

Update from the Broadband Advisory Committee

Broadband Advisory Committee

Status Report

July 13, 2008

Gary Gomes

Broadband Advisory Committee Composition

- Gary Gomes
- John Griffith
- Jeff Harris
- Dr. Stephen Horan
- Dan Townsend

BAC has reached certain conclusions:

- A Universal municipal fiber to the home broadband network is not economically feasible at this time, given the current business environment, local demand and usage patterns, and existing services.
- Near-term focus should be on “developing demand” and encouraging expedited private investment.
- Wireless or alternate networks may be viable for early implementation of public service applications.
- City should integrate “Broadband” in Strategic Plans (just as roads and water)
- City should plan and take actions to “create assets” today that will have increased value as population density and demand increase.
- City should leverage potential ARRA and other funding sources to address “Digital Divide” and enable enhanced public services.

What is Broadband?

- General Term referring to high capacity communications facility – an information “Pipe”
- Typically refers to digital connection which can provide a variety of services (voice, data, video) simultaneously
- Data rate has increased over time – originally more than that a “voice channel” or 64 Kbps
- NOT synonymous with “INTERNET” – this is an important distinction

Broadband Infrastructure may be a Combination of Fiber, Copper and Wireless

- Fiber
 - Highest Capacity (nearly unlimited)
 - Readily Expandable
- Copper/Coax
 - Existing infrastructure
 - Capacity increasing but within limits
- Wireless
 - Capacity increasing but within limits
 - Mobile
 - Rapid deployment

Why Broadband is Important?

- More than just “Internet”, or “Video” or “Triple Play”
- It’s Essential Information Age Infrastructure
- Analogous to
 - Rivers and Canals of the 18th Century
 - Railroads of 19th Century
 - Highways and Airports of 20th Century
- The means to deliver the digital content that people, business and government need to participate in the 21st Century Information Age

Advantages of Broadband (FCC Chair Julius Genachowski)

Broadband can provide access to a wide range of resources, services, and products that can enhance your life in a variety of ways.

- **Education, Culture, & Entertainment**

Broadband can overcome geographical and financial barriers to provide access to a wide range of educational, cultural, and recreational opportunities and resources.

- **Telehealth & Telemedicine**

Broadband can facilitate provision of medical care to unserved and underserved populations through remote diagnosis, treatment, monitoring, and consultations with specialists.

- **Economic Development/E-Commerce**

- Broadband can promote economic development and revitalization through electronic commerce (e-commerce) by:

- Creating new jobs and attracting new industries.
- Providing access to regional, national, and worldwide markets.

- **Electronic Government (E-Government)**

Electronic government can help streamline people's interaction with government agencies, and provide information about government policies, procedures, benefits, and programs.

- **Public Safety and Homeland Security**

Broadband can help protect the public by facilitating and promoting public safety information and procedures, including, but not limited to:

- Early warning/public alert systems and disaster preparation programs.
- Remote security monitoring and real time security background checks.
- Backup systems for public safety communications networks.

- **Broadband Communications Services**

Broadband provides access to new telecommunications technologies such as Voice Over Internet Protocol (VoIP) allowing voice communication using the Internet.

- **Communications Services for People With Disabilities**

Broadband permits users of Telecommunications Relay Services (TRS) to use Video Relay Services (VRS) to communicate more easily, quickly, and expressively with voice telephone users.

Broadband is an Important Basis for Organic Economic Growth

- Supports area's major economic engines (WSMR, NMSU, Spaceport)
- Attractor for Tech Industry
- GDP Growth (min 1 – 2% per year)
- Increase in property values
- Green Initiative – i.e. Smart Grid and Reduced Travel

Why Municipal Involvement? To Promote the Public Good

- Control our own destiny – ensure our competitiveness and survival
- Enhance Digital Equity and Inclusion
- Foster Competition
- Lower costs and provide universal service via collaborative efforts
- Enhance Education and occupational opportunities
- Drive community involvement and public services
 - Public Safety
 - Governance
 - Affordable Health services
 - Cultural Access

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Regularly Review Municipal Broadband Over Time

- Municipal Broadband is not a “dead” concept
- New City assets may reduce cost of deployment
- New and/or Increased Demand offer opportunity for increased revenues
 - Broader public adoption (digital inclusion)
 - Increased Electronic Public Services
 - Smart Grid
 - New Services
- Alternate Technologies

