



The Short History and Bright Future of Community Broadband

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Objectives

- **Put broadband into historical context**
- **Profile winning projects**
- **Set stage for creation orientation**

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- **Reduce costs, increase revenues, improve operations**
- **Books, reports, workshops, consulting**
- **Identify needs, develop strategy**



"Worse than being blind
is being able to see, but
having no vision."

Helen Keller

Origins of Community Broadband

- **Access in small rural areas**
- **Meeting evolving opportunities**
- **Impact businesses**
- **Close the digital divide**

The Pioneers

- **Small and rural communities**
- **College towns**
- **Philadelphia and other large cities**

Money - the Root of All Bad Business Models

- Value of muni networks lost
- “We have no money” led to the “free” trap
- Reality perished beneath the hype...
- ...except where people had clear vision

2007: Value of Broadband Takes Shape

- **Small and rural communities**
- **Government-use only networks**
- **Community broadband**

Criteria for Success

- **Reduce costs, improve delivery of government services**
- **Economic development**
- **QOL - education, healthcare**

Improving government operations

- **Eliminating communication costs**
- **Reducing paper, paperwork**
- **Mobile workers access more data**

Economic Development

- **Keeps, improves local businesses**
- **Attracts new businesses**
- **Personal economic development**

If you have an area-wide wireless network that businesses can access, how has it affected economic development?

	Definite impact	Indirect impact	Too soon to tell	No impact	Difficult to measure
New businesses moved to your area	13.9% (16)	12.2% (14)	25.2% (29)	19.1% (22)	29.6% (34)
Existing businesses have stayed	13.9% (16)	18.3% (21)	19.1% (22)	20.9% (24)	27.8% (32)
Local companies more profitable	11.6% (13)	13.4% (15)	25.9% (29)	16.1% (18)	33.0% (37)
More tourists	4.4% (5)	9.7% (11)	28.3% (32)	22.1% (25)	35.4% (40)
Increase in events (conventions, fairs)	2.7% (3)	9.8% (11)	25.9% (29)	32.1% (36)	29.5% (33)
Revitalized depressed business areas	6.1% (7)	10.5% (12)	30.7% (35)	26.3% (30)	26.3% (30)

Figure 1 () = number of respondents

If you have an area-wide wired network that businesses can access, how has it affected economic development?

	Definite impact	Indirect impact	Too soon to tell	No impact	Difficult to measure
New businesses moved to the area	32.0% (41)	12.5% (16)	20.3% (26)	16.4% (21)	18.8% (24)
Existing businesses have stayed	26.0% (33)	22.0% (28)	14.2% (18)	15.7% (20)	22.0% (28)
Local companies more profitable	23.2% (29)	18.4% (23)	18.4% (23)	14.4% (18)	25.6% (32)
More tourists	5.6% (7)	12.7% (16)	20.6% (26)	27.8% (35)	33.3% (42)
Increase in events (conventions, fairs)	5.7% (7)	13.0% (16)	20.3% (25)	32.5% (40)	28.5% (35)
Revitalized depressed business areas	9.6% (12)	13.6% (17)	24.8% (31)	27.2% (34)	24.8% (31)

Figure 2 () = number of respondents

Profiles in Broadband

- **Santa Monica, CA**
- **Tacoma, WA**
- **Wilson. NC**

Santa Monica

- **Fiber replaced older tech, \$750,000 in savings**
- **Fiber sold to businesses, \$2.5 million in savings, revenue**
- **Groundwork for citywide wireless**

Tacoma, WA

- **Government use, services for general public**
- **Network supports multiple ISPs**
- **Funded with utility profits, self-sustaining**

Wilson, NC

- **Refused services by Time Warner**
- **IT staff managed buildout**
- **Running ahead of ROI projections**

Creation Orientation

- **Problem solving limits options**
- **C O opens wide range of possibilities**
- **Draws more to the cause**
- **Reflects Longmont's personality**

Q & A