attracted nearly \$4 million in total funding
 - ▶ Fiber in all business parks and downtown areas, rural wireless broadband
 - ▶ More than 1,000 square miles of very difficult mountainous terrain
- ▶ **Charles City County, Virginia**
 - ▶ High performance fiber and wireless project now under construction
 - ▶ Population 7,256
- ▶ **Powell, Wyoming**
 - ▶ Six year old fiber project hugely successful
 - ▶ Population 6,234
 - ▶ Open access with true competition
 - ▶ Paid off some debt early

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What is the Goal?

What does your community want to look like in twenty years?

- ▶ Unlimited bandwidth--**whatever is needed to support businesses**
- ▶ Universal Access--ubiquitous access to the same bandwidth and services, regardless of location. Rural areas have network equality with cities
- ▶ Symmetric Bandwidth--needed to support business services at the office and home-based jobs and businesses
- ▶ Affordability--Prices should be comparable to the rest of the world
- ▶ Fiber and Wireless--mobility and high bandwidth services
- ▶ Public/Private Partnerships--telecom requires gov't and business collaboration
- ▶ Fair and equal treatment of all services and all providers

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What Broadband is Not

- ▶ It does not have to be expensive
 - ▶ Start small
 - ▶ Build on success
- ▶ It does not have to be difficult
 - ▶ Get help with a good business plan
 - ▶ Get a technical design that “fits” the community
- ▶ It does not have to be complicated
 - ▶ Fiber networks are mostly cheap plastic pipe (conduit)
- ▶ It does not have to be hard to manage
 - ▶ Outsource most management functions to qualified firms

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You only have to answer three questions

Everyone saves money when the community shares a single digital road system!

- ▶ Who will own it?
 - ▶ Many options
 - ▶ Not necessarily a new local government responsibility
- ▶ How will you finance it?
 - ▶ With a good business plan and some start up money, local financing is possible
- ▶ How will you manage it?
 - ▶ Government is NOT going to compete with the private sector
 - ▶ Outsource and create new business opportunities

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