Phased Approach Possible

- Create Useful Assets Today
- Continuously explore opportunities for public-private partnerships
- Digital Inclusion and Demonstration projects to build demand and awareness
- “Core” backbone for Community Anchor Institutions
- Wireless and/or Fiber Demonstration Projects

Policy Recommendations

- Enact Policy and Code provisions to require installation of city-owned conduit during any major road construction project and establish rules and charges that minimize the impact to public and fully compensate for delays and damage to roadways associated with any “street cutting/opening”.
- Enact Policy and Code provisions to encourage ongoing private investment and competition in Broadband services which address the public need and interests.
- Develop and enunciate a Policy and commitment to the purposeful application of digital communications technologies to improve quality and lower costs of public services, improve quality of life and improve the educational and economic status of the populace.
- Participate in the development of an “integrated” set of complementary ARRA projects/applications which leverage the activities and resources of other regional entities.

Recommendations for Specific Action

- Establish an Administrative or Ad Hoc Committee comprised of reps from City, LCPS, NMSU, DACC, State Workforce Development and private (Non-Profit and For Profit) entities to consider and develop an ARRA application for a Community Computing Center servicing public needs for computer access, broadband access, computer training and workforce training.
- Establish an Administrative or Ad Hoc Committee comprised of representatives from City, County, NMSU/DACC, LCPS, Downtown Development and Private entities to consider and formulate a wireless-based Sustainable Broadband Adoption “Digital Inclusion”, program similar to Digital El Paso, to increase attractiveness of downtown, make broadband and services available to populace, train users and develop compelling and appropriate content.
- Establish an Ad Hoc Committee to develop proposed code changes to address issues of utility conduit installation, access and compensation

ARRA Broadband Funding

- Commerce/NTIA) and Agriculture Department/RUS budgets of \$7.2 Billion
- RUS funding (\$2.5 B Broadband Initiatives Program “BIP”) limited to Rural Areas (Las Cruces does not qualify)
- NTIA (\$4.2B Broadband Technologies Opportunities Program “BTOP”) funding in separate categories, to be awarded three tranches and spread among five (5) program categories.

BTOP Funding Plan

	Total (\$M)	Tranche 1	Tranche #2 &#3
Total Authorized	\$4,700	\$1,600	\$3,100
Infrastructure	\$3,900	\$1,200	\$2,700
Community Computing	\$200	\$50	\$150
Sustainable Adoption	\$250	\$150	\$100
Broadband Mapping	\$350	\$0	\$350
National Reserve	\$0	\$200	-\$200

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NTIA BTOP Status

- NOFA issued 7/1 with Proposals due August 14, 2009
 - Last Mile Infrastructure
 - Middle Mile Infrastructure
 - Community Computing
 - Innovative Sustainable Broadband Adoption
 - Mapping not included in NOFA
- NOFA defines “Broadband” as 700 Kbps down and 200 Kbps up or greater
- Tranche 2 and 3 proposals expected to be due Winter 2009 and Spring 1010 respectively

BTOP Finding Applicability

- Infrastructure limited to “Unserved” and “Underreserved” areas
 - “Unserved “ area is where 90 % of populace lacks ACCESS to Broadband (Las Cruces does not qualify)
 - “Underreserved” is an area which meets one or more of these criteria:
 - Less than 50% have ACCESS to Broadband
 - No provider ADVERTISES 3 Mbps or higher service
 - Less than 40% of households SUBSCRIBE to Broadband
 - Las Cruces does not qualify for #1 or #2 and there is no publicly available data to support #3 (there could be qualified census tracts and City should request data from providers)
- Community Computing and Sustainable Broadband Adoption programs are applicable

Community Computing Initiative

- City meets key metrics (low income and disadvantaged minority populations)
- Demonstrated need and demand (library)
- Support from City Staff and Public stakeholders
- Strong potential ties to other City and regional initiatives
- Working Group identified

Sustainable Broadband Adoption Initiative

- City meets key metrics (low income and disadvantaged minority populations)
- Digital El Paso provides model framework for wireless digital inclusion program
- Strong tie to Downtown Development and other City and Regional initiatives
- Prospect for developing alternate and/or additional financing sources

Questions?